

27th Nebraska

UNIVERSITY OF
Nebraska
Lincoln | EXTENSION

women in
AGRICULTURE
Conference



**Innovation for the
Future**

February 23-24, 2012—Kearney Holiday Inn—Kearney, NE



Empowering Women in the
Agriculture Industry!!

women in
AGRICULTURE

University of Nebraska
303 Filley Hall
Lincoln, NE 68583-0922

Innovation for the Future



Take charge of your future and invigorate yourself through fellowship, education, innovation and networking.

We are committed to providing opportunities for all Nebraskans to develop management skills in every facet of agriculture by providing leadership, learning support, and networking avenues.

Presented by:

The Institute of Agriculture and Natural Resources
 University of Nebraska–Lincoln Extension
 The Department of Agricultural Economics



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the US Department of Agriculture.
 University of Nebraska–Lincoln Extension educational programs abide with the non-discrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture

Registration

Name: _____ Phone: _____
 Address: _____ County: _____
 City: _____ State: _____ Zip: _____ Email: _____
 Check One: Check VISA Mastercard Discover Name of Sponsor: _____
 Card #: _____ Address: _____
 Exp. Date: _____ City: _____ State: _____ Zip: _____

Workshop Sessions: Mark ONE workshop per session.

Session 1	Session 2	Session 3	Session 4	Session 5
<input type="checkbox"/> Business Transitions	<input type="checkbox"/> Real Colors 1	<input type="checkbox"/> Real Colors 2	<input type="checkbox"/> Profit Centers	<input type="checkbox"/> Risky Business
<input type="checkbox"/> SMART Phones	<input type="checkbox"/> Diabetes	<input type="checkbox"/> Riding the Wave	<input type="checkbox"/> NRCS	<input type="checkbox"/> Global Marketing
<input type="checkbox"/> Farm Policies	<input type="checkbox"/> SARE	<input type="checkbox"/> A Check-List World	<input type="checkbox"/> Computerized Life	<input type="checkbox"/> Photo Storage
<input type="checkbox"/> Forestry	<input type="checkbox"/> Crop Disease	<input type="checkbox"/> Veggie Diseases	<input type="checkbox"/> Tell Your Story Panel	<input type="checkbox"/> Starting Over
<input type="checkbox"/> Good to be Home	<input type="checkbox"/> Marketing 101	<input type="checkbox"/> Marketing 201	<input type="checkbox"/> CSI: Farm	<input type="checkbox"/> Grazing Green
<input type="checkbox"/> Crop Insurance 2012	<input type="checkbox"/> Understanding Forage	<input type="checkbox"/> Direct Marketing		<input type="checkbox"/> New Farm Wife
	<input type="checkbox"/> Computerized Records			<input type="checkbox"/> Genetic Basics

Optional FunShop Sessions: Thursday evening beginning at 7:30 PM

- Good News About Beef!
- Exercising to a New You!

Registration

Registration Fee

Early bird registration of \$100.00 per person is due by February 10, 2012. Beginning February 11, the fee is \$120.00. This fee includes workshop materials, registration, breaks, lunch, and dinner on Thursday, and breakfast and lunch on Friday.

Cancellations

The full registration fee is refundable up to 2/15, a \$50.00 refund until 2/21 and no refund after 2/21. In the event of a weather cancellation it will be announced on KRVN and local TV stations.

There are four ways to register!

1. **Register Online:** <http://wia.unl.edu> **This is the preferred and easiest method!!**
2. **Register By Phone:** 800-535-3456
3. **Register By Fax:** 402-472-0776, please do not include credit card number but do include telephone number where we can reach you.
4. **Register By Mail:** Mail a completed registration form with check or credit card number to:
Women in Agriculture
UNL Agricultural Economics
303 Filley Hall
Lincoln, NE 68583-0922

Make Checks Payable To: University of Nebraska
We Accept Visa, Mastercard and Discover

Tax Deductible

The expenses of continuing education when taken to maintain and improve professional skills are tax deductible. Consult your tax advisor for more details.

Hotel Information

Lodging:

Reservations should be made directly with the Kearney Holiday Inn. Their special room rate is \$82.95 per room with occupancy of 1-4 persons. The hotel is holding a block of rooms until January 23 for the Women in Ag Conference.

Phone:

308-237-5971

Address:

110 Second Avenue, Kearney, NE 68848
Located north of I-80 at Kearney Exit 272

Check In: 4:00pm

Check Out: Noon

THURSDAY, FEBRUARY 23

- 9:00 - 10:00 am Registration
- 10:00 - 10:15 am Welcome!!!
Larry Van Tassell, Dept. of Ag Econ
Cheryl Griffith
- 10:15 - 10:50 am Kick-off: "What's Ahead for IANR?",
Ronnie Green
- 11:00 - 12:15 pm Workshop Session 1
- 12:15 - 1:30 pm Lunch
Land Link: Kathie Starkweather, CFRA
- 1:30 - 2:45 pm Workshop Session 2
- 2:45 - 3:15 pm Break
- 3:15 - 4:30 pm Workshop Session 3
- 5:00 - 5:45 pm Winetasting Sponsored by the Nebraska
Winery & Grape Growers Association
- 5:45 - 7:15 pm Dinner and Entertainment
- 7:30 - 8:30 pm FunShops!!

FRIDAY, FEBRUARY 24

- 7:30 - 8:15 am Breakfast Buffet
- 8:15 - 8:25 am Opening Remarks
Cheryl Griffith
Kim Waller: NU Foundation
- 8:25 - 8:50 am Morning Keynote: "Standing up for
Farmers and Ranchers: The Food
Celebrities of 2012", *Tina Henderson*
- 9:00 - 10:15 am Workshop Session 4
- 10:15 - 10:45 am Break
- 10:45 - 12:00 pm Workshop Session 5
- 12:00 - 1:30 pm Lunch & Finale: *Juli Burney*

Keynote Speakers



RONNIE GREEN

NU Vice President and IANR Harlan Vice Chancellor, University of Nebraska-Lincoln
Ronnie was raised on a mixed beef, dairy, and cropping farm in southwestern Virginia. He completed his education at Virginia Tech, Colorado State University and the University of Nebraska with an interest in animal science. Ronnie will enlighten us to his vision for the future of the Institute of Agriculture and Natural Resources.

Even though his office is in Lincoln, Ronnie and his wife Jane call their Sutton, Nebraska farm home.

Ronnie is sponsored by Reinke Manufacturing Company, Inc.

THURSDAY EVENING WINE TASTING AND ENTERTAINMENT

Our dinner entertainment will remain a surprise at this time but we can tell you how excited we are to have wine tasting available before the Thursday evening meal. Sponsored by the Nebraska Winery & Grape Growers Association, you are encouraged to sample and purchase wine produced by local central Nebraska wineries!

Wine tasting is sponsored by the Nebraska Winery & Grape Growers Association

TINA HENDERSON

Director of Communication Services, Nebraska Farm Bureau

"Standing Up For Farmers and Ranchers - The Food Celebrities of 2012", Tina will talk about how farmers and ranchers will continue to be in the spotlight with consumers. Increasingly, consumers want to know where their food comes from. Farmers **must** transfer their knowledge and expertise from the fields to blogs and social media platforms like Facebook and Twitter. They also need to be available to speak to local community groups about what they do on the farm or ranch, thus, setting the stage for them to become the food celebrities of 2012.



Tina is sponsored by Nebraska Farm Bureau

A Big Thanks to our Sponsors!!

Premier Sponsor (minimum of \$1,500)

Farm Credit Services of America
Nebraska Soybean Board
Reinke Manufacturing Company, Inc.
Risk Management Agency

Gold Sponsor (\$1,000 to \$1,499)

Nebraska Farm Bureau

Silver Sponsor (\$500 to \$999)

Farm Service Agency
Natural Resources Conservation Service
Nebraska Beef Council
Valmont Irrigation

Bronze Sponsor (\$150 to \$499)

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Nebraska Ethanol Board
Nebraska Independent Community Bankers
Nebraska LEAD Program
Northeast Community College
T-L Irrigation Co.
United Farmers Coop
University of Nebraska Extension
University of Nebraska Foundation
UNL-College of Agricultural Sciences and Natural Resources

*Additional sponsors
may be announced at
the
Conference.*

Friends of Women in Agriculture (less than \$150)

Agri Products, Inc.
Hastings Irrigation Pipe Co.

FunShops!!!

FunShops are optional workshops that provide a fun way to network and learn in a non-pressure setting! Each FunShop is one hour long, and begins at 7:30 PM.

The Good News about Beef

Bethany Johnston, Extension Educator, UNL Extension; **Lisa Brass**, Nebraska Beef Council and **Katie George, RD, LMNT**, Nebraska Beef Council

Join Bethany, Lisa, and Katie for the Fun Shop that is all about "beef". Learn *why* the "Beef Value Cuts" have made an impact on the beef industry. Learn *how* to cut a Chuck Roll (previously made into roasts and hamburger) into delicious steaks, boneless beef ribs, perfect meat for fajitas, and a roast that cooks like a prime rib. These new Chuck Roll cuts are an economical way for meat cutters to increase profits, or a cost efficient way for the cook to feed a branding crew. Learn *ways* to discuss the positive health benefits of beef with consumers. The Fun Shop will end with a taste panel of the various cuts and making your own spice rub to take home. Come, learn, eat, and enjoy!



Sponsored by Nebraska Beef Checkoff and the University of Nebraska.

I Think I Can, I Know I Can, I DID IT!!!

Do you need a little stress relief in your life? Everyone does! Join us as we take you through two of our most popular classes at the Kearney Family YMCA. We'll get your heart rate going and loosen up the muscles while having a 30 minute party with Zumba...our Latin based dance/exercise class. There's no better way to follow up a high energy class than to give those muscles a great stretch... 30 minute FLEX (Functional muscle Lengthening EXercise) is just the class you will need to stretch, breath, and relax. We'll see YOU there!



NOTE: Participants can take part in Zumba at their own comfort level. The goal is just to get moving and have FUN!

Capstone Speaker

JULI BURNEY

Multiple award winning teacher, humorist and author, Juli makes an amazing connection with her audiences. She is able to entertain with the ability of a headlining comedian while either motivating or training with ease as a nationally recognized speaker. Juli has been honored as Nebraska's Artist of the Year because of her ability to help improve people's lives through humor and effective use of communication tools.



She has worked in all 48 continental United States and Canada, and has been commissioned by a variety of associations from the National Endowment for the Arts to Fortune 500 companies to develop training programs that stick. She has filmed for Showtime and HBO, along with making numerous guest appearances on radio and television programs. Her humor is insightful, delightful, universal and enlightening which ever topic she presents.

Juli is sponsored by Farm Credit Services of America

A big shout-out goes to our 2012 Planning Committee. We bounced ideas off of them (some bounced, some landed with a thud!), they helped to secure funding, they worked to update our evaluations, and they did some of the foot-work to put this conference together for you. Please express your appreciation to them!

Thanks

Sandy Sterkel
Bethany Johnston
Carroll Welte

Marilyn Schlake
Cindy Tusler
Cheryl Griffith, Coordinator

Jo Bek
Sara Ellicott

Workshops

Session 1, Thursday 11:00 AM—12:15 PM

Woman's Influence- The Key to Generational Business Transitions

Session 1

Dave Specht, *Family Business Management Consultant*

This presentation highlights the woman's opportunity to influence the successful transition of the multi-generational farm/ranch. You will come away with a better understanding of how to communicate and navigate one of the most crucial times for a farm/ranch and the family that runs it. The ultimate goal of any multi-generational transition is to perpetuate the farm/ranch and to preserve the family relationships. You will come away with action items and ideas on how to get this process started with your family.

Dave is sponsored by the **Nebraska Pork Producers**

Smart phones or Smart Users?

Session 1

Dennis Kahl, *Extension Educator, UNL Extension*

A variety of applications can be downloaded on the new SmartPhones which makes using information on the farm much more efficient. That's great, but does using one really make your life easier? Dennis shows you what your SmartPhone can do as well as tricks that will definitely make your life easier and make you a smart user!

Changing Farm Policies: Is the Farm Income Safety Net at Risk?

Session 1

Brad Lubben, *Extension Ag Public Policy Specialist, UNL Extension*

With great uncertainty about the budget and the farm bill debate in Washington, Lubben will discuss potential directions for both the size and the shape of the farm income safety net. Depending on the policy route ahead, Lubben will also discuss implications for producer risk management decision making in the complex, and increasingly volatile agricultural sector.

Brad is sponsored by the **Dairy Farmers of America** and the **Nebraska Ethanol Board**

Workshops

Basic Genetics and EDP's

Session 5

Matt Spangler, *Assistant Professor, Extension Beef Specialist, UNL Animal Science and Extension*

The focus of this presentation will be on fundamental principles of genetics and how those principles are utilized to make genetic selection tools and programs. Tools such as Expected Progeny Differences (EPD's), Bio-Economic Index values, and future selection technology will also be discussed.

Be Sure to Visit our Booth Displays!!

- **A-FAN**
- **Affiliated Brokers Insurance**
- **All Commodities**
- **Center for Rural Affairs**
- **UNL-College of Agricultural Science & Natural Resources (CASNR)**
- **Farm Credit Services of America**
- **Farm Service Agency**
- **Great Western Bank**
- **McHenry Financial**
- **Natural Resources Conservation Service**
- **Nebraska AgrAbility**
- **Nebraska Beef Council**
- **Nebraska College of Technical Agriculture**
- **Nebraska Corn Board**
- **Nebraska LEAD Program**
- **Nebraska Winery & Grape Growers Association**
- **Northeast Community College**
- **Reinke Manufacturing Company, Inc.**
- **University of Nebraska Foundation**
- **USDA NASS**

Additional booth displays may be announced at the Conference

Workshops

Starting from the Ground Up

Session 5

Kathy Koch McHenry, *Financial Advisor*

The only way to take full advantage of investment and insurance planning tools for your operation is to understand the basics. We'll share some fun and not so funny stories - help you understand pitfalls to avoid - recognize the role of disability, life and long-term care insurances and how to determine the coverage amounts needed. Learn about investment options and tax strategies, risk tolerance and the fine print that you must understand.

Kathy is sponsored by herself, **McHenry Financial**

Making a Little Green (\$) on Your Green (Pasture)

Cindy Tusler and Jenny Nixon, *Extension Educators, UNL*

Extension

Session 5

This is a hands-on look at developing a grazing lease agreement that meets your needs. We'll look beyond "how much should I charge" and take an in-depth look at: knowing what you have (forage, facilities); knowing what you want from your lessor (dollars, management), how to evaluate if you are getting what you want (monitoring), and finally to get it all written down.

Cindy and Jenny are sponsored by **All Commodities**

Farming 101 for the New Farm Wife

Session 5

Bonnie Schulz, *Agribusiness Technology Instructor*, and **Hilary Maricle**, *Agriculture Instructor, Northeast Community College*

So you didn't grow up a farm girl? Do you feel like you have entered a foreign land? This session will outline a few farming and ranching basics for the farm wife who was not a farm girl from the start! Learn to "talk the talk" not only with your farmer husband but also the coop manager, seed salesman, equipment dealer/parts person, and others. We'll share tips and tools to bring you closer to and part of the world of agriculture.

Bonnie and Hilary are sponsored by **Northeast Community College**

Workshops

Forestry in Nebraska?

Session 1

David Lott and Cindy Tusler, *Extension Educators, UNL Extension*

Trees play an important role on the ranch and farm. Considered living windbreaks, trees protect property, crops and livestock from the elements. How do you choose a species and where do you get good stock? How do you keep wildlife away from seedlings, what diseases do you watch for and how do you treat them? David and Cindy will branch out and answer your forestry questions!

David and Cindy are sponsored by **Valmont Irrigation**

It's Good to Be Home

Session 1

Kathy Koch McHenry, *Financial Advisor*

Many know Kathy as a farmer's daughter. Listen to her story as she describes her new role as a midlife farm wife. She'll share insight about the challenges of staying on or returning to the family farm/ranch in light of today's land prices and upcoming tax law changes. This will be an open format, with questions and specific case histories from workshop participants encouraged.

Kathy is sponsored by herself, **McHenry Financial**

2012 Crop Insurance and Risk Management Update

Session 1

Terry Warren, *Business Development Representative, RCIS*

Every farmer needs to be made aware of the new trend adjusted yield, rerating of corn and soybeans by RMA in 2012, and the premium billing date change for MPC1 in 2012. There also are many changes in 2012 to the crop hail coverage plans, and named peril products that will be discussed. Farmers have risk management decisions to make before they go to the field in the spring so plan to attend this workshop.

Terry is sponsored by the **USDA Risk Management Agency**

Workshops

Session 2, Thursday 1:30 PM—2:45 PM

Real Colors 1

Session 2

Susan Pearman, *Extension Assistant, UNL Extension*

Note: Participants must attend Session 2 and Session 3. Attendance will be limited to 35

Are your spices alphabetized? Do you make lists for your lists? Do you have family members that are logical and loathe small talk? Why are some people always so comforting? Do you know someone that thinks they have money in the bank just because they have a debit card in their hand? We'll look at personalities according to their colors!

****To be continued in Session 3**

Living with Diabetes/Living with a Diabetic

Debra Schroeder and Bethany Johnston, *Extension Educators, UNL Extension*

Session 2

You're not alone! In the United States, over 24 million people are diagnosed with diabetes, and millions of others go undiagnosed. This workshop is for diabetics (or people who care about diabetics) and will be taught by diabetics! Bethany Johnston (type 1) and Deb Schroeder (type 2) will talk about differences between the types of diabetes, clear up myths about the disease, and share resources. Learn how to "remake" meals and desserts to be more diabetic-friendly. Not all sugars are created equal and we will help you understand how to read labels correctly. For the gatekeepers, learn how to support the diabetic in your family. Bring questions or your favorite diabetic recipe to share!

Sustainable Agriculture

Session 2

Linda Kleinschmit, *NCR SARE Associate Coordinator*

We hear and read about the SARE Program (North Central Region Sustainable Agriculture Research and Education), but what is it and how does it benefit Nebraska farmers and ranchers? How can producers take advantage of the funds available? Find out how Nebraska farmers, ranchers, extension and researchers have been leaders, innovators and entrepreneurs with SARE's support.

Linda is sponsored by the Center for Rural Affairs

Workshops

provided from this session on your own farm or for teaching youth, learn how becoming a detective to solve crop problems can make learning about crop science fun.

Jenny is sponsored by United Farmers Coop

Session 5—Friday, 10:45 AM—noon

Risky Business

Session 5

Terri Post, *Webster County Executive Director, Farm Service Agency (FSA)*

Successful farming and ranching in the 21st century takes more than a tractor and a plow. Today's women in agriculture are accountants, weather forecasters, agronomists, evaluators and so much more. It's a risky business, but USDA FSA farm programs can help you minimize risk in your farming and ranching operations. Bring your shades & button down shirt and learn how current FSA crop disaster programs, livestock disaster programs, ACRE, federal crop insurance, and NAP all can work together to help cushion the ride.

Terri is sponsored by the Farm Service Agency

What in the World is Going on with Our Markets?

Paul Burgener, *Lender, Platte Valley Bank, Scottsbluff*

Session 5

We will discuss the impacts of global economic instability on the U.S. commodity markets. Concerns abound for agricultural producers as the global economy creates ripples around the world. Some key areas to watch and how they impact our local markets will be discussed.

Paul is sponsored by Nebraska Independent Community Bankers

You Can Use the Internet to Store Photos Too?

Dennis Kahl, *Extension Educator, UNL Extension*

Session 5

Dennis will show participants how to use various social photo archive sites to create, edit, and share photobooks with others. He will also demonstrate the use of Google Docs to share documents with a group as well as the new networking site Google Plus. If you have an iPad feel free to bring it so you can play along.

Dennis is sponsored by Affiliated Brokers Insurance

Workshops

Which way is north? Map Reading for landowners and land managers

Session 4

Claudia M Stevenson, *Resource Conservationist and Alane Nelson*, *Soil Conservationist, NRCS*

Maps are a key tool the Natural Resources Conservation Service (NRCS) uses to develop conservation plans with landowners and land managers. They show existing resources on the land (fence, tanks, farmsteads, etc.) and identify possible new projects for the land. We will discuss the basics of a conservation plan map and how the NRCS can work with you. We will also create an on-line map to help owners and operators make informed decisions when buying new land.

Claudia and Alane are sponsored by the **Natural Resources Conservation Service**

Computerize Your Life

Session 4

Peg Brune, *Farmer and Record Keeping Consultant*

How many times have you said "Let me find that receipt for you" and you never find it? Peg helps you with your office and computer organization, quick reference sheets, and how to make a disaster plan for your computer records. She will explain the importance of a professional image and how to do just that with your letterheads, business cards, invoices and websites as well as how to access free USEFUL software.

Telling Your Agriculture Story

Session 4

Producer Panel TBA, Commonground

It has become vitally important that Nebraska producers tell their agriculture story to those who don't understand our way of life and our concern for our livestock and the land we raise our families on. More and more consumer groups are challenging our dedication to the agriculture industry. Learn how important you are in this issue and how you can become an advocate for agriculture.

Sponsored by **A-FAN** and the **Nebraska Corn Board**

Crop Science Investigation (CSI): Detecting field problems

Session 4

Jenny Rees, *Extension Educator, UNL Extension*

Crop Science, Fun? It can be! Whether using the tools/activities

Workshops

Corn and Soybean Disease Identification and Management

Session 2

Tamra Jackson, *Extension Plant Pathologist, UNL Extension*

Crop diseases lead to significant yield loss in Nebraska every year. In this session, we will talk about what causes some of our most common and damaging diseases of corn and soybeans. We will also discuss how to recognize these diseases and manage them to minimize yield loss.

Tamra is sponsored by **T-L Irrigation Co.**

Marketing 101 – Planning for Marketing Success!

Wade Johannes, *Commodity Risk Manager,*

Session 2

Central Valley Ag

We will cover the basic fundamentals for your personalized marketing plan. By removing some of the emotion when making marketing decisions, you can make better decisions more often!

Wade is sponsored by the **Nebraska Soybean Board**

Understanding Forage

Session 2

Rick Rasby, *Extension Beef Specialist, UNL Extension*

High corn prices mean that cattle producers will need to do more with forages. It is more economical for cattle to graze forages as compared to feeding them forages that were harvested in the summer. It is difficult to construct beef cow management systems where cows graze 365 days a year. Harvested forage are fed to cows and can vary greatly in forage quality. We will discuss how to take a forage sample, package it and send it to the forage lab for analysis, and what the numbers mean in a forage analysis.

Computerized Farm Records

Session 2

Peg Brune, *Farmer and Record Keeping Consultant*

Keep your files, accounts and categories organized by getting set up on Quicken/Quickbooks to track all ag-related, personal or business entities. Peg will discuss data entry for all your income and expense transactions. Once you are set up you will also be able to generate reports for your banker, accountant and your own personal files.

Peg is sponsored by **Great Western Bank**

Workshops

Session 3, Thursday 3:15 PM—4:30 PM

Real Colors 2

Session 3

Susan Pearman, *Extension Assistant, UNL Extension*

Note: Participants must attend Session 2 and Session 3. Attendance will be limited to 35.

Now that you know what personality color you are how do you work, live and play with those that are contrasting colors? How do blues and greens actually get along? We'll talk about how all colors can live, work, and play together on the farm or ranch harmoniously and achieve the goals you've set.

****Continued from Session 2**

Riding the Wave

Session 3

Terri Post, *Webster County Executive Director, Farm Service Agency (FSA)*

Ever feel like it is a sea of government programs for farmers and ranchers out there? Well, don't be the little fish in the big pond anymore! This workshop will help you understand the basic Farm Service Agency (FSA) programs available and will dive into new programs that have just been announced for the 2012 crop year! So jump in, get your feet wet, and see how the Farm Service Agency can help you with your farming or ranching operation.

Terri is sponsored by the **Farm Service Agency**

Living in a "Check List" World

Session 3

Jana "Compulsive Volunteer" Kruger and Jill "Can't Say No" Brown, *WIA Permanent Volunteers because they can't say no.*

Ever feel you are so busy making and checking lists that you forget to actually live your life? Ever put "brush your teeth" on the list, so you can check at least one thing off each day? Are you currently reading this while simultaneously checking your phone, email, text messages, cattle and/or children? Come swap and share ideas about how to be efficient while still prioritizing time for the things that matter most in life.

Jana and Jill are sponsored by the **University of Nebraska Foundation**

Workshops

Identifying and Managing Common Vegetable Diseases in Your Garden

Session 3

Amy Timmerman, *Extension Educator, UNL Extension*

Home gardens are a staple for many families throughout Nebraska providing the important additions to our family meals. The attack of plant diseases on our gardens reduces or eliminates the production of that wonderful produce. In this session we will explore what are plant pathogens/diseases, how diseases develop, identification of common diseases in Nebraska and management recommendations.

Marketing 201 – Taking Marketing to the Next Level

Session 3

Wade Johannes, *Commodity Risk Manager, Central Valley Ag*

How does separating futures from basis benefit your farm's bottom line. Should your farm be using options? How do options work and what should you consider when using them?

Wade is sponsored by the **Nebraska Soybean Board**

Direct Marketing Tools

Session 3

Connie Hancock, *Extension Educator, UNL Extension*

Do you produce a specialty food product? Are you interested in expanding your sales to consumers through online marketing? This workshop exposes business owners to exploring their online presence and the core of online marketing. We'll discuss social media tools, such as Facebook, YouTube and Twitter. The goal is to help the business owner develop an integrated marketing program that capitalizes on the new social media tools.

Connie is sponsored by the **Nebraska LEAD Program**

Session 4—Friday, 9:00 AM—10:15 AM

Establishing Profit Centers

Session 4

Rosemary Anderson, Sandhills Producer, Rick Funston, *Extension Livestock Specialist, UNL Extension*

Are you thinking of diversifying your ranch with hopes that it will be more profitable? Rosemary discusses how with a few innovative ideas and a lot of hard work her family established several profit centers on their ranching operation, such as running steers, custom AI work, and feeder cattle. She also describes her unique and professional cattle handling system.