

Presented by:  
UNL Department of Agricultural Economics  
College of Agricultural Sciences and Natural  
Resources  
Nebraska Extension



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.

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The 30th Nebraska

# Women in Agriculture Conference

Educate. Advocate. Communicate.

**Our Heritage, Our Present,  
Our Future!**

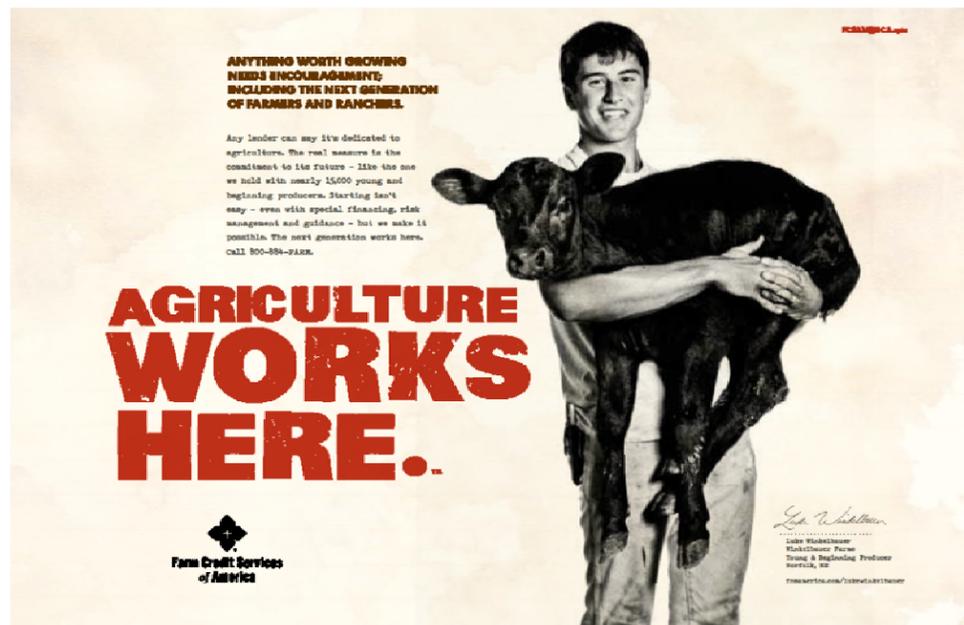
*1985-2015 and BEYOND*



Nebraska Department  
of  
Environmental Quality  
Nonpoint Source  
Program



This event has been partially funded through the Section 319 of the Clean Water Act administered by EPA and the Nebraska Department of Environmental Quality Non-Point Source Water Quality Program.



Educating Women in the  
Agriculture Industry!!

February 26-27, 2015—Kearney Holiday Inn  
Kearney, NE

# AGENDA

## Thursday, February 26

- 9:15 - 10:00 am Registration
- 10:00 - 10:10 am Welcome!  
*Cheryl Griffith-Conference Coordinator*  
*Larry Van Tassell-Dept. of Ag Econ, Department Head*
- 10:00 - 10:50 am Kick-off: "Dare to Risk Life Change"  
*Rebecca Long-Chaney, Elwood, Nebraska*
- 11:00 - 12:15 pm Workshop Session 1
- 12:20 - 1:20 pm Lunch & Annie's Project!  
*Madeline Schultz, ISU Extension*
- 1:30 - 2:45 pm Workshop Session 2
- 2:45 - 3:15 pm Break  
*Sponsored by NE Farm Bureau*
- 3:15 - 4:30 pm Workshop Session 3
- 5:30 - 7:15 pm Supper: *Evening Program by: Nebraska Women in Agriculture!!*
- 7:30 - 9:00 pm FUNShops!!

## Friday, February 27

- 7:30 - 8:30 am Breakfast Buffet
- 8:20 - 8:30 am Opening Remarks  
*Cheryl Griffith*
- 8:30 - 8:50 am Morning Keynote: **NDEQ Water Division Update**  
*Carla McCullough, NE Department of Environmental Quality*
- 9:00 - 10:15 am Workshop Session 4
- 10:15 - 10:45 am Break  
*Sponsored by Valley Irrigation*
- 10:45 - 12:00 pm Workshop Session 5
- 12:00 - 1:30 pm Lunch & Finale: "Channeling Your Inner Rock Star"  
*Celeste Settrini, Salinas, California*
- Safe Journey Home!!**

**Webpage:** <http://wia.unl.edu>  
**Facebook:** [www.facebook.com/NebraskaWIA](http://www.facebook.com/NebraskaWIA)  
**Twitter:** @newomeninag, #newia2015

Welcome to the 30<sup>th</sup> Nebraska Women in Agriculture Conference, "Our Heritage, Our Present, Our Future!" What a legacy the Nebraska Women in Agriculture program has had in Nebraska and has helped to create across the country. Our conference is the longest running conference of its kind in the United States and has helped spawn other similar programs in many other states. It has become clear that the woman's role in agriculture has dramatically changed in 30 years but our founders saw that before many others did! Educational programming has been developed, delivered and enhanced during this time, targeting this underserved group.

## WELCOME

In the next day and a half we will celebrate our wonderful heritage, bring you risk management educational programming for your present needs, and look at the future of this program and its role in Nebraska's agriculture. Hopefully you find what you need to make some positive and profitable changes in your operation or maybe reinforce what you are already doing! Enjoy attending your workshops, general sessions, and especially networking with other women producers. The ideas for these topics were generated by you based on what we heard you see as important to production and life on the farm and ranch.

Enjoy yourself – this is **your time** to get away and relax. Be sure to stop by and visit with each booth exhibitor, attend one of the FUNshops and connect with other producers. Tweet, post, and pin!

Finally, a special thanks to our WIA crew; Sandy Sterkel; CASNR student intern, Amber Maassen; and our faculty advisor, Marilyn Schlake. Please take a minute to show your appreciation to them.

## BOOTH DISPLAYS are in the Loper Rooms!

Thank you to our booth participants. Please make sure you check out everything they have to offer!

AgrAbility  
Annie's Project  
Bayer CropScience  
Becky Long-Chaney  
Channel Seeds  
CHI Health Good Samaritan Cancer Center  
Commonground of Nebraska  
Farm Credit Services of America  
Good Samaritan Cancer Center  
Great Western Bank  
Heartland Farm Partners  
Nebraska AgrAbility  
Nebraska Beef Council  
Nebraska College of Technical Agriculture  
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Nebraska Department of Environmental Quality  
Nebraska Department of Natural Resources

Nebraska Ethanol Board  
Nebraska Farm Bureau  
Nebraska Farm Business, Inc.  
Nebraska SARE  
Reinke Irrigation, Inc.  
UNL-College of Agricultural Science & Natural Resources (CASNR)  
Nebraska Extension Community Vitality Group  
Central States Center for Agricultural Safety & Health  
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## SAVE THE DATE!

Next Year's Conference  
will be  
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**Kearney Holiday Inn**



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# Keynote Speakers

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## REBECCA LONG-CHANEY

### *“Dare to Risk Life Change”*

Becky joins us from Elwood, Nebraska! She will highlight many of the trials and tribulations she and her husband had during a life-changing adventure on a million-acre cattle ranch in the Australian Outback. This adventure helped them make the big decision to move 1,400 miles from family, to south central Nebraska — making it their home!

*Becky is sponsored by Farm Credit Services of America*



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## CELESTE SETTRINI

### *“Channeling Your Inner Rock Star”*

This will be a fun, exciting and humorous look at how Celeste found her inner voice AND outer voice to share the story of agriculture. Each one of us has an inner rock star that is raring and ready to be unleashed!



Celeste is a “couture” California cowgirl and rancher who also does the publicity for several PRCA riders!

*Celeste is sponsored by Reinke Irrigation, Inc.*



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## Noon Speaker Thursday MADELINE SCHULTZ

We bet you have heard of Annie's Project but may not be sure what the program actually is! Madeline is the National Program Leader with Annie's and an Extension Educator from Iowa State University. She will fill us in on this exciting program and how you can bring it to your county.

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# Thursday Evening Celebration

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## 30 YEARS OF NEBRASKA WOMEN IN AGRICULTURE!

You are cordially invited to attend the 30th Anniversary celebration for the Nebraska Women in Agriculture Conference! We will celebrate our past, look at where we are today and look forward to the future. Our own women in agriculture (you!) and a few surprise guests will give us their recollections and their hopes for the future of our great program, and the future of agriculture. Be prepared to laugh and network with each other. Of course, there will be cake!



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## Friday Breakfast Speaker

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### “NDEQ Water Division Update”

**Carla McCullough**

As producers, there are so many important programs to keep track of, and as a result trying to keep up with any changes and resulting rules and regulations can be difficult!. Carla will discuss a few items that the Nebraska Department of Environmental Quality is responsible for that do have an impact on Nebraska’s farmers and ranchers. She will touch on chemigation, nitrogen on-line certification, the link deposit program, water integration, and 319 project examples. We appreciate the support and funding NDEQ has provided the WIA Conference this year!!



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*Carla is sponsored by the  
Nebraska Department of Environmental Quality*



## Farm Program Decisions and Analysis

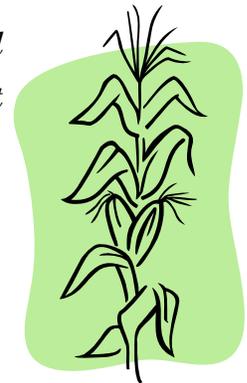
*Brad Lubben, Extension Agriculture Policy Specialist*

The 2014 Farm Bill is now in place. What changes are in store for producers? Is there still a safety net available? Brad will discuss the process the bill went through to become law and where its budget will be allocated. Most importantly, he will talk about the changes and how this will affect Nebraska's producers in the upcoming years.

## Crop Disease Detective

*Amy Timmerman, Extension Educator and  
Tamra Jackson Ziems, Extension Plant Pathologist*

This session will look at row crops and common and uncommon diseases that farmers should be on the look out for. Farmers need to become disease detectives to scout out some of the problems that pop up at various times during the growing season. This session will be an interactive one bring your questions for Amy and Tamra.



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## Opportunities for You, Your Operation and Your Community

*John Oestreich, Waddell & Reed, Inc.*

John will provide an engaging workshop that will focus on why financial planning is important for everyone, but in some ways even more important to our state-wide communities. Also, learn what a local financial advisor can mean for you and your operation and what impact an advisor can have on your local community.

## Grain Marketing 101

*Robert Tigner, Extension Educator*

Should I sell? Should I store? What is the market telling me? This workshop will cover the basic steps to help you develop a proactive grain marketing plan. We'll discuss developing marketing goals, fixed price marketing tools, post-harvest marketing options and marketing plan exit strategies.

**Global Wheat Development AND What's the Buzz About Bees?**

*Sally Clayshulte and Kevin Watteyne, Bayer CropScience*

In 2009, Bayer CropScience made wheat a core crop. What has developed from this decision is a global program with the regional station for North America located west and south of Seward. Details and plans for Bayer's wheat program will be presented.

Bayer is investing heavily and committed to the preservation of Bee Care and overall Bee Health Worldwide. Product Stewardship continues to be at the forefront of every Bayer CropScience employee when it comes to maintaining our worldwide Bee-Hives.

Our public Outreach commitments have strengthened the overall perception of Bee Health, with being able to continue to apply seed treatments to commercial crops in a safe and efficient manner.

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**So You Inherited a Farm....Now What?**

*Allan Vyhnalek, Extension Educator*

This session will take participants through the decision-making steps that they will follow if they have inherited a farm. Will you sell the farm, keep it and farm it yourself, keep and rent, or keep and have it custom farmed? All options will be discussed with the emphasis on keeping and renting along with information about types of leases, lease provisions and components of a good lease.

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**"There's an App for Your Ranch!"**

*Rick Rasby, Extension Beef Specialist and Brent Plugge, Extension Educator*

The conditions of the past two years have made it difficult to stick with and practice good grazing practices. Hear how a panhandle rancher has made stocking rates work for her cattle during drought times. Tips on adapting these practices to your operation will be shared and you will have an opportunity to ask questions of all presenters.

**Pack Your Bags! Where Shall We Go?**

*Jana Kruger and Jill Brown, World Travelers*

Want to get away? Don't know where to go, how to get there or what to pack? Come to this workshop to discuss tips on preparing for trips, traveling with friends and/or family members, and affordable day trip ideas in Nebraska. Let's GO!!!

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## **Pasture Insurance and Forage Disaster Payments**

*Monte Vandever, Extension Educator*

Forage production is one of the most uncertain variables for farm and ranch managers to consider as they make their grazing plans. We will look at two programs which can help manage forage shortfalls: Pasture, Rangeland, and Forage (PRF) insurance and the Livestock Forage Disaster Program (LFP).

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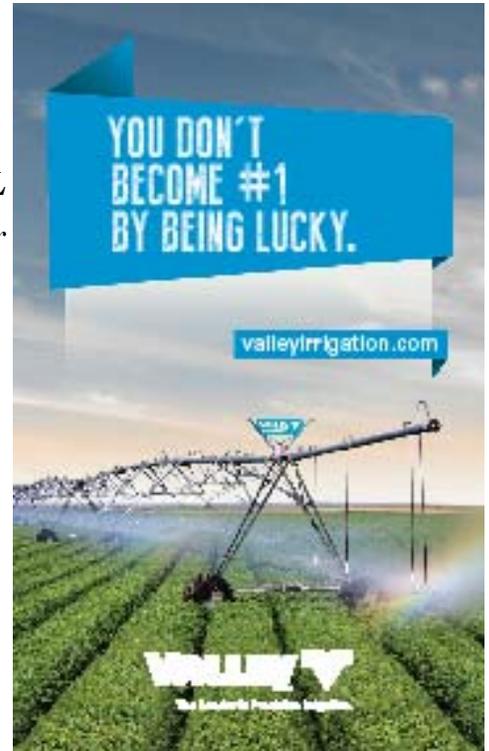
## **Understanding Surface and Groundwater Interaction**

*Katie Pekarek, Extension Educator, Wayne Woldt, UNL  
Biosystems Engineer*

Have you always wanted to see what happens after rain infiltrates? Come see the relationship between groundwater and surface water first-hand. We will use the UNL Water Machine to look at what happens to water as it moves through the water cycle and explore some of the actions that have been taken to deal with well interference between wells.

### **Natural Resources Track**

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## **Succession and Estate Planning**

*Dave Goeller, Farm Transition Specialist and  
Joe Hawbaker, Attorney*

This workshop is a presentation on basic issues in farm and ranch estate planning in a climate of change, including relevant current estate and gift tax laws, basis adjustment rules, capital gains, inheritance tax, asset preservation and probate. We will have a discussion of tools used in estate and succession planning such as wills, trusts, asset titling, contracts, leases, options, valuation discounts and powers of attorney. If time permits, there will be a discussion of succession planning strategies. **This session is presented over Sessions 2 and 3. Plan on attending both sessions as they will build on each other.**

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## **2015—Minimizing Losses Instead of Maximizing Profits**

*Tina Barrett, Nebraska Farm Business, Inc.*

We will discuss managing your cost of production through a time of “minimizing losses” rather than “maximizing profits” for crop farmers. There are many lessons to be learned from this period of extreme profitability for livestock producers as well.

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**Working Together we all Win! Community Entrepreneurship**

*Nancy Fisher, Entrepreneur, Jenny Nixon and Marilyn Schlake, Extension Educators for Community Vitality*

Learn about how a group of rural entrepreneurs came together to create a “greater economic power” for their ag businesses and their community region. They realized that together they were much more effective and visible to their potential markets. Come and join the discussion and listen to this panel of ag entrepreneurs tell their story. Workshop facilitators will share valuable resources as well.

**Thursday Workshops- Session 3****Yikes, Someone Just Asked me about GMO's!**

*Hilary Maricle and NEFB Ag Promotion Committee*

GMO's continue to be a HOT topic in the media. In this session, we will gather ideas about how to address consumer concerns and fears about GMO's. How much of the science do consumers really want to know? Do they just want reassurance that they are feeding their children safe foods? Learn how to sort through their concerns and make a connection with the consumer to diffuse their fears.

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**Managing Nebraska's Water Resources**

*Jennifer Schellpeper, Beth Eckles, Andrew Christenson, Carol Myers Flaute,*

*Nebraska Department of Natural Resources staff*

The Nebraska Department of Natural Resources is a state agency with responsibilities in the areas of surface water, groundwater, floodplain management, dam safety, and integrated water management. Representatives will provide an overview of the state of water issues in Nebraska and discuss rules and regulations as they pertain to Nebraska's agricultural producers.

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**A Primer on Crop Insurance: Covering the Basics**

*Jana Sittler, Auburn Insurance Agency*

This session is for people who are looking for basic insurance information. We will talk about the different types and levels of coverage, yield histories, farm units, calculating losses, premium costs and what is new for 2015. A must for all who have questions about insurance. We are excited to welcome Jana to the Women in Agriculture program!

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## Succession and Estate Planning

*Dave Goeller, Farm Transition Specialist and Joe Hawbaker*

This session is a continuation of Succession and Estate Planning in Session 2. Participants should attend both sessions. No matter where you are in the cycle of your business operation, you should have plans for a future transition. This is an on-going, ever-evolving process.

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## Beef Cattle Markets: Considerations Moving Forward

*Kate Brooks, Extension Livestock Marketing Specialist*

Year 2014 was a year of records for the beef cattle industry. Feeder cattle prices strengthened throughout the year and retail prices continued on the upward trajectory. Both supply and demand will affect where the markets go throughout 2015 and beyond. As we look ahead, what considerations do producers need to think about and what are some possible marketing strategies for 2015 and beyond?

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**We will be taking photos during the conference. If you prefer not to be photographed please contact one of us, otherwise we will assume with your presence at the conference, you give your permission.**

*Cheryl, Sandy, Marilyn, and Amber*



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*FUNShops are optional workshops that provide a fun way to network, learn, and play in a non-pressure setting! Each workshop is no longer than 90 minutes and begins at 7:30 PM.*

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## **The Return of ZUMBA!**

*Barb Mathis, Kearney YMCA*

Do you need a little stress relief in your life? Everyone does! Join us as we take you through one of our most popular classes at the Kearney Family YMCA. We'll get the heart rate going and loosen up those muscles while having a party with Zumba...our Latin based dance/exercise class. This exercise class is back by popular demand! Bring your comfy clothes and athletic shoes!!

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

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## **Yes, You Can Learn to Tweet!**

*Jenny Rees, Extension Educator*

We hear that “so and so tweeted this”, we see Twitter handles on TV and sports’ broadcasts, and we know that news breaks quickly through it. You may have attended workshops in the past to learn more about it or have heard you can use it to advocate for agriculture, but still aren’t clear exactly what it is. If this describes you, this Funshop is the place for you!

**Bring your own device (laptop, tablet, smartphone)** and we will dive in with hands-on learning. This session, geared for beginning to moderate level Twitter users, will provide: step-by-step instructions on how to set up a Twitter account and complete your profile, learn how to follow people, make lists to easily keep track of people’s tweets, and learn how and what to tweet.



**CHOCOLATE WILL BE PROVIDED!**

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## **Being Beef**

*Doug Straight, NE Beef Council and Bethany Johnston, Extension Educator*

As beef producers, we understand the quality and goodness of beef! What do you do when a consumer asks tough questions, like, “I don’t eat beef because of the hormones” or “My doctor said I can only eat lean meat, not beef”? Join Doug and Bethany as they discuss these questions.

Not all beef is created equal! Cooks need to understand that different cuts need different cooking methods. What is collagen? You get to learn by doing and tasting different cuts and cooking methods. What are the most cost-effective purchase decisions? If you love beef, love to eat beef and want to tell others about beef then plan to attend!

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## Insurance & Marketing: Tools Working Together

*Cory Walters, Extension Crop Marketing Specialist*

In this session Cory will discuss crop insurance and marketing in two different settings, under irrigation and non-irrigation and look at how much income risk each setting manages. In addition, he will also discuss how to think about risk (placing a definition on it), relationships that impact risk, and will provide a framework for decision making. Participants should leave with a stronger understanding of how risk management tools impact risk. **Participants should already understand the basics of commodity marketing and crop insurance.**

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## The Dirt on Soil Health

*Beth Hiatt, Soil Conservationist NRCS*

An unconventional look at the oldest natural resource on earth in this, The International Year of the Soil. When you stand with your feet on the ground: you are standing on more life just under the soil surface, than exists on all the rest of the earth! Maintaining or improving the health of our soil is essential for the long term sustainability of our farms and ranches. Beth will discuss the concept of soil health and how producers can use this information to improve their own soil health. She will also include a discussion on current NRCS programs, how to take advantage of these grants and make your land work for you!



## Body Condition Score (BCS), Nutrition, and Herd Health: Oh My!

*Lindsay Chichester, Extension Educator*



Do not underestimate the utilization of BCS in your cattle herd. Gain a better understanding of why they are important to your heifers and cows, what it means for their longevity in the herd, and overall health. Additionally, learn what you can do to get your cattle into ideal shape before calving season starts, and maintain during lactation.

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## If Five-Year Olds Can do it.....So Can You! *Rebecca Long-Chaney, Producer*

This presentation equips farmers and ranchers with ideas and tools to better “tell their story” and to encourage them to find easy ways to promote their farm business and industry. It highlights unique ways Chaney and her daughters started touting their ag message when the girls were only five-years old.

## Animals “Inside and Out”

*Kathy Potthoff, Rhonda Herrick, Crystal Fangmeier, Extension Educators*

Animals “Inside and Out” is a lesson series designed for 3rd-5th grade 4-Her’s. We will enjoy the curriculum in this workshop focusing on the science of livestock animals, companion animals, and horses. Among the topics covered are the digestive system, skeletal and muscular systems, by-products, and the respiratory, circulatory, and reproductive systems. We will all take home new information and a new appreciation for the animals we care for.



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## Decide NOW

*The Decide NOW Extension Team*

During this conference you have had the opportunity to learn more about various marketing risk management tools. This presentation will focus on bringing all this information together to use in a newly developed APP called Decide NOW. Decide NOW allows smartphone users to integrate their grain marketing plan, cost of production and storage, the carry, and crop insurance. Demo phones will be available for you to familiarize yourself with Decide NOW.

## **Emerald Ash Borer (EAB) Tree Removal**

*David Lott and Elizabeth Killinger, Extension Educators*

EAB is an insect pest with the potential to destroy a number of ash tree species in Nebraska. Its damage impacts home properties, farms and ranches, and parks by impacting our quality of life. Join us to learn more about this pest. This program will also update participants on the identification process, and how the State of Nebraska is coordinating a response plan to an outbreak. Key information on its control and tree replacement options will also be discussed.

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## **Preparing Yourself and Your Business for Disaster**

*Ashley Mueller, Extension Educator*

Every year, someone—somewhere, is greatly affected by disaster, natural or man-made. Preparedness is the name of the game for you and your business. Don't let a natural disaster or technological hazard throw you off your game. Join this session to learn disaster preparedness basics focused on protecting your personal items and important documents. Ashley will also share an abundance of resources and easy-to-implement, low-cost strategies. Word has it Ashley will also discuss the importance of having a plan for your pets as well!

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## **FSA and the 2014 Farm Bill**

*Elyse Musil and Wayne Gansemer, Farm Service Agency*

The USDA Farm Service Agency has begun implementing the new Farm Bill, which provides producers with new programs and the reauthorization of past programs. During this session, Elyse and Wayne will discuss old and new programming, which includes: Agricultural Risk Coverage, Price Loss Coverage, Noninsured Crop Disaster Assistance, Livestock Disaster Assistance Programs, Conservation Reserve Program, Marketing Assistance Loans, Operation Loans, Microloans, and loans for socially disadvantaged and beginning farmers.



## **Bookkeeping for the Banker**

*Peg Brune, Ag Producer and Bookkeeper*

Many of you have begun the process of preparing documents to present to your financial team. Is there a way to prepare these items more efficiently and in a way that will make discussion easier? Also, how can you use your mobile devices and the “cloud” to gather this information? Do you even know what the “cloud” is and how you can make it work for you? Join Peg for this information-filled session!

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## **Facts and More About Alzheimer’s Disease**

*Susie Peterson, Nebraska Alzheimer’s Association*



Alzheimer's is the most common form of dementia, a general term for memory loss and other intellectual abilities serious enough to interfere with daily life. Whether it is a close family member, friend or an acquaintance, most of us have been touched in some way by Alzheimer’s Disease. Unfortunately many of us will be touched in the future as well. Susie joins us to discuss the 10 signs of Alzheimer’s and early stage on-set. There will also be a focus on taking care of the caregiver and what family members can expect as time goes on. This will be a very informative workshop for everyone.

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