2017

Purdue Extension
Midwest Women in Agriculture Conference

February 22-23

Swan Lake Resort
Plymouth, IN

www.extension.purdue.edu/WIA
## Schedule of Events & Dinner/Lodging Information

### Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>TUESDAY, FEBRUARY 21 - PRE-CONFERENCE</strong> (all times are Eastern Standard Time)</td>
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<tr>
<td>12:00 pm</td>
<td>Registration for Pre-Conference</td>
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<tr>
<td>12:30 pm</td>
<td><strong>Pre-Conference Session:</strong> Using the Farm Financial Suite to Make Decisions during Tight Margins</td>
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<tr>
<td>5:30 p.m.</td>
<td>Dinner with the Purdue Women in Ag Team</td>
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<td><strong>WEDNESDAY, FEBRUARY 22 - DAY 1</strong> (all times are Eastern Standard Time)</td>
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<tr>
<td>9:00 am - 10:30 am</td>
<td>Registration</td>
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<tr>
<td>10:30 am</td>
<td>Welcome</td>
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<tr>
<td>10:45 am - Noon</td>
<td>Session 1 (Attend One: 1A* / 1B* / 1C* / 1D*)</td>
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<td>Noon - 12:45 pm</td>
<td>Lunch</td>
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<tr>
<td>12:45 pm - 1:30 pm</td>
<td>Keynote Speaker (Dr. Paige Pratt)</td>
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<td>1:45 pm - 3:00 pm</td>
<td>Session 2 (Attend One: 2A* / 2B* / 2C* / 2D*)</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Break</td>
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<td>3:30 pm - 4:45 pm</td>
<td>Session 3 (Attend One: 3A* / 3B* / 3C* / 3D*)</td>
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<tr>
<td>4:00 pm - 6:30 pm</td>
<td>Young Ladies in Agriculture Forum</td>
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<tr>
<td>4:45 pm - 6:30 pm</td>
<td>Check-in / Free Time</td>
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<tr>
<td>5:00 pm - 6:15 pm</td>
<td>Optional Bonus Sessions</td>
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<tr>
<td>6:30 pm</td>
<td>Dinner and Inspiration (Emily Dougherty)</td>
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<tr>
<td>8:30 pm – 9:15 pm</td>
<td>Activities &amp; Optional Bonus Sessions</td>
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<th>Date</th>
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<tr>
<td><strong>THURSDAY, FEBRUARY 23 - DAY 2</strong> (all times are Eastern Standard Time)</td>
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<tr>
<td>8:00 am - 8:30 am</td>
<td>Registration/Breakfast on Your Own</td>
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<tr>
<td>8:30 am - 9:00 am</td>
<td>Opening General Session (Dr. Tamara Benjamin)</td>
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<td>9:00 am - 9:15 am</td>
<td>Beverage Break</td>
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<td>9:15 am - 10:30 am</td>
<td>Session 4 (Attend One: 4A* / 4B* / 4C* / 4D*)</td>
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<tr>
<td>10:30 am - 11:15 am</td>
<td>Break and Check-out</td>
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<tr>
<td>11:15 am - 12:30 pm</td>
<td>Session 5 (Attend One: 5A* / 5B* / 5C* / 5D*)</td>
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<tr>
<td>12:30 pm - 2:00 pm</td>
<td>Lunch &amp; Networking</td>
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<td>2:00 pm - 3:00 pm</td>
<td>Cap Note Speaker (Laura Daniels)</td>
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<td>3:00 pm</td>
<td>Closing Comments</td>
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### Tuesday Dinner

Everyone is welcome to join the Women in Ag Team for great food and friendship on Tuesday evening. Final plans will be sent to those of you who plan to join us. We just ask you to please indicate your intent on your registration form. Plan to meet in the hotel lobby at 5:30 pm.

### Lodging Information

Swan Lake Resort  
5203 Plymouth-LaPorte Trail  
Plymouth, IN 46563  
Phone: (800) 935-5616  
http://www.swanlakeresort.com/  
**Reservations:** Call the hotel to make a reservation under the group Midwest Women in Agriculture. The group rate of $89 / night, single or double occupancy is available until January 21, 2017.

Continental breakfast provided.

It is the policy of the Purdue University Cooperative Extension Service that all persons have equal opportunity and access to its educational programs, services, activities, and facilities without regard to race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability or status as a veteran. Purdue University is an Affirmative Action institution. This material may be available in alternative formats.

*see pages 5-6 for descriptions of each topic
Our Keynote Speakers

Family Farm Transitions: The Good, The Bad and the In-Laws

It is estimated that over 70% of the farmland will change hands by 2030. Is your farm prepared? Ways to start the discussion, tips on making the transfer more successful and experiences of others will be discussed to help your family leave a legacy rather than a legal battle! Dr. Pratt draws upon her experience growing up on her family’s farm/ranch in Dwight, KS. After completing her doctorate in Animal Science, she worked as an Extension Specialist in the Department of Animal and Poultry Sciences at Virginia Tech. Paige and her husband, Jason, owned and operated a purebred Angus operation in Southwest Virginia marketing their cattle through 2 on-the-farm production sales every year. They recently moved back to Paige’s family farm and co-own Johnson Farms, LLC; primary enterprises include commercial and seedstock cow/calf, backgrounding stocker cattle, and hay and row crop systems. Jason and Paige have two children, Elizabeth and Garrett, and Paige works for Kansas Farm Bureau.

Using Baler Twine & Barn Lime to Live a Life with Purpose

You are an amazing woman, you work harder and longer than most, it’s the life you choose and you love it…most of the time. Laura’s refreshing honesty about life’s ups and downs will help you see that you need tools to cope, because life isn’t all sunshine and roses. Sometimes its thistles, deep fertilizer, and the cows are out!

Your values are ‘twine’ holding important parts of your life together, knowing what matters most will help you make good decisions quickly. Laura will also help you identify your ‘barn lime’, the little things that give you traction when life gets slippery. This interactive session will remind you of your valuable purpose to your family, your farm and the world. You’ll leave proud of who you are and what you do, but also prepared to deal with those other days.

Laura Daniels is a mother, wife, farmer, dairy consultant and agriculture advocate. At Heartwood Farm, Cobb, WI, Laura and husband Jarred Sears take great joy in teaching their children Nathan 14, and Julia 9, their values as they work together. While Laura and Jarred share in ownership of the farm, it is Laura who serves as General Manager in charge of day to day operation of the 300 Jersey cow farm. Laura also does consulting on team building, and employee motivation, for Star Blends Feed located in Sparta, WI. Laura is a graduate of UW Madison, in Dairy Science and Life Sciences Communications. She is the Founder of the newly formed Dairy Girl Network, a networking group for dairy women across the United States helping them connect and succeed. While active with many local state and national organizations, her pride is being a Coach of the Iowa County 4-H Dairy Judging Team for 15 years. Her barn office is her advocacy headquarters, where she takes time each day to spread pro-agriculture messages. She also hits the road to deliver pro-ag and motivational speeches across the country, inspiring many to find their passion, build their skills and have confidence to tell their story.

Wednesday Evening Session

Seeds of Transformation

Emily Dougherty proudly hails from the Whiteland FFA Chapter and is grateful to serve the over 11,000 members of Indiana FFA as the Southern Region Vice-President. She is the daughter of Matthew and Amy Dougherty. In FFA, she completed numerous CDE’s, with her favorites being soil judging, crop judging, essay and leadership ambassador. Through her involvement on the family farm, she was the state winner in the Fiber and Oil Crop Production and Agriculture Education proficiencies and state runner-up in Diversified Crop Production proficiency. She was also active in National Honors Society, Junior Leaders, Johnson County Soil and Water Board and held perfect attendance from kindergarten until graduation. Emily was a 10 year 4-H member and enjoyed showing dairy beef cattle, multiple 4-H projects and serving on the county 4-H council. After her year of service, Emily will attend Purdue University to major in Agricultural Communications and Agriculture Economics.

Thursday Morning Session

Tamara Benjamin is Assistant Program Leader, Agriculture and Natural Resources for Diversified Food and Farming Systems. The program includes Urban Agriculture, Local Foods, Small Farms Team, Organic Agriculture, Beginning Farmers, and the Purdue Student Farm. She will update us about the Diversified Food and Farming system and how it was created to support the needs of diversified farms and food systems throughout Indiana. Tamara will also share how we are networking farmers across the state and helping to create a better social structure for all farmers to learn from each other and to gain better access to science based information from Purdue Extension and other sources across the Midwest.
Tuesday Pre-Conference Program

Using the Farm Financial Suite to Make Decisions during Tight Margins

With
Dr. Jim Mintert &
Dr. Michael Langemeier
Purdue Center for Commercial Agriculture

Tuesday, February 21st
12:00 p.m. Registration (lunch will not be provided)
12:30–4:30 p.m. - At Swan Lake Resort Conference Center

The seminar will cover:

- **Business Climate**
  We will discuss long-term crop price and net return outlook as well as trends in cash rents and land values. As part of the discussion, we will highlight results from the Ag Economy Barometer surveys.

- **Assessing Financial Position**
  We will briefly discuss the importance of developing balance sheets at the end of each year, and measuring accrual net farm income. After this brief discussion, participants will enter information from a case farm into the financial analysis spreadsheet.

- **Monitoring and Improving Financial Performance**
  We will discuss key performance and repayment capacity measures, with emphasis on computing working capital, solvency, the profit margin ratio, and the asset turnover ratio. Data from a case farm will be used to illustrate the measures. We also will outline a decision making framework that can be used to identify problems and alternative solutions.

You may bring your own financial information (schedule F and most recent year’s beginning and ending balance sheets) to input into the financial analysis spreadsheets. The room will be set-up so that each participant will be working at their own table for privacy. Please bring with you a laptop or other electronic device so that you can use the excel based analysis spreadsheets.

Registration: $30 by February 8th

($15 with Midwest Women in Agriculture Conference registration)

Please register on the WIA Conference registration form. Registrants will be contacted prior to the program with final program and location details at Swan Lake.
Wednesday Sessions 1, 2, & 3: Topics

Session 1: 10:45 a.m. – 12:00 pm

1A: Are You A Worthy Partner? (Jonathan Carter and Dakota Everts, Farm Credit Mid-America) Thinking about returning to the farming operation or taking a more active role in the management? Is your potential farm management partner dragging their feet in letting you take ownership? If you answered yes to any of these, then maybe you should ask yourself if you are a worthy partner. This presentation will cover developing a financial plan for capital acquisitions, lending requirements, credit scores, and much more.

1B: Crop Management for Maximum Dollar Return & Resiliency (Dr. RL (Bob) Nielsen, Purdue Extension Corn Specialist) You will learn about crop management strategies (mostly corn) farmers can use to minimize their crop production inputs, maintain or increase crop yields, and improve crop resiliency against the vagaries of climate variability.

1C: Managing Farm Stress (Suzanne Pish, Michigan State University Health and Nutrition Extension Educator) Farmers and those within the agricultural industry have a tendency to be eternal optimists, but with all of the variability in agriculture, there are times when we can become overwhelmed and stressed more than usual.

1D: Agriculture Taking Action (Jennifer Thum & Jill Krause Indiana State Department of Agriculture & Kelley Barkell, NRCS District Conservationist) With all the bad press surrounding the farming communities regarding sediment and nutrients, a number of programs have become available to assist farmers. Come learn with us how three states and a long list of partners are working together and with our farmers to help clean up Lake Erie. We will explore soil health, conservation practices, and how to navigate the federal, state and local conservation offices for technical and financial assistance.

Session 2: 1:45 – 3:00 pm

2A: Navigating Lower Profit Margins (Farm Credit Mid-America) Review key areas of your financial position with a focus on working capital. Be able to answer these questions: Why is it important? What is working capital? How is working capital impacted, positively or negatively? What are the current trends we (FCMA) are seeing with working capital? How and Why I should talk with my lender about working capital? Learn more about burn/build rates & importance of cash flow while using debt to supplement working capital.

2B: Amplify Ag’s Message (Liz Kelsay & Cris Goode, Indiana Soybean Alliance) Don’t think you have the time to be an “advocate” for farmers and agriculture? Not sure what to share to help spread the positives of our industry? Indiana Soybean Alliance invites you to learn more about how you can amplify agriculture’s voice on social media and beyond in this interactive and informative session.

2C: Bridging the Gap: Navigating the Generational Divide (Ashley Beasley, Indiana Farm Bureau Women’s Leadership Program Coordinator) In today’s world, it is possible to have 4 generations working together on our farms, in the workforce and in our homes. Challenging yet refreshing at times, managing these relationships and differences can employ various sets of unique skills. In this session we will talk about the common misconceptions and stereotypes, the general differences between generations and ideas for bridging the gap to better performance and relationships.

2D: Organic Agriculture and the National Organic Program (Michael O’Donnell, Purdue Extension Organic and Diversified Ag Educator) What is “organic” agriculture? What is the National Organic Program (NOP)? What is organic certification and why would I want to certify my farm/operation? When can I use the term “organic” to describe my farm’s products? Attendees will learn about the NOP, the organic certification process, programs to support a transition to organic, and opportunities and challenges in organics.

Session 3: 3:30 – 4:45 pm

3A: Avoiding Farm Family Communication Train Wrecks (Emily Adams & David Marrison, The Ohio State University Extension ANR Extension Educators) This humorous yet deeply moving presentation will take a look at dysfunctionality in farm family communication. Participants will learn how to identify and overcome some common communication barriers which plague farm families. Whether it’s communicating with business partners, your spouse, or other family members, you’ll gain skills to get your family communication on the right track.

3B: Tell your Story using Words We All Understand (Dr. Paige Pratt, Kansas Farm Bureau) GMOs, Organic, Natural, Antibiotic Resistance, Growth Promotants. The list of consumer concerns about our agriculture practices is lengthy and the science sometimes hard to understand; however, it is essential that we have a base knowledge of the science when having a conversation with a consumer. Learn about the science of our food and how to describe practices and processing in laments terms so trust is built allowing for an increase in demand of our agriculture products.

3C: Gardening for the Health of It (Elysia Rodgers, Purdue Extension ANR Educator DeKalb County) Gardening not only provides tasty vegetables and fruits for our families to enjoy, but studies have linked gardening to reducing risks of obesity, type 2 diabetes, heart disease, depression, and even premature death. Learn about all the benefits of gardening and enjoy some time stretching to help prevent you from getting those sore gardening muscles!

3D: Moving Animal Agriculture Forward in Indiana: An Issues Update from the Board of Animal Health (Dr. Marianne Ash, DVM, Indiana Board of Animal Health) From new federal laws impacting feed-based medications (VFDs) to new regulatory responsibilities (hunting preserves) and expanding niche marketing opportunities (poultry sales and interstate shipping), many sectors of Indiana’s livestock industry are undergoing change and growth. Yet, even within the whirlwind of new topics and responsibilities, “old” issues (like bovine tuberculosis and animal welfare) only add to the mix. This session shares updates on what is happening in Indiana’s animal industries from BOAH’s perspective and a view of what’s next.
Thursday Sessions 4 & 5:  Topics

Session 4:  9:15 – 10:30 am

4A & 5A: Beyond the Simple Will: More Estate Planning Now, Less Fighting Later for Farm Families† (Polly Dobbs, Dobbs Legal Group, LLC)  Estate planning is important for all families and business owners, but it is crucial for farm families. Too often, farm families misunderstand the estate planning process, placing the future of their family, farm and assets in jeopardy. In these sessions, Polly will discuss general business succession planning concepts and how they can be incorporated into a comprehensive plan that specifically addresses the unique issues facing farm families. Polly will present practical examples of farm succession plans that treat all off-farm heirs equitably while passing control to those involved in day-to-day farming operations. She will also give tips to avoid common succession planning mistakes made by farm families and will discuss some of the most tax efficient ways to pass the farm to the next generation.

4B: Strategies for Handling Tight Margins (Jenna Nees, Purdue Extension ANR Educator Putnam County) Farmers are feeling the downturn in corn and soybean prices and the continuation of high input costs. To offset these tight margins, producers will need to look at all aspects of their farming operation and determine their impact on their farm’s working capital, efficiency, and profitability. This program will utilize information from the Purdue Land Lease Team and the Purdue Farm Financial Suite program to enhance the sustainability of farmers’ financial futures.

4C: The Farm Bill and Hunger in Indiana (Megihann Leininger, Purdue Extension Nutrition Education Program Regional Supervisor) What’s the connection between the Farm Bill and hunger? In Indiana, 1 in 6 people struggles with hunger, including 1 in 4 children. The good news — federal nutrition programs exist to feed these kids through assistance with the Farm Bill. During this session, you will learn and discover how Purdue Extension’s Nutrition Education Program (Indiana’s SNAP-Ed agency funded by the Farm Bill) is making local and long-term sustainable community change through policies, systems, and environmental change efforts. See how you can get involved with these initiatives to help make sustainable change in your community and throughout Indiana!

4D: Indiana Agvocate Program (Kimmi Devaney, Agricultural Marketing & Industry Development Manager, Indiana State Department of Agriculture) The Indiana Agvocate Program assists those interested in promoting agriculture to the general public more effectively discuss industry topics, break through industry jargon and learn how to tell their agriculture story utilizing social media, presentations, events and more.

Session 5:  11:15 - 12:30 pm

5A: Beyond the Simple Will: More Estate Planning Now, Less Fighting Later for Farm Families† (Polly Dobbs, Dobbs Legal Group, LLC)  This is a continuation of the 4A session.

5B: Keys to Success…Some of My Ah-Ha Moments (Rebecca Schroeder, President of Whiteshire Hamroc) As president of Whiteshire Hamroc, Rebecca ensures that all aspects of the business are working well together to maximize efficiency. She directs all financial and administrative functions of the organization, maintains a strong relationship with lenders and represents Whiteshire Hamroc at meetings in the U.S. and China. With this international aspect, Rebecca has several moments from her career at Whiteshire Hamroc that brought about those “Ah-Ha” keys to success.

5C: Sleep: A Forgotten Component of Overall Health (Demarcus Sneed, Purdue Extension HHS Educator Madison County)  Sleep is one of the most important aspects of a person’s health, yet every day millions of Americans struggle to get the amount that they need. For many Americans reporting insufficient sleep, obtaining a healthy amount of sleep can be easier said than done. In some instances these individuals may be suffering from even more serious conditions. Come join us in this session to learn about the benefits of having good sleep hygiene, how inadequate sleep can impact your health and performance, some of the most common types of sleep disorders, and much more.

5D: Indiana Grown & FoodLink–Connecting Indiana Shoppers with Information about Indiana Grown Food (Suzi Spahr, Program Manager—Indiana Grown, & Roy Ballard, Hancock County, Purdue Extension ANR Educator Hancock County) Indiana Grown has helped market and promote Hoosier produce and products throughout the state and can provide new ideas for marketing and promoting your farm and business. FoodLink, is a free online tool that provides immediate access unique to useful, concise, and fact-based information on over 50 common Indiana fruits and vegetables via unique Quick Response (QR) codes in the palm of your hand.

†This material is based upon work supported by USDA/NIFA under Award Number 2012-49200-20032.