

## Hotel Information

### Days Inn and Suites Dundee

130 Outer Drive at US 23 & M-50  
Dundee, MI 48131  
Phone: 734-529-5505  
\$55.99/night  
Block of 48 rooms available August 5 & 6  
*Book by June 30*

### Holiday Inn Dundee-Waterpark

100 White Tail Drive  
Dundee, MI 48131  
Phone: 734-529-5100  
\$77.99/night  
Block of 10 rooms available August 5 & 6  
*Book by June 30*  
Get discount on Splash Park day pass  
\$19.95 (normal \$31.95)

## For More Information

Visit our website at:

<http://go.osu.edu/AquaSuccess>

Conference Coordinator:

Julie Moose, Information Associate  
OSU South Centers  
1864 Shyville Road  
Piketon, OH 45661  
moose.14@osu.edu  
740-289-2071, ext. 223

## Sponsors



Three Workshops in One!

## Planning for Aquaculture Business Success

August 6-7, 2012  
Cabela's  
Dundee, Michigan

August 6

## AIS HACCP Workshop

Healthy fish are vital to a successful aquaculture facility. Learn to develop an Aquatic Invasive Species-Hazard Analysis Critical Control Point (AIS-HACCP) plan. By using a theoretical facility typical to the Midwest, you will learn to use biosecurity principals to identify risks and focus procedures to prevent the spread of AIS. Using practical examples and hands-on exercises, you will leave ready to tailor a plan specific to your aquaculture operations.

- 9:00 am Welcome and Introductions
- 9:15 am Biosecurity for Aquaculture Facilities
- 9:45 am Why AIS-HACCP?
- 10:15 am Introduction to AIS
- 11:15 am AIS-HACCP, From Net to Sale video
- 11:45 am Lunch on your own
- 1:00 pm AIS-HACCP Training Curriculum
- 2:30 AIS-HACCP Plan Development
- 4:00 Wrap-up, Q & A
- 4:30 Adjourn

### Evening Reception Info

A meet and greet is being organized so that conference attendees can network and socialize. More details to come.

August 7

## Aquaculture Business Management and Marketing Workshop

Are your business operations as healthy as your fish? Learn how to perform a simple financial health checkup and interpret indicators. Take advantage of the latest supermarket trends in aquaculture products and explore innovative marketing strategies that can reduce costs and increase profits.

- 8:00 Welcome and Introductions
- 8:15 Managing Your Aquaculture Business during Difficult Financial Times
- 10:15 Break
- 10:30 Supermarket Sales Trends for Aquaculture Products
- 11:15 Innovative Marketing Strategies
- 12:00 Question and Answer Session/Wrap-up
- 12:15 Lunch on your own

## Aquaculture Development Workshop

Developing a healthy aquaculture operation is different for everyone. Hear from the experts working on innovative approaches in the aquaculture industry and evaluate the potential to further develop your facility. Review the 2012 Aquaculture development and regulation study and possible impacts on the industry.

- 1:00 pm The Business of Aquaponics
- 3:00 pm Break
- 3:15 pm FISH for the Future: Ontario's Strategic Planning
- 4:00 pm Results from the AIM project: a Roadmap through Regulation and Aquaculture Development in Michigan
- 4:45 pm Q and A
- 5:00 pm Adjourn

## Who Should Attend?

- Fish Farmers/Haulers
- Agency and Academia
- Pet and aquarium trade
- Development agencies
- NGO's
- non-profits

## Registration Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Email, call or mail registration to:

Charissa McGlothlin  
 OSU South Centers  
 1864 Shyville Road  
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 Mcglothlin.4@osu.edu

Free Two-Day Workshop

Registration deadline is August 2