

An Overall Program

January 26-27, 2007 Coralville Marriott Hotel ■ Coralville, Iowa

Friday, January 26

Registration & Refreshments **8:00am**

Welcome & Introductions **8:45am**

Workshop 1 (select one) 9:00-11:45am

■ Planning Your Road to Success—Grow Your Small Market Business

Penny Brown Huber, Grow Your Small Market Farm Program Administrator
James Nisly, Owner, Organic Greens

Learn why business planning will get and keep you on the right track, what resources are available and some practical next steps to build a sound, profitable business. Two farmers will discuss their specialty farm businesses.

■ Estate Planning - Financial Writing

Bob Dunaway

With more than 30 years of experience, Dunaway feels he has seen most of the mistakes that can be made in estate and retirement planning. Through actual examples, he will show you how those can cause problems and how you can avoid them as you develop your own plan. Bring your own questions so you will get even more out of this session.

■ A Hero's Journey - Developing Techniques for Successful Travel Through Difficult Situations

Shari Hebl, Holistic Nurse

Learn ways to empower yourself as you face difficult people and situations along the road to reach your goals. Have fun creating a "treasure map" of your personal goals and/or life dreams.

■ Making Options Simple

Beth Collins, Commodity Broker/Farm Partner,
VPI Company

Many women have thought that options were too complicated - or they just weren't smart enough to understand them. Beth will show you that if you can add and subtract, *you can understand options.*

Luncheon 11:45am *April Hemmes, Iowa Women in Ag*

Workshop 2 (select one) 1:00-2:15pm

■ Transitioning to Organic—Grower Perspectives

Susan Jutz, ZJ Farm & Local Harvest CSA, Practical Farmers of Iowa
Janette Ryan Busch, Fae Ridge Farm

Learn how these women got started in organic farming and about their niches in the Iowa City area market. They'll discuss the pros and cons of organic certification, share the challenges they've faced, and give pointers for those interested in entering this evolving business area.

■ Are You in the Zone?

Dr. David Kohl, Professor Emeritus, Agriculture & Applied Economics, Virginia Tech

A map will be unveiled that illustrates changes in demographics that will impact Eastern Iowa and the U.S. in general. This may provide the stimulus for vibrant niche markets. A seven point checklist will be given to determine if you are in the Zone. Yes, there is an I-80 gold rush for niche markets ranging from alternative fuels to agri-entertainment. The do's and don'ts of these opportunities will be presented.

■ Ergonomics, Body Mechanics, and Footcare

Tracy Marker, MS, CPE, Mercy Iowa City

Ergonomics is the science of matching our physical environment to the unique abilities and limitations of people. This workshop will provide an introduction to the principles of ergonomics, with a special focus on body mechanics and how to minimize stresses to our bodies.

■ **Removing the Mystery – Record Keeping Revealed**

*Ruth Hambleton, U. of Illinois Extension,
Farm Business Management & Marketing*

Women are great organizers and record keepers, but need to take the next step. Come learn how to make sense of balance sheets, cash flows and income statements. Use a spreadsheet designed to keep track of multiple landowners, scale tickets, grain sales and field production information.

Break **2:15pm**

Workshop 3 (select one) **2:30-3:45pm**

■ **Livestock Manure: The Good, The Bad & The Ugly**

Dr. Greg Brenneman, ISU Extension Ag Engineering Field Specialist

Livestock production always results in manure to deal with. What are the current laws and rules? We'll explore some of the social implications, then focus on how manure and other farm by-products can be used as an asset in a farming operation.

■ **Structuring the Farming Operation for Continuity - Legal & Tax Issues** (continues into Workshop 4)

Dr. Roger McEowen, Leonard Dolezal Professor in Agricultural Law, ISU

Dr. McEowen will address the numerous issues associated with planning in order to continue the farming business in successive family generations. Business structure, tax and other legal and family issues will be discussed.

■ **So You Own a Digital Camera ... Now What?**

Dave Johnson, Photo Pro

Get tips on how to use and control your camera to get the images you want. Learn how to improve your images on a computer and how to crop. What are your printing options and how do you keep track of all those image files?

■ **Transitions of Life**

Dr. David Kohl, Professor Emeritus, Agriculture & Applied Economics, Virginia Tech

Which kid do you want to live with? This is a question often asked of business people who have not properly prepared for the golden years. Properly transitioning the business and strategic investing both inside and outside the business are critical elements in the golden years. The "nuts and bolts of investment and transitioning will be presented, which will interest individuals of all ages, whether you are 8 or 80.

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Workshop 4 (select one) **4:00-5:15pm**

■ **Management & Economic Concerns for a Midwest Ewe Flock**

Larry Daniels, DVM, Iowa Supreme Lamb, LLC

Good management decisions make or break a financially successful ewe operation in the Midwest. This presentation will stress the importance of those decisions as related to genetics, lambing schedules, labor, nutrition, facilities, and financing.

■ (continued from Workshop 3) **Structuring the Farming Operation for Continuity - Legal & Tax Issues**

■ **Womens Health: Tests You Should Have; Questions You Should Ask**

Minyon Rittgers-Easton, MD

It's your health and your body and you are your own best advocate, if you are prepared. What tests are needed to create baseline data, which are needed for early detection? When should you get them? Questions and dialogue with your health provider is vital to getting the best health care. Learn what questions you need to ask, how to ask them, and when.

■ **Debt Management and Loan Preparation**

*Ruth Hambleton, U. of Illinois Extension,
Farm Business Management & Marketing*

When it's time to meet with your lender, do you have an anxiety attack just thinking about it? Learn what information a lender needs and how to make everything you do throughout the year relate to your business plan so you are ready for that meeting. Gain a working understanding of debt management and terms such as ratio analysis.

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Dave Johnson, Photo Pro

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Displays & Networking **5:15-5:45pm**

Banquet & Keynote Presentation 5:45pm

The View from Planes, Trains, and Automobiles Dr. David Kohl

Hospitality & Conversation **8:00pm**

Saturday, January 27

Breakfast Buffet **7:00am**

Workshop 5 (select one) 8:00-9:00am

■ When Farmers Succeed, We Succeed

Julie Doane, Customer Outreach Manager, Monsanto

Learn how one company is using the tools of modern biology to bring products to market that make farmers more profitable and productive. Growing healthier foods for consumers, such as Vistive Soybeans that can reduce the trans fats in processed foods, is just one example of today's business philosophy.

■ The National Animal Identification System – What's Happening in Iowa and What's Ahead?

Steve White, Iowa Dept. of Ag Animal ID Coordinator

The Iowa Premises Identification Program is the first step in implementing the National Animal Identification System (NAIS). The coordinator of Iowa's efforts will share the status of our state's efforts in NAIS and what is being done to register premises where agricultural animals are raised. White will also provide a look forward at where the program is headed.

■ Cook Once, Eat for 2 Weeks

Jan Temple, ISU Extension Nutrition and Health Field Specialist

At 4 o'clock do the words, "What's for dinner?" strike fear into your heart? If so, this workshop is for you. You will learn how spending a little time with planning, shopping and preparing food can eliminate much stress in your life while saving you money. Information about planning and preparing healthy meals for two weeks will be shared.

■ What's in YOUR Pasture?

Denise Schwab, ISU Extension Beef Field Specialist

Denise will focus on both the animals and how they graze, and the forages and how they grow. We'll look at pasture management, forage identification, grass management, and animal management to increase pasture productivity. Land for pasture is a limited resource, so learn how to get more grass from the pasture area you have.

■ Personality Style –What Color are You? (continues into Workshop 6)

Nancy Schmidt, ISU Extension Youth Specialist

Using the Colors Matrix System, you will identify your own personality style and explore the characteristic of each of the different styles. This identification is an important step in developing effective communication and building positive relationship, both personally and professionally. (group size limited to 25)

Break **9:00am**

Workshop 6 (select one) 9:15-10:15am

■ Iowa's Ethanol Industry: Effects of Local Processing on Grain Production and Management Decisions

Connie Hardy, Value-Added Agriculture, ISU

The rapid growth of ethanol processing in Iowa is shaping new thinking about farm management and local investment. It represents an opportunity that has already changed our thinking about how and where we participate as processors and sellers of value-added products.

■ Grain Marketing – Going Beyond the Basics

Kurt Klecker, Cargill Risk Management

Once you understand the fundamentals of grain marketing, the next step is to analyze and strengthen your current crop marketing plan. There are many types of contracts available, plus other tools to maximize your potential.

■ **Landscaping your Farmstead/Acreage**

Judy Nauseef Landscape Design, APLD, ICNP

This workshop will cover the general basics of landscape design: how to structure your outdoor space with special considerations for rural sites. The information will include a list of sources such as magazines, books, catalogs and websites so that will be able to build on the knowledge gained at the session.

■ **Farmstead Management—Keeping the Lights On and the Water Running**

Greg Brenneman, ISU Ext. Ag Engineering Field Specialist

A fun look at the in's and out's of living in the country. What you need to know about wells, septic systems, snow control, farm building layout, traffic flow, power supply and energy conservation.

■ *(continued from Workshop 5)* **Personality Style –What Color are You?**

Workshop 7 *(select one)* **10:30-11:30am**

■ **See The Light With Soy Candles**

*Cate Newberg, Sr. Marketing Advisor,
Iowa Soybean Association*

Soy candles provide added value to Iowa agriculture. Learn the dynamics of marketing them in Iowa and on a national basis. Find out how soy candles are made, their history and why people should even consider soy candles.

■ **Farm Programs 101**

Beth Grabau, CED, USDA's Farm Service Agency

Learn the basic working knowledge of government farm programs from someone who has been working with them for 20 years. This session will help you know what to expect when going into a Farm Service Agency office.

■ **Beef. It's What's in the News!**

Nancy Degner, Executive Director for the Iowa Beef Industry Council

What's new about beef? New beef cuts, nutrition update, organic vs. grass-fed vs. conventional beef, consumer demand for easy meals, telling the beef production story. Nancy will share some of the most common questions about beef (bring yours) and how checkoff programs build demand for beef.

■ **A Neighborly Approach to Growing Rural Iowa**

Aaron Putze, Coalition to Support Iowa's Farmers

Growing rural communities is best done one neighbor at a time, with the focus on communication. Putze will share insights on the importance of good neighbor relations and strategies to cultivate positive relationships. More active and vibrant Iowa communities can survive and thrive if people engage in truthfulness and a willingness to engage in proactive, solutions-oriented efforts.

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Luncheon 11:45am *Jill Reicks, Pine Needles*

Conference Ends 1:30pm