The 2008 Midwest Women in Agriculture Conference headed south for the first time in the new rotation system. Our stop at the Holiday Inn in Columbus was very successful while we welcomed many new faces and old friends to the conference. Nearly 200 participants registered for the conference. Sixty-seven were first time participants. However, the weather did not cooperate with us once again. Snow and ice prevented some from attending and resulted in some going home early. Unfortunately, for the first time the weather kept a few of our speakers away as well.

For those who were able to attend they were able to participate in 19 educational sessions offered at the conference. Numerous of the sessions were highly rated by attendees and recommended to be repeated in future years. You can find the conference proceedings on the Women in Ag website (www.agriculture.purdue.edu/WIA) this year. If a speaker shared their information, it will be on the proceedings page. If you do not have access to the internet and would like information from a session, please contact your local Extension Office to see if they would be willing to assist you.

I also wanted to share with you my Top Ten list of why the conference was so great this year:

1. Two ladies attended from Canada—to learn what we did well with our conference
2. Our most youthful crowd to date
3. 67 first time attendees at a new location
4. Seeing “old friends” & meeting new ones
5. Seeing “unexpected” friends
6. Great and practical information shared that could be put to work in your operation as soon as you got home
7. Interactive participants who are willing to engage the speakers and ask questions
8. Outstanding sponsors
9. The conference planning committee
10. And least but not last but the people at home who allow you to attend the conference

As reported by Kelly Easterday, Purdue Extension Educator in Kosciusko County.

Thank you to our Women in Ag Foundation Sponsors!

Kenda Resler Friend, (2nd from the left), 2007 Leadership Winner, enjoys her time at this year’s women in ag conference.
The 2009 Midwest Women in Agriculture Conference is returning to where it began at the Swan Lake Resort, Plymouth, on February 4&5 as we make our swing through northern Indiana. Please mark your calendars and plan to join us for what is shaping to be a fantastic conference agenda. To see what all Swan Lake has to offer, please visit their website at www.swanlakeresort.com.

I really enjoy attending the annual WIA conferences. This year was my second time to attend. The information provided is timely and very usable. I have been inspired each time I attend, and taken home ideas that we have implemented into our operation. We have developed a website www.goodnightsberkshires.com to give us a national presence with our club pigs and goats. We are also looking into the local farmers market to sell freezer pork and goat meat.

Tina Goodnight
Frankfort, IN

The Women in Ag Advisory Committee Lynn Lambert, Lydia Wolheter, and Susann Wendell take a moment to smile for the camera. They are very important to the success of the conference.

A large crowd listens with great interest to Dr. Alan Gray, Purdue University, talking about the future of agriculture.

These ladies joined us from Canada to learn why our conference is so successful!

Conference attendees enjoyed outstanding meals, breaks and best of all—desserts.

The Lake County Ladies joined us again this year. Wherever the conference travels, so do they. Some have even been to all 7 conferences. Thank you for your support!
Employee Management Crucial in Springtime

By: David Marrison, Ohio-State Extension Educator, Ashtabula County, Ohio Ag Manager, May 2008

Spring is the time for farm labor to rise and shine. Operating a highly competitive farm requires the talents of many people. As we juggle the many hats that spring offers, it is imperative that personnel management not be shelved for the season. Competitive operations understand that personnel management is a major key to profitability. Personnel managers should take time to examine the five functions of management (planning, organizing, staffing, directing and controlling). They also need to develop a human resource plan which is consistent with the farm’s mission and goals. This plan will serve as a guide as employees are hired, trained, and managed.

It is no secret that motivated employees are often more productive. Dr. Bernie Erven, OSU Professor Emeritus, has often cited an employee paradigm that states: “You can buy people’s time; you can buy their physical presence at a given place, you can even buy a measured number of their skilled muscular motions per hour. But you can not buy the devotion of their hearts, minds or souls. You must earn these.”

How are you doing in keeping your farm employees motivated? Have you taken time to ask your employees what motivates them? Many employers would be shocked to learn that good wages and job security are not necessarily the ultimate motivators. A study conducted by George Mason University showed the top three motivators for employees were interesting work, appreciation, and feeling in on things. Surprisingly, good wages only ranked 5th. Bottom line, you won’t know what motivates your employees until you ask!

This spring, the Ohio Ag Manager team encourages you to take some time in the tractor to think about the ways you can enhance the motivation and productivity of your employees.

- Are job duties and expectations clearly defined?
- Do I need to develop an employee handbook?
- Is coaching and instruction given at opportune times? Do we hold employee meetings?
- How can I increase the skills of my employees?
- Do you personally thank staff for a job well done?
- In what ways can I improve the working environment for my employees?
- In what areas would I like my employees to improve and how can I help them improve?
- How can I remove employee dis-satisfiers such as unsafe equipment, unreasonable rules and policies, and conflict with co-workers?
- How can I encourage and reward initiative and new ideas?

Some employees are internally motivated while others are motivated by external rewards. By listening to employees, you can develop strategies to reward and motivate them. Some of these strategies could include: verbal praise, free meals, work uniforms, annual salary increase, free gas (a big reward given today's fuel prices), tickets to a ball game, unexpected paid time off, bonuses, flexible work schedules, special gifts for special occasions, and extra vacation days. And never forget how far a sincere thank you or compliment can go for any employee (including family members).

Your local Extension Educator can help assist you as you develop a employee management plan. Call your local Extension office today.
Commodity Marketing Course Offered Online

Purdue University’s Extension Service is offering an online video series to help farm women learn more about commodity marketing. “Unraveling the Mystery of Commodity Marketing for Farm Women,” is being offered as a self-paced course for those who could not attend the IP video sessions held in January and February.

The course will consist of five two-hour segments, which can be watched at participants’ convenience. Easterday said the goals are to help participants more effectively participate in marketing decisions in their farm operations and to help increase long-term sales and profitability to their business enterprise.

Participants must have access to a high-speed Internet connection to participate. Registration is $40. After registering, participants will receive a password for the Web site and materials to complete the course.

The registration deadline is July 1. For more information or to register, contact Easterday at keasterday@purdue.edu or (574) 372-2340. The registration form is also available at the Women in Ag website.

Estate Taxes & Succession Planning for Your Agriculture Operation

What is farm estate planning? How much money do you need to retire? Will estate tax impact my family farm? What about life insurance? Planning for the future can be challenging. It can be especially challenging when you have an agriculture operation to pass down. If you have these questions, it is important for you to participate in a workshop that addresses these issues.

With the availability of a planning grant, the Purdue Women in Ag team offered two regional meetings in early April to address these issues. These hands-on, interactive workshops were designed to help you address the challenges of making your farm operation viable for the next generation.

Some of the workshop outcomes were:
- Increased knowledge of the legal aspects of Estate Planning.
- Determine the liquidity of the farm operation for payment of estate tax and transfer of farm assets.
- Understand the human side of estate planning and family needs.
- Increased knowledge of retirement needs of the older generation.

The grant is being extended and we have the opportunity to offer these workshops in the fall. If you would like this regional meeting offered in your area please contact Stacy Herr, 765-973-9281.
The Jasper County Cooperative Extension 2008 Annie’s Project final class was a trip to Chicago. While in Chicago the group visited the CBOT and the Federal Reserve. On April 10<sup>th</sup> they arrived at the Chicago Board of Trade a half hour before the opening bell of the grain trading floor. After a short movie about the history of CBOT and CME the Annie’s Project group went to the observation deck to watch the opening of trade for the day. They had a tour guide who explained how things worked and what to watch for in the pits. While there they also viewed the financial trading floor. The financial brokers use more electronic trading and were not near as exciting to watch from the viewing deck. This trading floor is being remodeled to also hold the livestock trading in the future.

After they finished the tour of the CBOT the group walked across the street to the US Federal reserve money museum. They learned why the US Federal Reserve changes interest rates to stimulate the economy, what they do with old money that needs replaced and saw counterfeit bills. The Annie’s Project group also got their picture taken with a million dollars. The participants wish to thank Jasper County Farm Bureau and Jasper County REMC for helping sponsor the trip. They also want to thank Tri-County High school for hosting Annie’s Project this year.

Submitted by: Bryan Overstreet Extension Educator, Agriculture/Natural Resources, Purdue Cooperative Extension Jasper County

Indiana Annie’s Project Highlights
- Offered for the first time in 2005
- Offered statewide in 10 counties
- 114 farm women from over 25 Indiana counties, Michigan, and Ohio have participated and completed the six-week Annie’s Project.

- In the fall of 2008 we will be piloting Annie’s Project by IP video, if you would like to be a pilot county, please contact Kelly Easterday, 574-372-2340

Management Practices of the Modern Farm Business
- Adapt quickly to new technologies
- Develop systematic standard operating procedures to improve efficiency and precision
- Utilize producer alliances to improve marketing power and increase asset utilization
- Create solutions with buyer and supplier supply chain partners
- Capture economies of size
- Effectively utilize debt and equity
- Utilize automation and information technology to improve precision and control processes
- Focus on product quality and buyer expectations

Source: Dr. Mike Boehlje Purdue University
Tips from the Field: Woman to Woman

In each newsletter we would like to share helpful tips from you that would make the life of other farm women a little bit easier. So, if you have a tip or idea that could be useful, please email them to Kelly Easterday at keasterday@purdue.edu or you can simply share them with everyone on the email list at purdrewia@purdue.edu

This issue’s first planting tip comes from Diane Gretencord, Fowler:
“I have a few “stay at home” mothers in my area who are sometimes glad to prepare extra food at mealtime which I pick up or sometimes they deliver. Kids get a free ride in the tractor or combine. And they are glad to have a few extra $$$$.”

The next tip comes from Darlene Decker, Pike County Purdue Extension Educator & Farm wife:
“Quick meal ideas: fry up a large amount of ground meat (hamburger, ground pork, etc.) then divide into amounts for chili, spaghetti or other casseroles, place in plastic freezer bags and freeze for future use. This comes in real handy when you are in a hurry.”

Manure Management Focus of One-Day Summer Event

As fertilizer prices continue to soar, crop producers may be turning to manure for their fertility needs. The theme of the Great Lakes Manure Handling Expo is “The Economics of Recycling” and will include commercial field demonstrations, educational demonstrations and sessions, and commercial vendor displays. The event will be held July 9 from 8:30 a.m. to 3:30 p.m. at the Molly Caren Agricultural Center in London, Ohio.

Educational sessions will include:
**Manure 101** -- The superior fertilizer: Understanding how the application rate and timing affect crop production, the environment and the bottom line?

**Growing a management team:** Good communication between producers and applicators is the key to a successful team.

**Safety concerns:** Livestock buildings and other spaces where manure is confined may create safety issues such as high emissions of gases or particulates.

Case studies will also be presented at the Great Lakes Manure Handling Expo and will include:

**Using liquids on crops:** How do manure application rates and timing affect crop production, the environment and the bottom line?

**Brokering and custom application of poultry manure:** Excess manure nutrients can provide an additional source of income.

**Environmental management:** The role of the custom applicator is expanding to include assessing the whole farm nutrient balance and recommending application practices.

**Extending the application window:** Management of manure storage is important to maximizing value and minimizing risks.

Educational demonstrations will round out the Great Lakes Manure Handling Expo.

Topics covered include calibration of manure handling equipment and application rates; best management practices of stockpiling manure; slurry seeding application; and the importance of maintenance and proper handling of equipment to ensure safety.

To learn more about the Great Lakes Manure Handling Expo, log on to [http://ohio-environmental.org](http://ohio-environmental.org), [http://oema.osu.edu](http://oema.osu.edu) or contact Tami Combs at (614) 292-6625 or combs.155@osu.edu
The 2008 Indiana Farm Sustainability Tours are underway around Indiana.

"The tours offer an ideal place to go and learn about other farm operations and organizations," said Roy Ballard, Purdue University Extension educator in Hancock County and tour co-coordinator.

"Participants can interact with the owners and discover what the challenges are as well as the potential value."

Registration is $15 per person per tour and is due seven days prior to the tour. Individuals may register for one tour or as many as they would like. Interested individuals also may register online.

Sites are still being added, but the 2008 schedule includes:

**June 19, Marion County**  
The chef’s connection to local foods. Urban fringe marketing.

**July 24, Decatur County**  
Organic production and processing and transitioning to organic. Participants will visit Langeland Farms.

**Aug. 23, Monroe County**  
Direct marketing to consumers. Participants will visit Bloomington Farmers Market, Loveland Meats, The Chile Woman, Hart Farm and Musgrave Orchard.

**Sept. 25, Elkhart County**  
Agritourism. Participants will visit Fashion Farm and Knollbrook Farm.

**Oct. 18, Perry County**  
Woodland Products. Participants will visit Etienne's Timber Harvest.

**Nov. 20, Tippecanoe County**  
Christmas trees and floriculture and a farm tour celebration luncheon. Participants will visit Purdue greenhouse and the Beck Agricultural Center.

The Indiana Farm Sustainability Tours were developed to provide an opportunity for farmers and rural residents who are looking for ways to diversify their operations and want to learn from other farmers.

The tours are made possible by a collaboration of the Purdue Small Farms Team, Purdue Extension New Ventures Team, Indiana State Department of Agriculture, Indiana Cooperative Development Center, Indiana Farm Bureau, and North Central Region Sustainable Agriculture Research and Education.

For questions and more information about the tours, contact Ballard at (317) 462-1113, rballard@purdue.edu, or Jerry Nelson at (812) 886-9582, jnelson@purdue.edu.

**JUNE 17 & 18: WINDIANA 2008 CONFERENCE**  
The Windiana Conference will take place June 17 and 18 at the Indiana Convention Center. This conference will explore opportunities for wind power in Indiana, the process that it takes to put together a wind farm project, the rural agricultural perspective for wind power in Indiana, and the perspective of power from the utility point of view. Registration for this conference is $100 for both days, which includes a reception on the first day, lunch on both days and optional tours. Contact: Eric Burch, (317) 232-8944, eburch@oed.IN.gov, or online at http://www.conf.purdue.edu/wind

**JUNE 24 & 25: INDIANA FARM MANAGEMENT**  
The 2008 Farm Management Tour will take place in Bartholomew and Jackson counties. This year the tour showcases four farms and one family owned and operated greenhouse. One of the stops includes a certified organic dairy. Participants will visit five stops, each one hitting on the theme of ways to save and earn money on the operation. The tour will begin at 1 p.m. on June 24 and will conclude around 3 p.m. on June 25. There is no cost for this event, but preregistration is required for meals provided or go on the twilight walk of Irwin Gardens. Contact: Alan Miller at (765) 494-4203, millerwa@purdue.edu

**JUNE 26: PURDUE UNIVERSITY FORAGE DAY**  
Purdue Forage Day will take place in Grant County. The hosts for this year's event are Gary and Ann Hoddupp, who plant alfalfa and grass mixes for hay. This year's field day will offer presentations on a wide variety of topics, including the proper amount of fertilizer to apply to your field, and discussion of the Indiana sales tax on forage products. Registration for this event is free, however, lunch will be served for a nominal fee. For more information, visit the Purdue Forage Day Web site at http://www.agry.purdue.edu/forageday/index.html.

Would you like to receive the newsletter and Women in Ag mailings by email?

If you would like to receive this newsletter and other mailings that we send to the women in agriculture mailing group, please email Stacy Herr at sherr@purdue.edu. She will transition you over to email for all future mail.
Every family is made up of a variety of personalities, each playing an important part in the life of the family. Therefore, it is essential that all members develop a strong positive attitude about themselves, and about each member of the family.

Feelings of self-worth are a crucial factor in what happens "inside" people as well as among people. The family system is no exception. Being accepted by others helps develop a person's self-concept and generates feelings of being important, loved and appreciated. There is no place where being appreciated and accepted is more important than in the family.

Every family should recognize the individual accomplishments of each member. Simple statements such as "Thank you for helping me, you did a nice job!" can convey appreciation for each member's efforts. This type of recognition helps set up a pleasant environment in which mutual respect can grow. Without being given respect, family members have little reason to try to improve their relationship with each other.

Gail R. Carlson and M. Kathy Dothage
Department of Human Development and Family Studies
A series of 13 television spots and this publication are a joint project between the Missouri Cooperative Extension Service and KRCG-TV, Channel 13.