



Friday, January 25, 2008

[Workshop 1 \(9:00-11:45 am\)](#)

Marketing At Farmers Markets

Cindy Golding, Sweet Maple Farms

Bob Sheppard, Iowa Farmers Market Association

Teresa White, Cedar Rapids Farmers Market

Candles, Jam, Produce, Crafts. . . the list is endless! Learn how to best market your products and grow your clientele when participating in Farmers Markets.

Critical Estate Planning Concepts for Farm Wives and Widows

Roger McEowen, Leonard Dolezal Professor in Agricultural Law, ISU Center for Agricultural Law & Taxation

Discover the key information on estate planning that farm wives and widows should be aware of beyond the technical aspects. Fundamental estate planning concepts will be discussed as well as the importance of maintaining family relationships through the planning process.

Home Landscape – Passionate About Perennials & Landscape Design!

Lee Zieke Lee, Willowglen Nursery

Joyce Robison, ISU Master Gardener

Join professionals in the field to learn about innovative methods and techniques to designing and landscaping your property. Learn what resources are available to you while creating your designs, and which plants, particularly perennials can enhance your landscape.

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!*

[Workshop 2 \(1:00-2:15 pm\)](#)

The Bolts & Nuts of Wind Energy

Bill Haman, Iowa Energy Center

It's all about the wind—the basics of wind energy, the status of wind energy in Iowa, the tools to determine the feasibility of wind energy for your applications, and the financing options for wind energy.

Lions, & Tigers & Family, Oh My! Pitfalls & Snares that Break Up A Family & Business (continued in Workshop 3)

Jolene Brown, CSP

Sometimes agriculture is like the land of Oz. . . tornado like times, uncertainty, pitfalls and snares. This upbeat session provides great insight and practical ideas to improve productivity, profitability and relationships. From conversations to contracts, from assumptions to clarifications, and complaints to celebration, we will open eyes and avoid the pitfalls and snares that break up family business.

The Incredible, Edible Egg in Action!

Karen Hayes, Iowa Egg Council

Karen Hayes from the Iowa Egg Council will discuss the latest information and research on the nutritional value of the egg, as well as how to properly store and handle eggs. She will also demonstrate new (as well as some old standby) preparation techniques. Taste testing samples will be a part of the program!

Farm Recordkeeping Systems: Depreciation and Income Statements

Ruth Hambleton, University of Illinois Extension

Income statements (not income tax) tells you if a farm is profitable. This session will take you into the concept of taking income tax information and turning it into an income statement. We'll look at how income and expenses are classified and explore the concept of depreciation

Beginning Grain Marketing

Beth Collins, Commodity Broker/Farm Partner, VPI Company

Learn grain marketing on a level that everyone can understand! This session will discuss supply and demand, contracts, target selling prices and much more.

Workshop 3 (2:30-3:45 pm)

Swine Production – Where is the Industry At and Where is It Headed

Colin Johnson, Iowa Pork Industry Center

Discuss modern production and marketing structures that exist in the pork industry as well as identify future opportunities for growth. Iowa is uniquely poised for pork production and a wide variety of individuals are needed to maintain the industry's leadership. It's more than just pigs and manure- discover the value.

Lions, & Tigers & Family, Oh My! Pitfalls & Snares that Break Up A Family & Business

(continued from Workshop 2)

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A Look at Women's Health

Dr. Hilary Barr, Mercy Iowa City

Be prepared to take care of your body and be responsible for your health! Learn about things that are important to your health in the future such as bone health and osteoporosis.

How Farm Decisions Show Up on the Balance Sheet

Ruth Hambleton, University of Illinois Extension

How Farm Decisions show up on the balance sheet is a fascinating spreadsheet that lets a family examine impacts of major decisions, like adding an enterprise, bringing a family member into the business, or increasing input costs. You'll see how impacts of certain decisions flow through to the spreadsheet and how some decisions are deceptively destructive to a farm operation.

How to do a Landscape Design

Joyce Robison, ISU Master Gardener

Learn about innovative methods and techniques to design and landscape your property. Learn what resources are available to you while creating your design.

Workshop 4 (4:00-5:15 pm)

On Farm Grain Storage

Chris Bowersox, Cargill

Kevin Meyer, Cargill

Learn how to maximize your revenue with on farm storage. This session is designed to help educate you on how to make your storage work for you.

Estimating Costs of Production

Mike Duffy, ISU Beginning Farmers Center

Estimating costs of production is a necessary cornerstone to a profitable farm and successful marketing strategy. In today's environment we need to know our costs of production to determine which rotation and/or crop to plant and we need to know where we can save money. Our agriculture has become heavily dependant on fossil fuels. Because of this we should expect ever increasing costs. Knowing how to measure costs will help us better deal with increases.

Revitalize with Reflexology

Patricia Barrance, Reflexology Plus

Foot & hand reflexology is a scientific art based on the premise that there are zones and reflex areas in the feet and hands which correspond to all parts of the body. Join in during this hands-on session to learn about reflexology and demonstrate how it will work for you!

Determining Farm Rental Rates and Leases

Bob Wells, ISU Extension Farm Management Field Specialist

When developing and negotiating a farmland rental rate, don't overlook the importance of nurturing your landlord tenant relationship. This session will look at ways to improve your lease agreements and the little things that make a difference in landlord tenant relationships.

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Saturday, January 26, 2008

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

Farming Outside the US

Jim Grief, Prairieview Ag Service

See what one farmer learned when he traveled to France with three other Linn County farmers to attend the world's largest farm show *The International Salon De L'Agriculture* in Paris, France. Their personal visits with real farmers offers an eye-opening view of agriculture outside US borders.

How to file Farm Service Agency Programs Online (limit is 30 participants)

Beth Grabau, CED, USDA's Farm Service Agency

Learn basic working knowledge of government farm programs from someone who has been working with them for more than 20 years. In the new age of technology, learn how to utilize online resources to file FSA programs and more!

Who Gets Grandma's Yellow Pie Plate

Phyllis Zalenski, ISU Extension, Family Resource Management Specialist

How do you decide who will get family jewelry, dishes, furniture, and other special items? This workshop focuses on tips to begin the process of talking among family members, understanding the various issues involved with dividing personal property, and thinking about different distribution options and their consequences. Worksheets to start the process will be provided.

Everything You Need & Want to Know About the Farm, but Were Afraid to Ask

April Hemmes, Iowa Women in Agriculture

April Hemmes has been farming for almost 25 years and gets questions about farming all the time. She will share some farming facts with you and a typical year on a farm then the rest is up to you. Please bring your questions that you have always wanted to ask.

Top 10 Things You Should Do to Your Computer Each Year

Nick Williams, RJ Ender Computers

Upgrades, downloads, new software, the list is endless! Take charge of your computer by attending this informative session, and learn about what you need to do each year to stay wired and up-to-date!

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

Bioeconomy – Overview of Ethanol & Biodiesel

Chad Hart, ISU-CARD

Join Chad Hart, an agricultural economist for a presentation that will look at the short-term outlook of the ethanol industry and it's impact on midwestern agriculture!

Agronomy 101

Sharon Grief, Prairieview Ag Service

A beginner's guide to growth cycles of corn and soybean crops. Bring your questions about herbicides, insecticides, seeds, soils and fertilizer. . . anything you want to know about growing a crop.

Get MOTE-ivated!

Gale Mote, Gale Mote Associates

"Blessed are they who are flexible for they shall never be bent out of shape!" Change is inevitable for all of us in our personal and professional lives. It is so easy, however, to become complacent, rigid, and "stuck in a rut!" This motivational presentation identifies sources of resistance and offers practical suggestions for "letting go, stretching ourselves, being more flexible, and moving on!"

What's Going on with Our Climate?

Elwynn Taylor, ISU Extension Climatologist

See one professional's view of megatrends in technology, climate and society. Elwynn Taylor's extensive knowledge and understanding of the world around us will offer an update on future weather and climate patterns.

Aging With Dignity

Kristi Cooper, ISU Extension Family Life Specialist

Explore the "Five Wishes" legal document and process that assists families in discussing medical, personal, emotional and spiritual wishes when a family member faces serious illness.

Workshop 7 (10:30-11:30 am)

Feeding Corn Bi-products to Livestock

Denise Schwab, ISU Extension Beef Field Specialist

Distillers grain, syrup, soluble, gluten, wet, dry. . . What are you talking about?!? This session will focus on the various corn co-products we are currently feeding livestock, and how they fit into a cost-effective livestock ration. You will leave knowing the difference between all these feeds, how to compare prices to select the best option, how much you can include in your rations, and what some of the pitfalls are of including co-products.

Ag Information on the Internet (limited to 30 participants)

Ann Johanss, ISU Ag Decision Maker

Ag Decision Maker is an on-line resource from Iowa State University Extension. The information and analysis provided through the web site will help you find solutions for many of the business, economic, and financial decisions facing farmers and agribusinesses. It includes free, interactive tools to assist in making decisions for you and your farm business.

Building a Strong Financial Foundation

Mark Hoffman, Edward D. Jones Company

Learn about basic investment concepts and discuss the importance of having an investment strategy, buying and selling quality investments, the value of time in the market and the concept of risk tolerance.

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