

# Marketing Tactics

*for Hawai'i County small businesses and organizations*



*Presented by The Kohala Center in collaboration with  
GoFarm Hawai'i, Hawai'i Farmers Union United, and Mā'ona Community Garden*

**Learn how to market your products** at this workshop presented by Pomai Weigert, AgBusiness marketing consultant for GoFarm Hawai'i. The workshop will provide an overview of goal setting, how to identify your sales targets, and share practical tips and resources for sharpening your business strategy for marketing. Ms. Weigert also serves as an advisor for the Hawai'i Agritourism Association and is a marketing and community relations specialist for Hawai'i's top agritourism venues.

## South Kona

Saturday, May 4 • 10 a.m.–2 p.m.  
Mā'ona Community Garden  
84-5097 Keala O Keawe Rd, Captain Cook

## North Kohala

Sunday, May 5 • 1–4 p.m.  
The Barn @ Kohala Village HUB  
55-514 Hāwī Rd, Hāwī

Admission is free, but pre-registration is required. Sign up at  
**[koha.la/marketing-tactics](http://koha.la/marketing-tactics)**

Questions? Contact Maile Woodhall at [mwoodhall@kohalacenter.org](mailto:mwoodhall@kohalacenter.org).



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