



women **in** AGRICULTURE

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SURVEY

2012 Report – Comments

Attendee Survey Results
Women in Agriculture Conference
2009-2011

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Program Evaluation (Qualitative)

An evaluative study was conducted of 565 individuals who participated in the 2009, 2010, or 2011 WIA conferences. The objectives of the evaluative study were three-fold:

1. To learn what motivated women to attend the conference. Was it to seek knowledge, to build farm or ranch skills or to build personal skills?
2. To determine if the women have used their knowledge and skills gained from the conference and applied the information or skills on the farm or ranch, or applied the information to their personal lives. If so, were there any subsequent impacts?
3. To enhance the conference educational experience, and other potential educational opportunities, by discovering individual preferences and suggestions for improvement.

Survey participants were asked a series of questions about their roles within the agricultural industry, the importance of reasons why they attended the conference or multiple conferences, what steps they took to improve or enhance their farm, ranch, or business operation and the results of these steps. They were also asked questions about their agricultural production and business operations as well as personal demographics. This information is available in the WIA Survey 2012 Report, December 2012.

Survey participants were encouraged to provide qualitative responses to questions about impacts, suggestions and a final open space for general comments. Following are the qualitative comments provided by the survey respondents and categorized by their topical areas. Some respondents provided multiple suggestions or comments within a response and thus may be duplicated under multiple categories.

Conference Impacts

Impacts 1: Behavioral Change {10}

- My family and I are not connected via the Internet. The conference made me realize how disconnected we are because of this. We are now planning to remedy that.
- Enhanced crop production record keeping by crop--in soybeans, corn, wheat, seed corn.
- I found a new tenant with research and so far-great.
- Made me think about future planning and take action on it.
- Estate planning - made me consult a lawyer and get started.
- As a farm wife - I do have an important role to play. I can have an impact on the farm's bottom line.
- I think that women should not fear getting involved on the farm and farm details.
- We implemented the use of Quicken for our farm bookwork, which is something we have wanted to do for the last 4 years, but I had no knowledge of the program or how it was applicable to the farm. Peg Brune's sessions last year were so valuable in helping me "take the plunge" into Quicken, and it has resulted in improved decision-making and other positive changes on our farm.

- Learning about marketing, took marketing class because of introduction to it in WIA.
- Possible use of farm mediator.

Impacts 2: Business Operations {16}

- New ways of farm management - i.e., resources available for management.
- Become more informed on subjects therefore able to contribute more to overall operation.
- Peg Brune's spreadsheets.
- Learning new concepts in business records.
- Quicken lady - name? I thought I was fairly organized, however she showed us the full extent of being organized! Gave me something to strive for.
- Information on estate planning, record keeping.
- Any bookkeeping sessions and new farm wife sessions have helped me best.
- Feeling the need to keep my records current.
- Learning different ways to market your products.
- Thinking about estate planning, transitions to next generation, improved marketing, understanding of financial records.
- Bookkeeping.
- I was very much interested in the software and record keeping session held last year.
- Using the Quicken software to do our farm books on the computer. The seminar was absolutely helpful in obtaining this goal.
- I felt the focus in one session about deductible expenses had the most impact on our operation.
- I think production records was the most helpful.
- Record Keeping, Tax Planning & Estate Planning.

Impacts 3: Communication and Advocacy {9}

- Renewing my passion for agriculture as a whole and being an advocate for it.
- Better understanding of government programs -- estate planning.
- Awareness of the role of social networking in advocating for agriculture.
- Advocacy and education regarding ag and ag practices must be part of the industry!
- Continue to increase role in advocating agriculture life & business.
- I think that women should not fear getting involved on the farm and farm details.
- The conference reminds me that farming is very global & we need to think outside the box & we need to educate people about it.
- Honestly, I think my involvement with Common Ground through the Corn board will be

the biggest impact. I am constantly telling my daughter she needs to be an advocate for agriculture and it is my opportunity to walk the walk not just talk the talk.

- My husband commented - so many management skills and just bits & pieces of our day to day farming operation I will say - "I learned that in Women in Ag."

Impacts 4: Crop Management {4}

- Information about crop insurance.
- Recently - crop insurance; FSA e-filing was great!
- Enhanced crop production record keeping by crop--in soybeans, corn, wheat, seed corn.
- The best part of the conferences was the contacts that we made with other Women in Ag and to see how they are involved in the ag industry. The conferences have made me more aware of what tools are available for management. Because of the marketing classes taught several years ago by Rosemary, I am now doing all the marketing and managing of our irrigated corn, wheat and soybean farm.

Impacts 5: Emotional Support {35}

- Listening to other women & their problems gave me the courage to face another year of my problems.
- I enjoy the learning and laughing.
- Speakers encouragement of the need to get away from daily work and stress.
- To understand how important it is to take care of yourself. Didn't understand marketing at all until went to Rosemary's classes. Helped with computer records. Don't know which was the greatest impact on me.
- It's given the opportunity to get away while learning & laughing -- much needed as care giver of my adult special needs daughter.
- Every year WIA is a time when I come home renewed & energized, having new ideas for our operation.
- Keynote speaker Ron Hansen, booted my spirits to hear other fun farm stories, but also the seriousness of it. Have enjoyed meeting new people & making lasting friendships from WIA.
- Having a time away from the farm provided time to relax and enjoy being with other farm wives.
- I think the overall "sisterhood" is what impacts me the most.
- Continued faith in the benefit of women gathering together to learn, laugh, cry and share life as farm women. WIA is an important, worthwhile program that enriches lives.
- The compassion for being a farm wife and the many friends I have made.
- The motivational speakers - their high energy and fun stories helped me to feel more excited for my future. Being a widow on the farm is a challenge.
- Encouragement to go on in the lean years, encouragement when parenting a farm kid was

discussed, encouragement from older farm women when I was in my 30's & now I'm in my 50's and can pass that on.

- Hearing how others have approached/solved their problems.
- Motivation and encouraging stories from other women in ag.
- All the estate planning workshops and also hearing other women's farm problems & in-law's in farming operation.
- Getting together with other farm women and sharing our stories. Relationships that have developed. Helped get me up to speed in marketing and taking an active role in the farm probably enhanced our marriage. My hubby encourages me to attend WIA. He has gained knowledge through me in what I have gained from WIA.
- Listening to other women & how they coped with farming; the ups & downs.
- Listening to other women that are involved in farming. Sharing our problems or successes that work.
- Encouragement as a farm wife -- I am very involved with day to day farming & there is not always a lot of "pats-on-the-back" which is fine, that's not why I do it, yet once in a while it's nice to be told what you do has worth.
- Just meeting with other women in the same situation - more of a peer support group. Knowing my work, joys, frustrations, etc. are common in our way of life.
- Knowing that you're not alone in what you go through concerning your business.
- Over the years, I have learned to respect what I've got. WIA has taught me so much I don't know where to start. It has changed me to totally support what my husband does for a living. Even on those "pull your hair out days!"
- Keynote speakers - they often make you stop & look at the lighter side of life - or in the case of the cowboy poet in 2001 & his poem about 9-11 - the meaning of our lives.
- Speakers make us realize how important women are in Ag - sometimes we forget this.
- M-O-T-I-V-A-T-I-O-N!!!! - Women's role in traditional agriculture is still in the old days with Nebraska men! WIA helps me remember that what I do matters = I matter!! And 2 days off to reward that! My only celebration all year!
- Talking with other farm wives and learning that my concerns were often their concerns- where do I fit on the family farm?
- Learned to not always put everyone else first....take care of my needs too.
- I always look forward to the WIA conference. Over the years I have gained numerous insights, encouragement to see the whole picture, try new or alternate paths to accomplish goals, believe in myself as an important partner in our operation as well as the ag industry. Sometimes the workshops I have chosen were not the most interesting, informative or challenging, but that is probably because I was preoccupied or stressed over other issues. Nonetheless, I have always gained something positive and encouraging from each conference. Thank you for all the work in organizing and presenting a great beneficial program to women in agriculture.

- I enjoy the speakers who bring humor into such a stressful occupation, gives me chance to laugh at my problems.
- The conference helps renew commitment to the farm.
- The fact that there is a conference like this where ag women can network and support each other is great. Sometimes we feel like we're alone as there aren't that many that take an active role in ag.
- Opening and closing with a time of laughter can't be beat!!! Concentrating on relationships vs. profitability may be the key. You can't continue without the profitability, but what good is that if the operation falls apart, and hard feelings between especially family members occurs. We try to apply what we learned in marriage encounter; Feelings are neither right nor wrong, and if someone feels a certain way it should be acknowledged and dealt with. These family/social skills should be emphasized as much as accounting, estate planning, banking, etc., all of which are also important. ~ Just my opinion, and you do some of that already, thanks.
- For me it is the break I get, to get away for a day in a half to just be with yourself.
- Others are in the same boat.

Impacts 6: Estate, tax and financial planning {41}

- Probably the estate planning.
- Good advice from financial advisors.
- The estate planning has been very useful. I've learned things I don't realize I've learned.
- The conference increases my knowledge every year about tax information, succession planning & marketing.
- Years ago - estate planning.
- Helped me look more into the long term future of the farm (next generation).
- Estate planning info was very helpful.
- The "farming and ranching without him" seminars. I admire those on the panel for being a part and it has made me even more aware of how precious life is and to plan, plan, plan and "know" your bank, taxman and accountant!!
- Necessity of estate planning.
- Personally appreciated the financial planners - estate planning sessions.
- Better understanding of government programs -- estate planning.
- Estate planning.
- Estate planning. Well-being (health).
- Information on estate planning, record keeping.
- UNL's Dr. Hanson's presentation on farm progression was awesome. My husband & I had an opportunity to see him a few months later and we both really enjoyed & learned from his presentation. We probably wouldn't have gone to see him if I hadn't come home

from WIA so excited & impressed.

- The estate & tax planning areas to get more understanding of what I already knew.
- Learning about estate planning.
- Estate planning & keeping family farm in family.
- Learned the dangers & problems with HSUS. 2) A good refresher on cow-calf-newborn delivery & problems associated with it. 3) Like the estate planning but very hard to absorb & apply!!
- Estate planning; inter-generational communications.
- Estate planning-retirement age.
- Tax planning--when WIA was held in the fall it helped with tax planning. Tax planning is still important but we needed WIA in September instead of February.
- Made me think about future planning and take action on it.
- Dr. Hanson was speaking on estate planning and situations which occur due to poor and no planning. I found his presentations & others were excellent.
- All the estate planning workshops and also hearing other women's farm problems & in-law's in farming operation.
- The most important workshop was taxes.
- As beneficiary of farm trust estate planning & how should be done in wills.
- Thinking about estate planning, transitions to next generation, improved marketing, understanding of financial records
- Excellent speakers & workshops and meals & sessions on estate planning & marketing.
- Estate planning.
- Estate planning workshops.
- Estate planning.
- Estate planning - made me consult a lawyer and get started.
- Last year was the first year I attended. I really enjoyed the sessions that I did attend. The estate planning was the most informative but was after lunch and had a hard time staying focused as was very intense.
- Also the farm estate plan classes were very good in order to bring valuable points to our own farm operation.
- I was touched by Dr. Ron Hansen from UNL who spoke on Estate's a few years ago at WIA. It was hitting home for me at that time, and still is. His information would be important for everyone to hear, I wish the rest of my family could have heard him speak, maybe we wouldn't be going through this lawsuit that we are dealing with right now.
- Customer relationships improved. Introduction to changes in estate and tax planning. Review of marketing techniques for better communication with customers. Positive attitude of all the women in the industry.

- Sessions re: estate planning for family farms.
- Record Keeping, Tax Planning & Estate Planning.
- I learned so much and passed on the Disaster plan to all my family members.
- Knowledge of wills, estates, and the importance of being pro-active in passing on the farm.

Impacts 7: Knowledge {33}

- Getting updated information on ag. Topics, given in an energizing way.
- It is nice to see different sessions on the core topics each year. Getting updates on technology, tax planning, etc. each year is so important & this is the best place to get all the info!
- Learning about marketing grain made me part of our farm operation. I was able to help take some of the pressure off my husband. This made me more aware of "income/outgo"
- Become more informed on subjects therefore able to contribute more to overall operation.
- To understand how important it is to take care of yourself. Didn't understand marketing at all until went to Rosemary's classes. Helped with computer records. Don't know which was the greatest impact on me.
- More knowledge, better discussion's with husband
- Every year WIA is a time when I come home renewed & energized, having new ideas for our operation.
- Helped get me up to speed in marketing.
- I've learned things I don't even know I've learned. The future in the cattle business is scary. The technology with the nutrition, DNA, markers, genealogy, etc.
- Education at my age and location is hard to get. WIA keeps me informed of the new things coming, gives us new tools. I've spoken to several people who didn't know about WIA, they were very surprised at some of the things we've learned.
- The conference increases my knowledge every year about tax information, succession planning & marketing.
- I hope you continue to have the WIA conference. I always come home with new knowledge. Thanks.
- Trip to Tasmania in 2003. Seeing how farming is done down under. Every conference is enjoyable and a learning experience.
- Just picking up different things from each workshop.
- Being with people who live & breathe agriculture!
- Meeting women same field. Computer knowledge.
- The overall education about agriculture that you get not only from the speakers, but from the women sitting around you at every session!

- I grew up in a city (Denver) & didn't know anything about Ag until I moved to NE. My husband grew up raising longhorns, so it has helped me have a better understanding about the animals, business & the "culture" in the whole.
- Listening to speakers and also visiting with others attending the conference.
- If I were in a more active role in the farming community, I can see that there are many areas of support that would be available to me if I needed it.
- The conference has helped me to better understand as a whole, what the ag industry is facing and what we can do to sustain it and ourselves.
- Sessions that talk about upcoming or current topics affecting ag & the markets.
- Importance of keeping "abreast" of all new changes that impact farming in so many areas, especially technology and marketing.
- Keeps me up-to-date & informed about new issues impacting our industry. Love networking with other ag women.
- Varied learning opportunities. Availability.
- New ideas, good information, know various topics.
- Knowledge gained at the conference gave me the confidence to implement the things that I learned. I could bring ideas to the farm/ranch and back up the feasibility of those ideas with the information I got from the conference.
- I look forward to attending WIA every year. The information I receive there gives me the confidence and knowledge to participate more fully in our family farm operation. It has given me insight into many aspects of the farming/ranching business that I would most likely not have known about, or had an opportunity to learn about otherwise. Being with other women who live lives parallel to mine is also important to me. There are very few women in my area and none of my friends who live on the farm and are as involved on all levels as I am. At WIA I can meet and exchange ideas, concerns and stories with other women who live their life working on the farm, usually right next to their husbands or fathers. Three of my five children are directly involved in agriculture, however, are not involved in our operation. I anxiously try to keep my grandchildren interested in and involved in activities on the farm. It has become more important to me than ever to pass this legacy on to future generations. So, needless to say, am very interested in ways to keep them involved/engaged and educated about life on the farm.
- I enjoy the people I have met and I always come away with many things I would like to do. It is just so great how I learn so much, but it is hard to implement them all at once. I need to get organized and go back to my notes and info. to continue the improvement process!
- A better understanding of what concerns are most affecting agriculture today.
- I found the marketing seminar to be the most informative and useful to my current practices. Since the conference, I've found it easier to understand/follow the current discourse and research on the subject.
- With not growing up or living on a farm, WIA has opened my eyes to the agricultural

community. I have gained a greater understanding of agriculture and have gotten to know the WIA stories. This has helped me grow and better understand my job and customers I work with at the bank on a daily basis.

- The WIA Conference offers me the information, courage, and confidence to affect a strong impact on the success of our ag operation. When I married into the family, they did not invite me to attend corporate meetings because they "didn't think I would be interested." Thanks in great part to Women in Ag I am now the secretary-treasurer of our farm corporation and do most of the grain marketing.

Impacts 8: Networking {82}

- Networking and resources. Meeting all those women who are positive about agriculture.
- Having the opportunity to interact with other farm wives.
- The guest speakers are always entertaining and uplifting. They reinforce why I enjoy agricultural so much. It's fun to be around women in our same occupation.
- It's hard to name one thing. I think having a place we can go to gather so much information in a two day period and hear how others in the same field are handling various situations is very important.
- To be among women that love farming/ranching - network - network - network.
- I enjoy getting together with other women that we all share some aspect of agriculture. Visiting & sharing ideas can be helpful & interesting.
- Networking with others.
- Our time at first taught us a lot to be able to talk to bankers and other business people. Now I go for seeing old friends and take a few classes as I am not a computer person and most of classes are on the norm.
- Round table discussions & meeting other women in the same field of work.
- The inspirational/motivational speakers and camaraderie with attendees.
- Being able to talk with other women in ag & sharing experiences.
- Keynote speaker Ron Hansen, booted my spirits to hear other fun farm stories, but also the seriousness of it. Have enjoyed meeting new people & making lasting friendships from WIA.
- Enjoy guest speakers. Enjoy meeting/seeing new people & sharing stories.
- I think the biggest benefit I've received over the years has been meeting and making friends with women across the state. The conference is about the only time I get to see some of them. It is such fun catching up on all the news and combined with the learning opportunities, it (conference) makes for a relaxing and refreshing break from the farm.
- Talking with other farm women.
- What I learn from other participants is remembered a long time.
- The camaraderie & discussions about ag throughout the 2 days.

- Social event. Greatest impact was the Australian exchange.
- Seeing others have same problems/needs as we do.
- Women in Ag has always "energized" me. I have met so many wonderful farm & ranch women and it's what keeps my friend and I coming back every year.
- Meeting women same field. Computer knowledge.
- Speakers & networking with our customers. Farm credit "sponsored" 2 women to come to event.
- The overall education about agriculture that you get not only from the speakers, but from the women sitting around you at every session!
- Interaction with other ranch women. Sharing the variety of sideline businesses women have created to help the family.
- Realizing I am not alone - there are thousands of ranch/farm wives just like me! It is a great networking opportunity to share ideas & stories, compare management practices, and learn trial & error through others' experiences.
- Networking at conference. Awareness of importance of telling ag story.
- Listening to speakers and also visiting with others attending the conference.
- Networking with dynamic ag women in broad range of professions.
- Networking & sharing with other women of all ages.
- Being able to be with so many other farm women and talking back & forth at the sessions, etc.!
- Was delighted to learn that women in have opportunities like this to obtain education & to network. Hope to see more events like this going forward!
- The networking with other women - when I became a single ranch owner/operator - there were very few who were actually operators - this has changed a great deal in the ensuing years but WIA helped me have the confidence to tackle this huge responsibility.
- Meeting all the women from all over the state & the pride they have for their way of life!
- I have enjoyed meeting & being with other ag. Women and we have been treated so royally with lovely meals, speakers, snacks, etc. Many speakers have been outstanding, but two I especially remember are Dee. Brestin and R.P. Smith (right after the 9-11 catastrophe).
- Keeps me up-to-date & informed about new issues impacting our industry. Love networking with other ag women.
- Learning about other farm situations and how they use technology, etc.
- Hearing how others have approached/solved their problems.
- I started the local WIA & lead it. This group of women--we are family.
- Being with other ag women & exchange ideas & information.
- Having fun with women--we all need fun!

- Motivation and encouraging stories from other women in ag.
- Networking, visiting with others & their operations, lasting friendships.
- I do think your programs are excellent and a great opportunity for women to get together, learn and participate.
- Meeting others.
- Learning new ideas from other farm wives.
- Getting together with other farm women and sharing our stories. Relationships that have developed. Helped get me up to speed in marketing and taking an active role in the farm probably enhanced our marriage. My hubby encourages me to attend WIA. He has gained knowledge through me in what I have gained from WIA.
- Listening to other women that are involved in farming. Sharing our problems or successes that work.
- When I get to meet other women working on farms/friendships.
- I can't think of anything. This year (2012) will be my 3rd year to attend. I'm in the financing service sector and love to see all the women who attend -- from young to old. Congrats to you all.
- Just meeting with other women in the same situation - more of a peer support group. Knowing my work, joys, frustrations, etc. are common in our way of life.
- Meeting and visiting with other women involved in agriculture.
- Networking.
- Hearing other people's stories.
- Great networking opportunity.
- Knowing that you're not alone in what you go through concerning your business.
- Meeting with other farm women.
- Being able to bond with people "on the ranch/farm" - there aren't too many of us left.
- Knowing others are out there, also.
- Listening to peers and hearing their solutions to problems.
- Positive attitude about agriculture, listening to others relate on various issues and problems faced in ag production.
- Networking with others in profession & marketing.
- I always totally enjoy the conference. It is so good to be with others who love rural life.
- Networking.
- Seeing a huge conference room of women in shoes similar to mine who are working wives and mothers balancing their own jobs, being a farm/ranch wife, raising children, etc.---it's just inspiring and reassures me I can do it, too!

- Talking with other farm wives and learning that my concerns were often their concerns- where do I fit on the family farm?
- Networking and seeing family and friends that I am only able to see during WIA.
- Finally finding out that there really are other WOMEN who are interested in farming and getting a chance to visit with them about things that I usually talk to men about.
- Always look forward to the conference. It gives me time to get away and enjoy myself as well as education on current farm issues. Thank you for providing this network opportunity for Nebraska Farm wives, it is hard to connect with others in our field.
- The networking with those directly involved in day to day farming activities was beneficial to me.
- I look forward to attending WIA every year. The information I receive there gives me the confidence and knowledge to participate more fully in our family farm operation. It has given me insight into many aspects of the farming/ranching business that I would most likely not have known about, or had an opportunity to learn about otherwise. Being with other women who live lives parallel to mine is also important to me. There are very few women in my area and none of my friends who live on the farm and are as involved on all levels as I am. At WIA I can meet and exchange ideas, concerns and stories with other women who live their life working on the farm, usually right next to their husbands or fathers. Three of my five children are directly involved in agriculture, however, are not involved in our operation. I anxiously try to keep my grandchildren interested in and involved in activities on the farm. It has become more important to me than ever to pass this legacy on to future generations. So, needless to say, am very interested in ways to keep them involved/engaged and educated about life on the farm.
- I like the networking the best. The workshops are very interesting for the different subjects covered.
- The best part of the conferences was the contacts that we made with other Women in Ag and to see how they are involved in the ag industry. The conferences have made me more aware of what tools are available for management. Because of the marketing classes taught several years ago by Rosemary, I am now doing all the marketing and managing of our irrigated corn, wheat and soybean farm.
- Networking-Learning where to go to find answers and help.
- I enjoy the people I have met and I always come away with many things I would like to do. It is just so great how I learn so much, but it is hard to implement them all at once. I need to get organized and go back to my notes and info to continue the improvement process!
- Getting together with other women in ag and finding out that I am not alone in my thinking/feelings.
- Networking with other women that had a love of all agriculture.
- Networking with other agriculture women allowed me to expand my role in the business. I also know where to go to find the resources I need for our farm.
- Being able to visit with other owners in a similar position.

- Great program for farm women to get to meet others with so much in common & the program has such a nice range of topics to pick from on attending sessions.
- The fact that there is a conference like this where ag women can network and support each other is great. Sometimes we feel like we're alone as there aren't that many that take an active role in ag.
- This is a conference where all the women know what means to be stewards of the land. It is nice to be around women who understand you.
- Also, sharing with other women the day to day farm issues that arise and offering support to each other.

Impacts 9: Personal Growth {32}

- Renewing my passion for agriculture as a whole and being an advocate for it.
- The personal health & well-being sessions as I learned I am a valuable resource & not just an unpaid hired hand.
- To know I can learn & be involved.
- Making women feel like real partners & important in farming operations & decision making.
- No matter how old we get, life is a learning experience. Yes I have gotten more out of some classes than others, but just being with people all talking about the same things is so rewarding. It's a break from the same old same old. I think I come away from the conference feeling like I do make a difference.
- I grew up in a city (Denver) & didn't know anything about Ag until I moved to NE. My husband grew up raising longhorns, so it has helped me have a better understanding about the animals, business & the "culture" in the whole.
- Years ago it gave me good solid info. & helped me become self-confident & become an active manager with my husband = successful family farm business.
- The conference has helped me to better understand as a whole, what the ag industry is facing and what we can do to sustain it and ourselves.
- I feel I am more valuable to farming & more confident.
- It makes me feel like I can be a part of the family business even if I am just a girl, daughter & mother.
- It helped me make a transition role from public worker to farm family wife full time and public full time farm ranch patron.
- The time I attended I was impressed. The women who come look forward to the conference. I found so many places I wanted to attend but couldn't get to all of them. I felt more confident in being a member of the farm/ranch community.
- The networking with other women - when I became a single ranch owner/operator - there were very few who were actually operators - this has changed a great deal in the ensuing years but WIA helped me have the confidence to tackle this huge responsibility.

- It broaden my horizons, it gave me the big picture & helped me to see life on the farms in NE, as opposed to our own busy operation.
- Increase confidence to know what is happening in farming to understand what my husband is talking about!
- Women believing that are a vital link to ag & ag needs the women to be knowledgeable.
- Dealing with "skunk people".
- I gained a personal excitement for our business. It's like a pep rally for the listener!
- It makes you feel that be a farmer or rancher is a important job--you make a difference in so many people lives--you are not just a farmer/rancher you have an important job--and not everyone is smart.
- Always enjoy speakers, always get something out of classes I take.
- Biggest impact was how important the "women" in agriculture are. Most hold down 2 jobs (at the home/farm/ranch & off site) and how passionate they feel about their life & profession - farming & ranching.
- Attitude adjustment.
- The realization that farming is Big Business and not just a "life style."
- Confidence. To believe in yourself and the hands on knowledge in valuable.
- Over the years, I have learned to respect what I've got. WIA has taught me so much I don't know where to start. It has changed me to totally support what my husband does for a living. Even on those "pull your hair out days!"
- Speakers make us realize how important women are in Ag - sometimes we forget this.
- M-0-T-I-V-A-T-I-O-N!!!! - Women's role in traditional agriculture is still in the old days with Nebraska men! WIA helps me remember that what I do matters = I matter!! And 2 days off to reward that! My only celebration all year!
- Knowledge gained at the conference gave me the confidence to implement the things that I learned. I could bring ideas to the farm/ranch and back up the feasibility of those ideas with the information I got from the conference.
- I always look forward to the WIA conference. Over the years I have gained numerous insights, encouragement to see the whole picture, try new or alternate paths to accomplish goals, believe in myself as an important partner in our operation as well as the ag industry. Sometimes the workshops I have chosen were not the most interesting, informative or challenging, but that is probably because I was preoccupied or stressed over other issues. Nonetheless, I have always gained something positive and encouraging from each conference. Thank you for all the work in organizing and presenting a great beneficial program to women in agriculture.
- Increased marketing and business skills. Family health and self-worth issues.
- With not growing up or living on a farm, WIA has opened my eyes to the agricultural community. I have gained a greater understanding of agriculture and have gotten to know the WIA stories. This has helped me grow and better understand my job and customers I

work with at the bank on a daily basis.

- The WIA Conference offers me the information, courage, and confidence to affect a strong impact on the success of our ag operation. When I married into the family, they did not invite me to attend corporate meetings because they "didn't think I would be interested." Thanks in great part to Women in Ag I am now the secretary-treasurer of our farm corporation and do most of the grain marketing.

Impacts 10: Ranch/Livestock Management {6}

- Learn new options for our ranching business.
- Learned the dangers & problems with HSUS. 2) A good refresher on cow-calf-newborn delivery & problems associated with it. 3) Like the estate planning but very hard to absorb & apply!!
- Information on ranching practices.
- Introduction to ranching info websites was an eye-opener, although I haven't used them much.
- Improving my cattle production records after a session with Rick Rasby.
- I've learned things I don't even know I've learned. The future in the cattle business is scary. The technology with the nutrition, DNA, markers, genealogy, etc.

Impacts 11: Technology {7}

- Awareness of the role of social networking in advocating for agriculture.
- My family and I are not connected via the Internet. The conference made me realize how disconnected we are because of this. We are now planning to remedy that.
- Learning about other farm situations and how they use technology, etc.
- We implemented the use of Quicken for our farm bookwork, which is something we have wanted to do for the last 4 years, but I had no knowledge of the program or how it was applicable to the farm. Peg Brune's sessions last year were so valuable in helping me "take the plunge" into Quicken, and it has resulted in improved decision-making and other positive changes on our farm.
- The computer records keeping was my, and I think, will be my favorite too.
- Learning new skills with hands on computer sessions working with spreadsheets, accounting workshops; knowledge of wills, estates, and the importance of being proactive in passing on the farm. Also, sharing with other women the day to day farm issues that arise and offering support to each other.
- ...use of online resources.

Impacts 12: Other {9}

- Trip to Tasmania in 2003. Seeing how farming is done down under. Every conference ins enjoyable and a learning experience.
- I've only been to one conference since I live out of state. I greatly enjoyed the conference

in 2010. Its impact may not be quantified in dollars, but I still gained much.

- The positive energy and appreciation for all the hard work that provides this conference -- diversity of topics and training sessions.
- Rosemary's sessions on marketing was the best. Last year at Norfolk a health session made me more aware of the importance of taking charge of my own health.
- Delighted young people are returning to agriculture.
- Seeing all these wonderful young women so eager to be partners with spouses in these uncertain times.
- I love hearing the keynote speakers.
- The need for women to be/stay involved in ag.
- Keeping abreast of industry changes.

Compliments for WIA

Comments 1: Compliments {46}

- It is nice to see different sessions on the core topics each year. Getting updates on technology, tax planning, etc. each year is so important & this is the best place to get all the info!
- This conference is vital to our operation. You do a great job. Keep up the good work!
- You continue to do a wonderful job!
- Information presented in a fun and enjoyable way and motivational speakers.
- Survey good idea to see what is needed. Bring in more "expert" panels for discussions.
- I don't really have any suggestions right now. The organizers always do a great job. There's always something of interest for each personality.
- I feel you're already doing a great job.
- I appreciate all the planning & work that goes into our WIA conference & look forward to it every year. I always come home refreshed with a new outlook on life & with lots of energy & enthusiasm. Thanks for all the hard work!
- I hope you continue to have the WIA conference. I always come home with new knowledge. Thanks.
- Really enjoyed going - so much to learn!!! Wish I could of started many years ago!
- My first year last year, I learned a lot so keep up the good work!!
- No real suggestions! It was a great experience for me.
- Just received the program for this coming conference - looks very interesting! :-)
- Great format. Keep up the good work.
- The program is wonderful. I enjoy it every time. I think it is a well-thought out function - the right balance of new topics and existing topics so that new or returning attendees

will always find something that interest them or they need a refresher on. It is also a nice mix of business-related topics vs. self-improvement topics. Great job!!

- I feel it has been a great conference with a variety of choices.
- Keep up the good work! Women are very important in this amazing agricultural industry. This conference does much to teach and encourage them!
- It's been 2 years. So, can't really think of anything. There was a good variety of classes to choose from & presenters. Seemed to run very smoothly.
- Keep up the good work.
- Thank you for the WIA workshops! Takes lots of hard work to put it on each year. Do enjoy attending when I can!
- Always have enjoyed the conference, you do a wonderful job!
- I was very impressed and gained confidence and desire to become more involved in the local group. I understand better what women who were fully involved in the family farm/ranch practice were doing and talking about. It helped me to make the transition to become more fully involved.
- Thank you and God bless you for all your work, time & effort that goes into this.
- You do a good job. I really enjoy all the speakers and interacting with the other women that attend - lessons to be learned from participants as well as speakers.
- I love the balance between educational and fun topics.
- You have a great program. I wish I could continue to attend, however money is an issue in our family. It would be great if you could find sponsors or put together scholarships for people like me to attend this great event!
- Good job being done. It's hard to please everyone but you offer a diverse sampling of many topics to accommodate all.
- I feel it is very good as it is with all the topics covered. It is difficult to improve all the learning experience because there are so many variables - with age, involvement in the business, interest level, work ethics, etc. I have learned so much even if it hasn't improved our financial standing
- The 2012 topics were the best variety & selection in years. And -- I will be out-of-state. February is not the best time slot, especially for ranchers.
- I think it is just great.
- I thought the conference was great! Just keep getting those great speakers.
- Pretty great conference!
- You have been doing a great job.
- Your conferences are well planned and my daughter & I feel it is 2 days of learning etc.- plus the fellowship of other women & their ideas are very enlightening and educational as well. Keep up the good work planning a well- organized conference.
- I truly felt all these years your speakers & staff did a very good job for farm women.

- You do a good job of offering a lot of variety -- you meet every personality & need.
- I am a cattle owner in a cow/calf operation with my husband. I am also an ag lender. I benefit from WIA for my job & operation. I always [bring] 1 -3 of my customer's wives to the conference. I heard nothing but great things :-)
- You provide many various workshops that we can learn from.
- It has been very good!
- Last year was an excellent conference!
- Women in Agriculture was a positive addition to my life. I look forward to it every year. A long time ago I took a marketing seminar with Rosemary Harter. If there would ever be something like this again I would love to attend. Thanks for all of your hard work.
- I love the conference as it has been in the past. There is opportunity for as little or as much participation as you wish. There is a wide variety of topics applicable to various operations and the level of participation/interest each of us may have in our individual operations.
- You've got a good model.
- Ag-ceptional Women in Norfolk is a direct offshoot for the Eastern part of the state. You've not exhausted the possible presentations. Repetition is not necessarily a bad thing.
- It's all real good right now with a wide variety of workshops, entertainment, inspiration etc.
- WIA is a great conference. I was a little unsure how it would benefit me, but I would recommend this experience to anyone.

Suggestions for Improving/Enhancing Conference

Improvements 1: Attracting Others {11}

- I feel the conference needs to lean more to the younger gals that are new to the farm or ranch. Some workshops that will attract them even though they work off the farm.
- I am semi-retired so I feel it needs to be geared to the younger gals who will benefit more. However, the financial and estate speakers are beneficial to all ages. I also enjoy motivational speakers.
- Many times we've commented that it would be nice if there was a conference like this geared toward men & women. My husband could benefit from sitting in on some of these sessions.
- When the date was moved it was to change competition with Husker Harvest. Have not seen improvement if anything less variety and options. Need more access to computer lab.
- I did not attend last yr because of the date, but this year I Plan to attend.

- For me -- more cattle related topic. Conference a little earlier. These dates are when we start calving.
- Education at my age and location is hard to get. WIA keeps me informed of the new things coming, gives us new tools. I've spoken to several people who didn't know about WIA, they were very surprised at some of the things we've learned.
- Don't limit classes to a certain area - provide a large range of interesting topics
- Classes that are more for business women or working mom's that work not on a farm.
- Market to young farm wives. More variety in sessions for those of us who've been many years. Real world business owners & ag. Related business leaders.
- I feel the experience is wonderful! I have tried to get others from my area to join me, but most are calving, or really don't have an interest in leaving home to go halfway across the state to something we had here at one time. I would like to see a better "reaching out" for the women here in this area. There is great information and it needs to be shared.

Improvements 2: Changing the Date {17}

- Febr. is a bad time of year to have this conference for those of us who have to drive a distance because of possible bad roads. If it was on the same week as the Classic livestock show, at least a husband would be more likely to come along. I now rarely attend because of this.
- Wondering why when we switched from September Husker Harvest Day interfered but now it interferes with the Classic?? Any input?
- I really love going to Women in Ag. But the dates are hard to make. A lot of women are already calving heifers and the Cattle Classic is always during this time. Makes it very hard to attend both. I will not be at the WIA this year.
- Please move it back to September! That is a better time of year. February is tax time, plus several school events, and always the possibility of sick kids and/or bad weather.
- February is a month for snow storms. Wish it was moved back to Sept around Husker Harvest days. Don't know if turnout would be better.
- Although I haven't been able to be at the conference every year that you've had it in February, I was ever able to come when it was in Sept. because of the busyness of the season.
- The 2012 topics were the best variety & selection in years. And -- I will be out-of-state. February is not the best time slot, especially for ranchers.
- Change conference date back to Sept.
- Tax planning--when WIA was held in the fall it helped with tax planning. Tax planning is still important but we needed WIA in September instead of February.
- I haven't been able to attend that last two years ('10 & '11) because of 3 overlapping conferences, I hate to miss this year - the program looks wonderful.
- Return to the September dates for conference time. February is always a hassle because you never know if the weather is going to be nice or if we will get caught in a blizzard

while traveling. Busy time for some who are calving and for those finishing up their bookwork before spring planting.

- PLEASE move the conference back to September. February and early March are packed full of farm meetings/conferences and WIA is just another one competing for our time. When the conference was held in September, it provided a refreshing break between the long hard summer and the busy harvest season. The September conference helped renew commitment to the farm at a time of the year when it is needed. When the conference was in September, we often received income tax planning information. February is too late for income tax planning information. In February we are all busy trying to get our income taxes done, making it more difficult to get away. The weather in February is unpredictable complicating participant and speaker attendance.
- Weather is too changeable to commit to a February conference.
- Have it in September instead of February - tax time, vacation time, weather interference in February or have it every 18 months one time Feb. one time Sept. Feb does not work as well!!! Too many other meetings etc. Not much else in Sept.
- Don't overlap with Cattleman's Classic.
- I would like to see it moved back to September. The most important workshop was taxes. In September we could use that information to help. February we can't as the presenters are busy with tax season!
- Use to like the tax planning sessions an early fall conference offered. A February date is too late to do anything.

Improvements 3: Conference Format. {27}

- Has seemed repetitive in classes.
- Have "BIG" speakers more than once.
- More round table discussions, however, if it would be "cattle, OR crop, or computer, or tax, etc." So everyone could break off into a discussion group that they wanted to have feedback with.
- Grain marketing is really important - we need someone who can teach it from the "basement" up. The university people who have been doing it tend to forget that many women don't truly understand the lingo or how to do it. They have been out of school many years and need plain language and "hands on" information. Do we have to use university "profs" for all of our sessions? There are many knowledgeable people in the private sector who would teach better.
- It is helpful when a class/presentation is repeated in another time slot so that if it conflicts with another workshop, I still have another opportunity to attend. I notice the 2012 workshops are not repeated and those that I would like to attend are in the same time block.
- Offer workshops more than once. Some could not attend because there were 2-3 at the same time that I was interested in.
- Longer length of workshops to cover more of topic.

- Shorter break between sessions. You could schedule 1 more session times if break were not 45 minutes. Would enable us to get "more good" out of conference. I can never get to all of sessions that I want to attend.
- I see in this coming WIA program that each workshop is offered at only one session. So, if there are two in one session you want to attend, you don't have a 2nd chance.
- I love the balance between educational and fun topics.
- None-a great plan, keep it up like the hours 8 a.m. to 5 p.m.
- Maybe add 1 more session? We have such a time deciding if we want to hear the motivational speaker or advanced marketing...Landscaping or Estate Planning...all of which are very important!
- Keep small groups for discussion.
- More "sharing" of ideas instead of "preaching." Perhaps if we sat in circles people would be "involved" instead of hiding behind a table.
- Need to get a better range of topics & offer more times during the conference. Many times, [sessions] I want to go to are the same time & others have no options I'm interested in.
- Have a livestock Q & A session. Have a crop Q & A session. More info on horse training, care.
- Split out smaller farmer some way. 12-16 row equipment & hands off driving is not a connect to use who need networking the most.
- The Zumba class & the Beef Class are both positive additions. I would have you add an extra day to be able to attend more of the sessions. Not practical but it is a wish.
- I like to see workshops available in more than 1 session - more opportunity to get that workshop.
- I think there are too many subjects for the workshops. I like that there are 5 workshops but would like it more if there were less subjects and repeat them so that some of the subjects could be dealt with more in-depth and not just a cursory overview.
- You've got a good model.
- Ag-ceptional Women in Norfolk is a direct offshoot for the Eastern part of the state. You've not exhausted the possible presentations. Repetition is not necessarily a bad thing.
- Fewer workshop topics with more time in each session. Need larger rooms?
- Move the evening activities along more quickly.
- Offer the workshops more than once during the conference. Move the conference back to September.
- Ranching and farming are totally different. At times I have attended workshops that the targeted audience was farming. Maybe you could be more informative on the focus of the workshops.

- Opening and closing with a time of laughter can't be beat!!! Concentrating on relationships vs. profitability may be the key. You can't continue without the profitability, but what good is that if the operation falls apart, and hard feelings between especially family members occurs. We try to apply what we learned in marriage encounter; Feelings are neither right nor wrong, and if someone feels a certain way it should be acknowledged and dealt with. These family/social skills should be emphasized as much as accounting, estate planning, banking, etc., all of which are also important. ~ Just my opinion, and you do some of that already, thanks.

Improvements 4: Logistics {6}

- Cost of the conference - will probably not attend this year due to the cost.
- Get additional hotels for room discounts in same vicinity or/and shuttle participants to/from these hotels (vary room prices).
- List of participants and contact info available to everyone.
- No cost for federal agencies to attend? Budget challenges are on-going!
- I enjoy going to WIA, although price range is higher than it is needed to be in my opinion.
- Let the women know that if they are at one conference, feel no shame and getting up and walking out either because there were two you wanted to be at, or it just wasn't what you thought it was going to be. I've been there 14 times, and in the first several years that was always stated and now lately I never hear it(although I know it) but I think some of the younger crowd doesn't know they can do this or feel guilty. Seems like the group of women is getting younger every year, or is it I'm getting older. ha ha

Suggestions/Need for Education Content

Education 2: Advanced topics, Mentoring {36}

- It would be nice to offer follow up courses on some of the topics, workshops offered; such as Estate planning or tax planning (for a fee). I did the year-long marketing. It was many years ago - at end we went by bus to CBOT.
- Providing classes at different levels. When participants feel have captured at 1st level -- provide opportunity to take it to the next level.
- I would like to throw something else out at you. Have you considered doing a two-tiered conference? One level would be the "farm wife" level for the women who go for friendship, love the sappy stories of the speakers, and attend session on healthy cooking. The second level which I'll call "Executive Women," or even "Farmers," is for those who want to learn the same things men learn at general ag sessions, but in a female-friendly environment. The "Farmer" group eats and then goes right to sessions without the speaker (or even gets to pay less for the conference by skipping the meal and speaker altogether). I would be more interested in a professional conference than a girly one.
- Survey good idea to see what is needed. Bring in more "expert" panels for discussions.

- Perhaps lengthening it & offering some things more times so people can attend more workshops. There have been times I couldn't fit in all the workshops I wanted to attend.
- Need to continue to find the most knowledgeable & best speakers out there to talk about ag economics, marketing, taxes, etc.
- Don't limit classes to a certain area - provide a large range of interesting topics.
- Provide more up-to-date & out-of-the-box sessions in farming & ranching styles, techniques & practices as opposed to the traditional styles offered last year.
- As most of us farm/ranch wives are trying to keep up with the times especially on our farms, I would love to see more sessions on cover crops, mob grazing, rotational grazing, etc. The newer & fresh ideas would be great to learn about & see what & how people are becoming more efficient in ag.
- Add more in-depth programs. After a couple of years the program are too basic. We have switched to NEATA.
- Me & other women who have went for years, find that we need more in-depth information. I now tend to go to other seminars/workshops to get this info and don't tend to go to WIA every year. I would be willing to discuss this further.
- Landscaping class could be improved by showing new ideas for large farmyards, windbreaks, rose gardens, fountain or ponds. And how to implement them for a farm yard. Also I use Quicken, the class was helpful, but maybe more information on problems. Not really enough time to go into all that is needed. Could the time be expanded perhaps?
- For me, even though I was born & raised on the farm I wanted nothing to do with it. But now that I'm back with my family I feel like I know nothing about what is going on. So I would say more basic classes because most of your stuff is already way over my head.
- Have not attended WIA for past 2 yrs because of session content - not much available for cattle feeders in session choices (or anyone but crop or cow/calf producers). Many sessions seem geared to farm wives who are not the main decision makers or operators. Am looking forward to Temple Grandin in 2013!!
- Feel this is a great program, but as an AgBus grad from UNL who has been involved in decisions and farm accounting from the beginning of our marriage - many of your offerings provide me with little new info -- although I still enjoy them.
- Continue providing education re: soft skills such as communication, that may help attendees in all facets of life; not just on the farm. Employment law is another hot topic.
- Would like to see several 15 min-30 min segments of people (women) in 3rd world countries involved in ag as we are.
- Need to get a better range of topics & offer more times during the conference. Many times [sessions] I want to go to are the same time & others have no options I'm interested in.
- Farming 101.
- Support groups for those dealing with problems concerning their business.

- Need some high level production information for serious women farmers instead of all the entry level & fluff although that is important for non-farming wives.
- I'm pretty much an outsider, so I sometimes struggle to keep up with the jargon, etc. (understandable, but it seems in some cases due to presenters rushing through programs). I'm not particularly interested in "touchy-feely" issues, so would like more technical content spread out over the available time.
- I would be interested in more info specific to corporations, employee incentives, compensation and benefit guidelines,
- Fewer workshop topics with more time in each session. Need larger rooms?
- I would like to see, less "preaching" and more interactive idea sharing by successful operators...not textbook/classroom individuals. I want to talk to someone who has implemented a new method and not just created based on "research". Yes it is nice to see research support, but when it comes to our bottom line, I need tried and true feedback. A list of panelists would be great with a Q & A session.
- I would also like to see, more advanced sessions on tax-planning, marketing, and networking resources. I know that there are some participants that either come for social reasons, or just want to know basics, but for \$100...I want to go beyond what I already know. This is Women in Ag, however I sometimes get the impression that we are dubbed just the "bookkeepers" and therefore aren't in need of any other information outside the "office". Maybe treat this as just an ag conference, so that we can learn more about all facets of ag, and not just those that supposedly only pertain to women.
- I come to learn new things. I would offer fewer personal growth types of sessions (landscaping, health, etc.) and more learning sessions.
- More in-depth workshops --financial planning.
- More sessions for beginning farm/ranch wives or for those of us that have been on the farm fewer than 10 years or so. Would like to be able to network with other women who are trying to balance work, family and the farm.
- I would be interested in presenting a breakout session on land values, auctions, manager/tenant relations.
- More on communication between the owner and the active farmer renting the land.
- Less emphasis on crafts, photography, stress relief, estate planning. I feel this conference is focused on older women who are farm wives nearing retirement and looking to pass on the family farm and in need of estate planning or young farm wives who are looking for a fun getaway from the stress of farming. I will not be attending the conference this year because, frankly, I am not a farm wife yet I am very much a woman in agriculture and I have to take two days off from my work as operations manager of a cattle ranch to attend. Beginning computer skills, how to operate a smart phone, setting up QuickBooks, and using the Internet are all MUCH too basic.
- Currently, I've been working with Green Star and Apex. Although I understand the principles of the program, the application process is hindered by my ignorance of farm equipment. Personally, I would find a "Farm Equip 101" seminar very useful.

- Offer a Mentor Program to match women who have been in ag business long-term with women who are just entering the world of ag. Often it is helpful to have someone to talk to who understands ag but is not a family member. We need to nurture and support the less experienced and/or younger women in agriculture, especially women entering ag from an urban culture.
- Perhaps focus on some high priority "target areas" for the workshops; and then repeat those more often. Sometimes there are so many to choose from, it becomes difficult to choose. Maybe lengthen the workshop times as well.
- Was somewhat disappointed last year in the "crop insurance" presentation. Info was "handout" & same covered in most meetings the "fellas" attend - very general.

Education 2: Business Operations {9}

- Learned how other producers keep books, deal with family, etc.
- Corporation S or C, LLC, Limited Partnership - who knows which is best. Liability issues for unforeseen accidents. Bookkeeping ideas.
- The record keeping - especially Peg Brune in the beginning. Rosemary Harter in my understanding of markets. I took all of her classes (in addition to WIA).
- Hands on experience setting up cost of production for crops & livestock. Also hands on setting up computer records in access for livestock (cow-calf) like bring our records & help us design a record keeping system.
- Keeping up with technology such as smart phones. Continued emphasis on tax issues, marketing, record-keeping.
- More software classes. Tax deduction areas? Things to consider when making purchases and depreciations. Debt recovery similar to Peace University guru.
- I believe the classes on organizing our books and being more tech savvy will have the most impact on our farm operation.
- Being able to learn new way of running a farm/ranch feedlot.
- ...the education and information on the ever changing regulations for agriculture.

Education 3: Communication, Working Together, Family {15}

- More knowledge, better discussion's with husband.
- Keep programs for the new farm wife. Help her with beginning years as a partner with her husband.
- New quick ideas for off-farm wives to have more time with family.
- Personally I attend WIA as a social event. I enjoy meeting women with the same interests and background as I. I have an in-town job as well so I am not as involved as some women. I support my husband in his business but generally he handles things. When I have tried to learn marketing info at these meetings it is usually way over my head. I work to help on the farm more than manage or run the business. I would like to see workshop on strengthening farm family marriages. How to help your young son come

back and start a marriage and family -- on farm that takes so many hours.

- My answers are not reflective of most farm wives. My husband & father-in-law make all decisions while I just follow behind them. Hopefully one of our sons will come back to farm in 3-7 years. For their sake & the sake of the farm they need to finish college and work elsewhere for a few years before coming back here or else they will just fall into the old rut of being the 3rd generation having to do what a grandfather & dad tell them to do. It's very hard for the older generation to "let go" and let young new ideas take over.
- Estate planning & keeping family farm in family.
- All the estate planning workshops and also hearing other women's farm problems & in-law's in farming operation.
- The traditional women at home helping on the farm does not seem to be the case these days. Especially for the younger farmers. Finding ways for them to learn or realize their importance & value to the farm success may be more important now than in past years.
- I have a son that is interested in coming back, is there some educational materials for him on easing the transition & making room for him in the business?
- I truly enjoyed attending my first WIA conference last year and hope that it works to attend again this year. As a wife that is employed full-time off the farm I have very little hands on to do with our working farm. My oldest son really wants to join the family in farming but with land and cash rent sky rocketing it is very hard to fit another person into the farm. Maybe a session on how to add children to the farm operation and how handle equipment and other cost.
- I am not involved in decision making on our farm. I have little input yet much of what happens affects me and/or my family. I need to hear how other women have survived living on a multi-generation family farm. I need skills and ideas on how to interact with family. I need to know there is hope.
- From most of the discussions I have heard the inclusion of daughter-in-laws and the relationship of those sometimes considered "outsiders" in the farm conferences is the biggest problem.
- Simply understanding and accepting that working with extended family is hard for many people, not just us. There are many reasons for this, personalities, generational differences, etc. This was true when my husband and I were 20, 30, 40, 50, and it continues to be true as we are now incorporating our adult children into the farm. Understanding and accepting each other's goals makes everything work, as long as you incorporate those goals into the business.
- The WIA Conference offers me the information, courage, and confidence to affect a strong impact on the success of our ag operation. When I married into the family, they did not invite me to attend corporate meetings because they "didn't think I would be interested." Thanks in great part to Women in Ag I am now the secretary-treasurer of our farm corporation and do most of the grain marketing.
- Opening and closing with a time of laughter can't be beat!!! Concentrating on relationships vs. profitability may be the key. You can't continue without the profitability, but what good is that if the operation falls apart, and hard feelings between

especially family members occurs. We try to apply what we learned in marriage encounter; Feelings are neither right nor wrong, and if someone feels a certain way it should be acknowledged and dealt with. These family/social skills should be emphasized as much as accounting, estate planning, banking, etc., all of which are also important. ~ Just my opinion, and you do some of that already, thanks.

Education 4: Crop Management {6}

- Keep us up to date on the crop insurance and seed variety options.
- I would love to see more training opportunities like insect and disease identification, new chemicals and how they work, demonstrations of new safety products on the market, what crop trait stacks mean.
- Hands on training with detailed instructions (step by step) on how to program the various GPS systems in tractors & combines.
- Hands on experience setting up cost of production for crops & livestock. Also hands on setting up computer records in access for livestock (cow-calf) like bring our records & help us design a record keeping system.
- Have a livestock Q & A session. Have a crop Q & A session. More info on horse training, care.
- Marketing crops.

Education 5: Estate, Tax and Financial Planning, Transition {7}

- However, the financial and estate speakers are beneficial to all ages. I also enjoy motivational speakers.
- Offering the basic taxes, estate planning, etc. annually is important, esp. for newcomers. Spicing it up with added sessions such as last year's decorating keeps it interesting.
- Corporation S or C, LLC, Limited Partnership - who knows which is best. Liability issues for unforeseen accidents. Bookkeeping ideas.
- We need to have something on tax planning (Income Tax).
- Keeping up with technology such as smart phones. Continued emphasis on tax issues, marketing, record-keeping.
- I have a son that is interested in coming back, is there some educational materials for him on easing the transition & making room for him in the business?
- More in-depth workshops --financial planning.

Education 6: General {35}

- Not more computer or financial workshops! Farm advocacy, farm safety, gardening (personal & for profit), food preservation, good landscaping ideas.
- More round table discussions, however, if it would be "cattle, OR crop, or computer, or tax, etc." So everyone could break off into a discussion group that they wanted to have feedback with.

- How to reach nonfarm people. I write to a first grade class in Lincoln but I don't know what to tell them. More market sessions on grain and livestock marketing. Animal health care as shots etc. New laws on brands; brand inspection. Chemical and fertilizer and how they affect your fields and crops.
- None to suggest. It was great having meals prepared and feeling of "being waited on" was great!
- Get different topics for workshops.
- Hands on training with detailed instructions (step by step) on how to program the various GPS systems in tractors & combines.
- I need to learn to back up a semi-trailer - can you help me out with that??? :-)
- Programs should be changed up. If a computer or other class continues to be offered, perhaps new "eyes." New presenters could have new techniques.
- Don't be afraid to include "fluff" for fun. Maybe "extreme makeover - Farm/Ranch edition"?!? A lot of these women don't have time for pampering in their day to day lives?
- You do a great job, but I have attended a health conference for women in Hastings last year with Tim Redline Pharmacy. They really explain women's health & hormones better than I ever heard from our physician. It might help other women too. This year's conference is Jan 28, 2012 - Lockland Country Club.
- Classes that are more for women who aren't in a farming operation but work with farmers so they have a better understanding of farm operation.
- I like the extra fun shops. Nice to have more options after the classes are over. Thank you!
- I think a fashion show would be nice for entertainment. They had on in Norfolk one year, very nice!!
- More computer/smart phone/aps info & usage. More advocacy for ag - providing the means/contacts for after the conference to keep building on.
- Continue to include the "fun" sessions; Has there been anything on starting a side business – candle making, soap making, etc.? Including financial planning considerations.
- Self-improvement; maintaining humor; learning to relax; animal handling with Temple Grandin; calving problems - herd genetics; chemical safety and water contamination; conservation of water, soil & air; wind energy; time management and efficient mud rooms & offices; cultural exchanges; recycling; understanding ourselves. The 2012 topics were the best variety & selection in years. And -- I will be out-of-state. February is not the best time slot, especially for ranchers.
- Some fun activities.
- Having more Nebr Farm Bureau memberships or office staff speak. F. B. has lots to offer women.
- Speaker-*Nancy Winnings from Chambers-Rancher wife has a Bed & Breakfast plus antique store very interesting person.

- Provide a tour around Kearney area of agriculture business or farm.
- Continue sessions regarding education and advocacy. 2. Focus on equipment and technology new innovations; safety features; efficient use practices, use of time and resources.
- Please ask Elaine Kub to come to be a speaker or a workshop presenter. She is a UNL grad - and often speaks on Market to Market on IPTV (Iowa Public TV) on Friday evenings, 8:00 - 8:30 PM with Mark Pearson.
- Often speakers/presenters spend time "pumping" themselves or others. We need the time to see & hear info on the particular subject! (Especially men presenters -- almost all of us at the conference have "passed" kindergarten.)
- Have a session for the very beginner who might just be getting into this. My siblings and I inherited a farm and I'm trying to learn the ropes from the ground up. It is all new to me. I'm learning more all the time, but I still struggle to understand a lot of things.
- Info on High Tunnels - Alternative farming.
- It's great! I would add more fun courses - the landscaping - gardening. LOVED the alternative ag course in 2010 or 2011? Want more of that -- other ideas for farm women to earn "egg \$"!!
- Keep workshops changing each year so those who attend year after year always have fresh options.
- I truly enjoyed attending my first WIA conference last year and hope that it works to attend again this year. As a wife that is employed full time off the farm I have very little hands on to do with our working farm. My oldest son really wants to join the family in farming but with land and cash rent sky rocketing it is very hard to fit another person into the farm. Maybe a session on how to add children to the farm operation and how handle equipment and other cost.
- Follow up info, such as when EDGE classes happen, Where to find your REAP Agent, etc.
- Continue adding alternative and sustainable information.
- Range Management/ Land stewardship.
- How to sustain without having 1000's of acres of ground (it can be done (Small farm sustainability).
- Marketing tools, (grain, cattle, etc.).
- Youth Retention/FFA, 4H Opportunities (In School and Beyond)!!!!!!!!!!
- I enjoy having women teach most of the classes that are farm wives and are experts in a field relating to farming.

Education 7: Marketing Classes {19}

- I learned the most from the marketing sessions & got to apply that to market my own corn.
- The record keeping - especially Peg Brune in the beginning. Rosemary Harter in my

understanding of markets. I took all of her classes (in addition to WIA).

- Marketing (knowing the terms etc.) would like to know a simple system on how people track their marketing (from type of sale to delivered to payment)
- The marketing seminars
- Women in Ag marketing. Better grain prices & better ways to sell grain & cattle.
- Learning different ways to market your products.
- No hard, clear answer for marketing grain.
- Keeping up with technology such as smart phones. Continued emphasis on tax issues, marketing, record keeping.
- Excellent speakers & workshops and meals & sessions on estate planning & marketing
- Basic marketing skills/knowledge with Rosemary.
- Marketing crops
- Women in Agriculture was a positive addition to my life. I look forward to it every year. A long time ago I took a marketing seminar with Rosemary Harter. If there would ever be something like this again I would love to attend. Thanks for all of your hard work.
- Networking with others in profession & marketing
- The best part of the conferences was the contacts that we made with other Women in Ag and to see how they are involved in the ag industry. The conferences have made me more aware of what tools are available for management. Because of the marketing classes taught several years ago by Rosemary, I am now doing all the marketing and managing of our irrigated corn, wheat and soybean farm.
- Increased marketing and business skills. Family health and self-worth issues.
- Customer relationships improved. Introduction to changes in estate and tax planning. Review of marketing techniques for better communication with customers. Positive attitude of all the women in the industry.
- I found the marketing seminar to be the most informative and useful to my current practices. Since the conference, I've found it easier to understand/follow the current discourse and research on the subject.
- Although I have learned much from WIA conferences, I have also learned much from your Marketing Classes, and other UNL offerings.
- Grain marketing

Education 8: Networking {9}

- Time to learn who people are & what their farm & ranch life looks like how it runs.
- I enjoy the people at the conferences and enjoy meal talk more than anything. It's important to see that others are dealing with same things. Being a farm woman can be a lonely and uncertain thing. Knowing others are dealing or how they are dealing is important.

- Would like to see several 15 min-30 min segments of people (women) in 3rd world countries involved in ag as we are.
- Encourage women to reach out & greet & get to know other women. Many come in groups or with a friend & spend the majority of the time with that person.
- Continue to address the same issues! I was about 36 when I first came to WIA, my youngest was 4 and grandma watched him for 2 days. Now I'm 58 and a grandma with a daughter-in-law who went with me last year. Those issues I fretted over years ago are still pertinent. The networking/fellowship with other women in Agriculture is probably as important as the topics we go to learn about. You could subtitle the WIA conference as "or How to Keep Your Sanity as a Woman in Agriculture."
- Those with similar businesses i.e. feedlot, crop, organic, have them meet in groups to build friendships.
- Split out smaller farmer some way. 12-16 row equipment & hands off driving is not a connect to us who need networking the most.
- More chance to speak with speakers after the session.
- More sessions for beginning farm/ranch wives or for those of us that have been on the farm fewer than 10 years or so. Would like to be able to network with other women who are trying to balance work, family and the farm.

Education 9: Personal Growth {3}

- More programs to help women realize their worth and how they need to take care of themselves both physically and mentally. More programs on getting along with people.
- Continue providing education re: soft skills such as communication, that may help attendees in all facets of life; not just on the farm. Employment law is another hot topic.
- Continue to address the same issues! I was about 36 when I first came to WIA, my youngest was 4 and grandma watched him for 2 days. Now I'm 58 and a grandma with a daughter-in-law who went with me last year. Those issues I fretted over years ago are still pertinent. The networking/fellowship with other women in Agriculture is probably as important as the topics we go to learn about. You could subtitle the WIA conference as "or How to Keep Your Sanity as a Woman in Agriculture."

Education 10: Ranch/Livestock Management {8}

- For me -- more cattle related topic. Conference a little earlier. These dates are when we start calving.
- Management and cost of raising replacement heifers including 1st and 2nd calf heifers.
- Range practices - used the UN pest controller after conference.
- Hands on experience setting up cost of production for crops & livestock. Also hands on setting up computer records in access for livestock (cow-calf) like bring our records & help us design a record keeping system.

- Have a livestock Q & A session. Have a crop Q & A session. More info on horse training, care.
- Beef Class are both positive addition.
- I wish you all would consider ID/tracking that does not favor the meat packers. Realize that cow/calf producers' lives are in jeopardy when government/universities/packers decide for us appropriate tracking. What about brands and bangs tags for heifers.
- Learned the dangers & problems with HSUS. 2) A good refresher on cow-calf-newborn delivery & problems associated with it. 3) Like the estate planning but very hard to absorb & apply!!

Education 11: Technology {12}

- Has seemed repetitive in classes/more computer/more new ideas.
- When the date was moved it was to change competition with Husker Harvest. Have not seen improvement if anything less variety and options. Need more access to computer lab.
- More computer/smart phone/aps info & usage. More advocacy for ag - providing the means/contacts for after the conference to keep building on.
- 1. Continue sessions regarding education and advocacy. 2. Focus on equipment and technology new innovations; safety features; efficient use practices, use of time and resources
- How about an opportunity for those of us who are not very proficient on our computers - on learning basic "cut & paste" etc. and on identity security on email and Internet. How to recognize a virus and how to protect against them. And, how to recognize and handle scam's and prevent identity theft.
- I'm a baby boomer. Technology isn't always as easy for me as the younger generation. Helps in that area are always nice.
- Keeping up with technology such as smart phones. Continued emphasis on tax issues, marketing, record-keeping.
- Use of electronic equipment.
- I enjoy computer, so more computer/technology equipment examples.
- More software classes. Tax deduction areas? Things to consider when making purchases and depreciations. Debt recovery similar to Peace University guru...
- If you were able to supply laptops or iPads to practice with, that would be tremendous. I currently don't have a smart phone, but my husband does and we are not using it to its potential. I am going to bring it to the class on smart phones so I can apply what i am learning right away!!!!
- It is hard to come up with anything here. I have been very happy with the conferences that I have attended. I, myself, could use basic excel. Last year I was able to go to the excel program, but it was over my head. I am definitely a beginner.

General Comments about WIA

General 1: Miscellaneous {17}

- When the date was moved it was to change competition with Husker Harvest. Have not seen improvement if anything less variety and options. Need more access to computer lab.
- We both work part-time at other jobs and live in town, so our situation differs from many. Wish I could have attended when I was younger, but family responsibilities would have prevented it at that time, anyway!
- Please send out survey in the month or so after event. It's hard to recall speakers from 1 year ago.
- More time to shop! (just kidding).
- I won't be attending this year.
- The computer records/accounting session was a disappointment to me. The presenter (Peg Brune) went overboard as to something along the lines of organizing her garden plan on the computer. To me, the computer is a tool, but not one that makes sense in every situation. For some it just sucks away time. To get specific on software entry issues misses the point. Most of these people need a flow chart of information and basic bookkeeping 101. Peg makes this way more complicated than it needs to be.
- This year's schedule included how to use a smart phone? It's really not that hard! How about use some common sense and read a manual if confused! I irrigate with my phone, etc. Can't see how this is necessary as these phones are increasingly easy to operate. :-)
Otherwise - I think your session offerings for 2012 look great.
- You have a great program. I wish I could continue to attend, however money is an issue in our family. It would be great if you could find sponsors or put together scholarships for people like me to attend this great event!
- I used to come because my husband and I were engaged in farming. After his death I attended several times as a member of a panel for Jo Fells Heyen. I rent my land out now, so I feel there are better people to consider for your survey. Thanks.
- I have been very successful in managing buying and have many compliments on my success. Was very active in working the land-repair-feed format for our dairy herd-a lot of vet work such as treating injure-artificial insemination-pregnant checking vaccinate etc. Had an offer to manage a large herd in Florida from owner in Calf. & New York
- We are the true family farm. My husband and two of my sons are working together. Their wives work outside the home. I do daycare, meals, drive tractor, helps work cattle, whatever I'm needed for on any given day. I do the farm books. We have no employee problem. We are a loving Christian family. My daughter & her husband are in the same situation - just small farmers. We help each other all the time. Our biggest problem -- outside money & investors buying up the land at high prices.

- My husband makes almost all farm decisions. If something happened to him, then this conference would be very important to me.
- DOT - The weight vs. axle with all the changes some new duals are maxed out with trailer.
- Harvest - long hours - yes, I know to have a break but how do you change up the sandwich when you are out in the field all day (& night!).
- I am a diploma Registered Nurse which did not fit any of your higher education categories. I do the bookkeeping on the ranch and work a full time and a part time job off the ranch in nursing.
- I do appreciate when the Lord is part of the conference & do not like swearing and distasteful jokes.
- I would love to hear the Benediction being sung prior to meals again, the moment of silence just doesn't work for me (and some others with whom I have had this discussion with), we are gathered to celebrate our being women who Farm/ Ranch, we are strong, capable women and to hear all of us sing is one of the most beautiful things I have ever heard at WIA. Consider this please...

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