

Keynote Speakers

JOLENE BROWN

“It’s a Jungle Out There! Blazing New Trails for Agriculture”

Jolene Brown is a walking-talking spokesperson and champion for the people of agriculture. She’s a farmer, author and professional speaker. Jolene is from West Branch, Iowa and her worldwide audiences appreciate her fun-filled spirit and valuable information. She’s on a mission to share leading-edge best practices, appreciation, laughter and celebration to increase productivity, profitability and peace of mind.

For more information about Jolene go to, www.jolenebrown.com

Jolene is sponsored by Reinke Irrigation



TERRI ‘JO’ BEK

“Pass it On”

While everyone worries about passing on the land to the next generation, they need to remember that as we raise our young people we are passing on an attitude as well. When we work with animals we know that every contact we have with that animal shapes its behavior toward whether it wants to trust



us and work with us or turn and run the other way. Sometimes we forget that it may be the everyday contact with our families and others that shape and foster the attitude for success that is so necessary in agriculture and life.

Jo and her husband Warren are involved in a diversified farming operation near Curtis, NE along with a quarter horse operation. She is a professor of Animal Science at the Nebraska College of Technical Agriculture with emphasis in the feedlot and equine areas. Jo has also been an integral part of the Nebraska WIA program for 28 years and brings her Women in Ag Club students to the annual conferences. She has traveled statewide and nationally, speaking to agriculture groups as well as others on humorous motivational topics.

Jo is sponsored by Farm Credit Services of America

Thursday Speakers

CHUCK HIBBERD

“100 Years of Extension!”

The Smith-Lever Act of 1914 established the partnership between agricultural colleges and the USDA to support agricultural extension work. Extension offices were created in each county across the country and thus began what we now know today as county extension programming, including 4-H. UNL Extension Dean Chuck Hibberd will join us at noon as we celebrate Extension’s past and its exciting future (with UNL Dairy Store ice cream)!



Chuck is sponsored by University Extension



GAYLE BECWAR

“After Dinner Magic and Humor!”

Growing up in a family of magicians, Gayle Becwar’s first introduction to entertainment came as a child in Davenport, NE, while performing with his dad’s traveling magic show. Since then he has entertained audiences with his quick-wit, sharp memory and ad-libbing style from New York to Los Angeles and Hong Kong to Cancun.

Friday Breakfast Speakers

“All for the Love of FOOD”

Lots of people are talking about food and where it comes from. Some of it is accurate, some is not. We will look at why this is occurring and how it impacts the entire agriculture industry on both a domestic and global level. Cheryl, Connie and Jenny are all active in efforts to enhance community development and entrepreneurship in the State.

CHERYL BURKHART-KRIESEL

CONNIE HANCOCK

JENNY NIXON

Cheryl, Connie and Jenny are sponsored by the College of Agricultural Sciences and Natural Resources

“Lions and Tigers and Family, Oh My! Pitfalls and Snares that Break Up a Family and Business”™

Jolene Brown, Family Business Consultant

Sometimes agriculture is like the Land of Oz... tornado-like times, uncertainty, pitfalls and snares. Although we have no magic shoes or wizard to solve our challenges, we can learn lessons from that supporting Oz cast who sought a brain, a heart and courage. This eye-opening, interactive presentation highlights the stupid things families do that break up their business. We will discuss in-laws and out-laws, off-site family and estates, daily communications and important meetings. From conversations to contracts, from assumptions to clarification, we will open eyes, increase profitability, and save fighting on the way to the funeral home.

Jolene is sponsored by Reinke Irrigation

Nebraska Quality Beef Certification

Rob Eirich, Extension Educator and Nebraska Director of Beef Quality Assurance

Today's consumers want to know where their beef comes from and how it is raised. Nebraska Beef Quality Assurance (BQA) will present an interactive workshop on best management practices. These practices will help assure our consumers that today's beef producers are dedicated to producing wholesome and safe beef products. Participants can also receive BQA certification with an additional certification fee of \$20.00.



How High is Your 2014 Safety Net?

Crop Insurance and Risk Management in 2014

Monte Vandever, Extension Educator

Crop insurance is considered the foundation of the farm safety net, particularly since government programs are expected to change. How will insurance revenue guarantees change in 2014 as expected crop prices decline? How will premiums change? We'll check the numbers, along with a look at how crop insurance fits in with the programs proposed for the new Farm Bill. We will also take a look at pasture insurance coverage. **Repeated in Session 4.**

Did You Know?

-Today the average U.S. farmer feeds 155 people. In 1960, a farmer fed just 26 people.

-There are 23 million acres of range and pasture land in Nebraska. Half of these acres are in the sand hills!

-NE Agriculture in the Classroom

Thursday Workshops– Session 1

11:10 AM–12:25 PM

Sprucing up the Windbreak

David Lott and Cindy Tusler, Extension Educators

During this session we will discuss the importance of constant renewal of windbreaks to avoid whole windbreak decline. It is also very important to diversify windbreaks with tree and shrub species to reduce the chances of losing an entire windbreak to disease while enhancing wildlife habitat. We will address the compounding effect of drought and how to be proactive in applying maintenance to your windbreaks, which will include proper watering and weed control treatments. Plan to join us!

David and Cindy are sponsored by the Natural Resources Conservation Service

Thursday Workshops– Session 2

1:30 PM–2:45 PM

Basic Farm Recordkeeping: Going Back to Basics

Peg Brune, Recordkeeping Consultant

What accounting software best suits your operation? We will discuss getting a system set up and customizing the program to fit your needs. We will also learn how to enter data to make reports for taxes and to analyze your numbers. It's always good to review the system we have to determine if it is still the right one for us or if there is something better available! **Repeated in Session 5.**

“A New Farm Bill for a New Era?”

Brad Lubben, Extension Ag Policy Specialist

The debate on a new farm bill occupied much of 2012, but had to work hard for attention as the election and the fiscal cliff grabbed most of the agenda and headlines. Whether Congress can get its job done quickly or not, a new farm bill will mean some big changes worthy of headlines. This presentation will discuss the current status and policy outlook for the farm bill, the analysis and comparison of farm bill proposals and any compromise language, and the implications for producers and producer risk management decisions.

“How to Make Stocking Rates Work for You!”

Jean Parker, Producer; Cindy Tusler and Bethany Johnston, Extension Educators

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.

Jean, Cindy and Bethany are sponsored by the Natural Resources Conservation Service



Networking...It's Not What You Know.....”

Jana Kruger and Jill Brown, Mother/Daughter Super Heroes

.....It's Who You Know!!!! We've all heard this phrase, but how many of us actively work to meet new people? Women in Ag is full of bright, talented spunky women — let's get to know one another! Come to engage, laugh and meet wonderful women in ag through a palooza of fun!

Crop Insurance and Marketing: Together the Most Successful Tool

Cory Walters, Extension Crop Marketing Specialist

Before planting, producers face uncertain prices and yields, making final income highly uncertain. Crop insurance, a government program, and futures markets, a privately operated program, exist to help producers manage income risk. The amount of income risk each program manages and resulting interaction is unclear. In this session, I will discuss the producer's complex risk decision environment with the goal of improving understanding of how crop insurance and commodity futures interact to improve risk management decisions. Participants should already understand the basics of commodity marketing.



Ag-Citing Science!

Jennifer Hansen and Jackie Steffen, Extension Educators

An education in agriculture has no subject line boundaries and can be tied to all curriculum areas. Participants in this session will discover how to integrate engaging, youth-centered “Ag-Citing” lessons to share with their families and communities. Lessons focus on animal science, plant science, food processing, and natural resources to ensure that youth become informed consumers who advocate for agriculture.

Biotech Crops and Consumer Concerns

Jenny Rees, Extension Educator

In this presentation learn about the biotechnology process, why it's used in crops, and the advantages and disadvantages of the process. We will also discuss consumer concerns regarding biotech crops and what the research says regarding them.

There’s an App for Your Ranch

Rick Rasby, Extension Livestock Specialist and Brent Plugge, Extension Educator

Apps for your ranch? Yes, the latest method of producer interaction involves apps! Once downloaded on your mobile device, these apps will provide the user with many useful tools that can improve knowledge and decision making. Cattle health, nutrition and scoring can be addressed using this tool. Bring your mobile device to the presentation!

“How Healthy is my Soil?” An Introduction to Soil Health

Corey Brubaker, State Conservation Agronomist, NRCS

Maintaining or improving the health of our soils is essential for the long term sustainability of our farms and ranches. Participants will be introduced to the concept of soil health and the **four basic principles** for maintaining or improving soil health. The presentation will include an interactive demonstration of some of the tools and methods for evaluating soil health and an introduction to the NRCS Soil Health Campaign.



Corey is sponsored by the Natural Resources Conservation Service

It’s Not Your Grandparent’s Farm Anymore”

Allan Vyhnalek, Extension Educator

This session is a fast-paced look at the current dynamics of farmland management. Current land values and cash rents will be shared. The presentation will also be looking at the lease provisions that could be used to strengthen the farmland leases in Nebraska. Leasing options will be discussed as time allows.

Allan is sponsored by the Farm Service Agency



“Personalities and Profits”

Roy Smith, Marketing Consultant and Farmer

Have you ever wondered why marketing is so difficult for farmers? Did you ever wonder why the “experts” are wrong so often? Are women really better at marketing than men? Do the men and women in your farming operation see financial decisions different? This “Personalities and Profits” session will answer these questions and give helpful hints for taming the marketing monster in your farm business.

Roy is sponsored by The Nebraska Soybean Board

Quirky Statements Lead to Possibilities

Marilyn Schlake, Jim Crandall and Jessica Jones, UNL Extension, e-ship team

“Wow, these are great muffins!” or “Hey, I love this dazzling coat!” Comments like these can get you thinking about “*what if’s*” and *possibilities*. This workshop will help you get ready and answer the “what if” to starting a small business. Then you can go bake those excellent muffins and train that award winning show horse as part of a money-making possibility!

“Pinning Tweets or Tweeting Pins?”

Alice Henneman and Jenny Rees, Extension Educators

Learn best practices related to using the social media platform Pinterest, a virtual pinboard where you can organize and share images, videos and content, and how this medium can increase and help maintain engagement with diverse clientele. You’ll gain insights into pinning, creating group boards, content curation, and connecting other social media to Pinterest. Discuss why Twitter has become such a popular way of communicating and keeping abreast of what is going on. Bring your mobile device with you and play along!



Thank you 2014 WIA Planning Committee:

Jenny Nixon	Jenny Rees
Bethany Johnston	Marilyn Schlake
Cindy Tusler	Jo Bek
Kelli Loos	Sandy Sterkel



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.

YOGA

Instructors from the Kearney YMCA

Did you know that yoga is one of the best exercise programs and least stressful that you can do? Did you also know that it is spiritually based? Any age, body shape and ability can participate in yoga and reap its benefits. Put on your comfortable clothes, bring your exercise mat, if you have one, and join us!



Slow Cooking!



Alice Henneman, Extension Educator

We all know that main dish soup meals can be made in advance and safely cook away while you're gone from the house, but after this presentation you will want to get your slow cooker out again. The flavors blend wonderfully as the ingredients simmer together throughout the day. It is also generally less expensive, and often less tender meats become tender during the cooking process. And the aroma fills the house when you come home! Mmmmmm!

“GrassSnap-Using Technology to Capture a Snapshot of Your Grasslands!”

Bethany Johnston and Cindy Tusler, Extension Educators

What's “Appn-ing” at our FUNShop session? Stop in and try for yourself the new GrassSnap app! This new app makes checking grass as easy as checking salt or water and we will show you how to set it up. It will assist producers in quickly grabbing photo-monitoring data, save it on a mobile device and move it to a computer later. We will have iPads available with a virtual pasture so you can try it for yourself. Bring your own mobile device too and we will get you set up!

Fun Fact:

Just one acre of soybeans can produce 82,368 crayons.

“The Muck and Mire of Shifting Sand!”

Marilyn Schlake and Carroll Welte, Extension Educators

Here’s a riddle — what’s like shifting sand but also has a firm, mucky base? Of course, it’s the Affordable Care Act! Did you guess right? No? Then plan to attend this presentation of the ACA law for farmers and ranchers! The ACA law is ever changing and knowing what the options are for you and your employees is crucial. We will highlight the different regulations and strategies to help you make decisions that work best for your operation.

Current Issues in Weed Management — What you did know, did not know, and maybe don’t want to know!”

Steve Young, Extension Educator

This session will focus on weed management in crop and non-crop systems with an eye on the present and a look into the future. You will hear current information on topics related to weeds in crops, herbicide resistant weeds, noxious weeds, and apps for weeds. We’ll also touch on robotics, sensors, and other cool stuff for managing weeds. And, if you have a student, know a student, or are one, you’ll have an opportunity to hear what is available for them or you, too. Prepare to be engaged!

Steve is sponsored by the Natural Resources Conservation Service

Grand Stand on Agriculture: Multi-generational Communication

LaDonna Werth and Ruth Vonderohe, Extension Educators

The best way to instill the kinds of qualities children will need to grow up capable and responsible is to start making the connection when they are young. Let’s find fun, interactive and simple ways to inspire multi-generational communication that encourages high quality early experiences for all ages. Finding a common ground such as “What type of legacy are we planning to leave our children and grandchildren.” The legacy activities we will do in this session will focus on zero to eight years of age and how we can communicate with the multi-generations. Let’s look at the upside of building our legacy.

Beef Cattle Outlook and the Economics of Restocking the Herd

Kate Brooks, Extension Livestock Marketing Specialist

Inventories for the beef cattle industry are at historically low numbers. As the U.S. begins to rebuild its herd from decades of declining and recent declines due to drought, how is Nebraska positioned? What economic considerations do you need to make about restocking or expanding your herd? This workshop will focus on looking at where Nebraska is and the outlook for the beef industry. Discussion will be around the economics of expanding your herd and management decisions going forward.

“How High is Your 2014 Safety Net?”

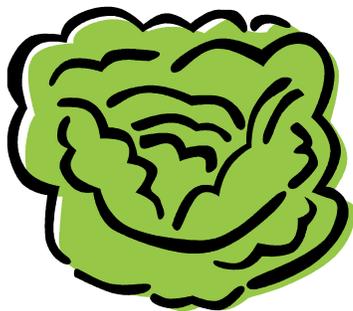
Crop Insurance and Risk Management in 2014

Monte Vandever, Extension Educator

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Food Safety From Garden to Plate

David Lott and Carol Schwarz, Extension Educators



This workshop addresses produce safety from harvest in the garden to food safety at farmer's markets, roadside stands and grocery stores to proper washing, chilling, storing, serving, and storing leftovers after a meal. Please join us!

What Your Insurance Agent Might Not Tell You!

Kathy McHenry, Financial Advisor

It's no secret—insurance is boring, tedious and often sold with a high pressure sales pitch. Do you know that what you've bought is what you really need? How do you choose which policy to buy, and when? Do you understand the fine print on your annual statement? Who should own it and how should you list beneficiaries? Learn the difference between fixed, universal, variable and indexed policies, long-term care alternatives, and how to take advantage of some tricks of the trade. Recent natural disasters make it important to have those important papers where you can get to them quickly — where is the best place? Bring your questions and relax — we'll find a way to make this fun!

“Current and Future FSA Programs

Elyse Musil and Ryan Strope, Farm Service Agency

Where do we go from here? This session will focus on comprehensive discussion concerning the new farm bill, its provisions, and how it will affect our farms. FSA benefits will be explained and questions answered to help you make the best informed decisions you can for your operation.

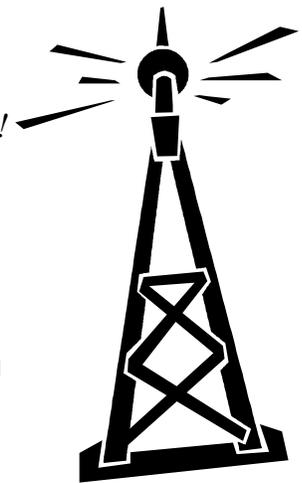
Elyse and Ryan are sponsored by the Farm Service Agency



Raising Your Voice to a New Level of Advocacy!

Hilary Maricle, Ag Producer and Agriculture Activist!

Identify your issue, establish yourself as an expert, and gain respect among stakeholders including lawmakers, consumers, and your neighboring farmers. We'll talk about the differences between “activism” and “advocacy” and learn to communicate with a strategy. Call it an introduction or a crash course, either way you will walk away thinking about how you can make a difference when you are communicating about agriculture!



Marketing 101: Lingo!

Jessica Johnson, Extension Educator

Do you ever wonder what crop analysts are really saying about commodity markets? Using real audio and video examples, this workshop will help you get the “market talk” decoded. We will discuss basis, bears, bulls, long, short, and more! This is a great session for the new crop marketer or the savvy marketer that wants to brush up!

Radon in Your Home Sweet Home!

Carol O'Neill, Outreach Oncology Nurse

The scariest goings-on in your basement may have nothing to do with that monster spider web you stumbled into and flailed your way out of recently. Those basement cracks and crevasses, the ones you eyed suspiciously after fending off the silken shroud, may be allowing something far more dangerous into your home: radon gas. Spiders cause heart palpitations. Radon causes lung cancer. In fact, radon is the second leading cause of lung cancer after smoking, and the leading cause in nonsmokers. Testing your home for radon is simple and inexpensive. And while fixing a radon gas problem isn't as simple as setting out sticky traps, it is far more important.

“Herbs and Things”

Amy Timmerman and Pat Jones, Extension Educators

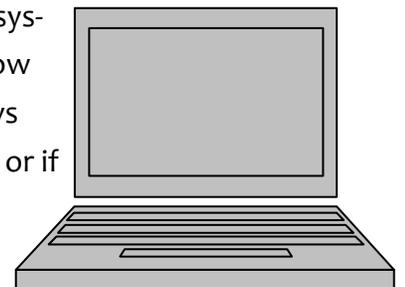


We will explore the various types of herbs that can be grown in Nebraska and how to incorporate these herbs into your gardens and outside spaces. Besides learning to how to grow herbs, we will explore the healthy benefits of cooking with herbs. One health advantage is that herbs are a great way to reduce salt and sugar intake for special diets without removing any of the flavor and typically adds more flavor to your meals. There will be an opportunity to try new herbs and recipes! Come and see what new flavors you will want to grow this summer.

Basic Farm Recordkeeping: Going Back to Basics

Peg Brune, Recordkeeping Consultant

What accounting software best suits your operation? We will discuss getting a system set up and customizing the program to fit your needs. We will also learn how to enter data to make reports for taxes and to analyze your numbers. It's always good to review the system we have to determine if it is still the right one for us or if there is something better available! **This is a repeat from Session two.**



Thanks Again to Our Sponsors!

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Nebraska Beef Council
Nebraska LEAD Program
Nebraska Department of Agriculture
Nebraska Independent Bankers Association

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Friends of Women in Agriculture

The Institute of Agriculture and Natural Resources (IANR)
UNL Agricultural Economics Department
UNL College of Agricultural Sciences and Natural Resources (CASNR)
UNL Extension
Good Samaritan Outreach Cancer Center

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

Cheryl, Sandy, and Amber

2014 Women in Agriculture Sponsors

Be sure to drop them a line if you want!!

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2014 Sponsors, continued

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Helpful UNL Websites:

UNL Extension:	www.extension.unl.edu
CropWatch:	cropwatch.unl.edu
BeefWatch:	beef.unl.edu
Acreage Insights:	acreage.unl.edu
Early Childhood:	child.unl.edu
Market Journal:	marketjournal.unl.edu
Broadband Initiative:	broadband.nebraska.gov
Entrepreneurship:	eship.unl.edu

So What is New at IANR?



Excerpt from *Growing A Healthy Future*, Spring 2013; Volume 2, No. 1; Page 2.

We face the daunting challenge of innovating our agriculture and food system to meet the needs of a rapidly growing, longer-living and more affluent global population that wishes to purchase more food and animal protein at a time we have less tillable land, more water concerns, and strongly competing needs for renewable energy.

These tremendous challenges fall within the University of Nebraska Institute of Agriculture and Natural Resources' mission, as well as across a multitude of other disciplines throughout our University. The innovations required to meet these current and future needs in a sustainable, healthy way are the impetus for your land-grant University "doubling down" on investments within IANR to grow a healthy future. Happily, our need to grow occurs during a renaissance for Nebraska agriculture, which has experienced unprecedented growth and prosperity in recent years.*Dr. Ronnie Green.*

The Rural Futures Institute (RFI)

As farm and ranch operations have grown in size, the total number of agricultural operations have declined. As a result there has been widespread rural population loss and we have seen the decline of many smaller rural towns and communities. In response to these challenges the University of Nebraska began the discussion towards establishing a RFI, bringing together many of the best minds from Nebraska and the rest of the world to address the broader issues and opportunities facing rural people and places. Under the leadership of its new Executive Director, Chuck Schroeder, the RFI through a culture of innovation and entrepreneurship, will mobilize the resources and talents of the University of Nebraska and its partners, including community partners, to create knowledge and action that supports rural people and places to achieve unique paths to their desired futures.



Core values of the RFI can be described as inclusive, opportunistic, capacity building, creative, all serving, sustainable and bold. We look forward to seeing what the future of RFI at the University of Nebraska will bring and how Women in Agriculture can fit in — it's quite exciting! More information can be found at ruralfutures.nebraska.edu/institute.
