

Possible Brain Freeze



Whether it's the extended freezing cold that we've been having, or all the other rescheduling that's been going on in my life lately, I am out of touch with the calendar!

Not that I have a good relationship with it anyways, but lately it's gotten worse.

At precisely 10:37 a.m. this morning, just as I was sitting down to my own version of a Hobbit's "second breakfast", I realized it was Saturday and that I had forgotten to write this week's newsletter.

How could I do that?

The answer is simple. At the beginning of each week, I come up with an idea about what the newsletter will be about. This week I didn't.

My excuse is that there isn't a lot going on right now except for a whole lot of prep work for the year to come.

- Changes are being made to the website so we can get more people coming to the farm and participating in the events. That means writing a lot of material or content to put on the site.

- Then there's all the activity around getting ready for this year's Chicken Run. A Project Book is being pulled together so in the future running the event can be turned over to a new group of people. We're creating documentation, setting race goals, revamping existing marketing and tweaking the sponsorship packages and letters.
- For the first year, we'll be advertising the race on Facebook, and a marketing plan is being developed for that.
- While the focus is on the website and the race, pre-pre-work is being done for the next big project: the farm's raised garden beds. What's pre-pre-work? Pretty much making lists of things that have to be considered both for the original installation and expansion in the years to come.
- And, of course, everything that you do on the farm has a domino effect and have to be taken into consideration. That includes what happens at the Farm Store and the changes that need to be made there as well.

So . . . is this enough of an excuse for you to forgive my forgetfulness?

If not, then here's a fun video that I hope will make up for my lapse.



[Click Here to View on YouTube](#)

One Last Thing!

SAVE THE DATE!

5th Annual

Chicken Run

Sunday April 8, 2018



Presented by the Historical Strong Family Farm

Quinn Eurich, Editor