

2015 NFU WOMEN'S CONFERENCE

Oceans of Opportunities

January 17-21, 2015
Holiday Inn Conference Center, Clearwater, FL



SATURDAY, JANUARY 17

- 6:00 PM Registration
Seas the Day Welcome Reception
Location: Lower Pool Deck (Weather back-up: Marlin Room)
- 8:00 PM Reception Concludes

SUNDAY, JANUARY 18

Day One
Location: Duval Conference Center

- 7:30 AM Group Fitness Class (optional, beginners welcome)
- 8:45 AM Breakfast and Registration
- 9:45 AM Welcome
- Introduction of National Farmers Union
 - Introduction of Annie's Project
 - Sponsor Recognition
 - Introductions of Conference Attendees and Get Acquainted Activities
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- 10:30 AM **Managing Your Farm's Human Resources**
- The True Colors of Communication
 - Maria Miller, National Farmers Union
- 12:30 PM Lunch
- Women in Leadership: Waves of Change Brenda Velde, Attorney
- 1:30 PM **Managing Your Farm's Finances**
- Breakout One:
 - a. Understanding the Big Three: Balance Sheet, Income Statement, and Cash Flow, Van McCall
 - b. Your Vision: Your Farm Business Plan, Gary Matteson, FarmCredit
- 2:30 PM Break
- 2:45 PM Finances Continued:
- Breakout Two:

- c. Keeping Computerized Financial Records, Madeline Schultz, Annie's Project
 - d. Using Ratios, Trends, and Benchmarks to Analyze Your Situation Van McCall
- 3:45 PM Break on the Beach - Leadership Scavenger Hunt
- 6:00 PM Dinner with Keynote Presentation
- Women in Leadership: Don't Get Tide Down
 - Althea Raiford: Farmer, Police Officer and Navy Veteran
 - Agribility
- 8:00 PM Film Showing: Terra Firma sponsored by Montana Farmers Union

MONDAY, JANUARY 19

Day Two

Location: Duval Conference Center

- 7:30 AM Group Fitness Class (optional, beginners welcome)
- 8:45 AM Networking Breakfast
- 9:45 AM Leadership
- Women in Leadership: Be Shore of Yourself
 - Hannah Brubaker PA Farmers Union & Bryn Bird, Ohio Farms Union
- 10:45
- Breakout Three
 - c. Conquering the Direct Marketing Challenge, Robert Kluson, Sarasota County Extension
 - d. Estate Planning for Generational Transitions Brenda Velde, esq.
- 12:30 AM Lunch
- Women in Leadership: Take Time to Cast
 - Guest Speaker Women Ag Business: Erin Freel The Market Place
 - FarmHer
- 1:30 PM Panel
- Carrying On the Farm: Chart Your Own Course
 - Susan Sink, American Farm Trust & Gail Campbell DVM, Ameripaca
- 2:30 PM **Managing Your Farm's Production**
- Breakout Four
 - e. Farm Service Agency and 2014 Farm Bill Programs Rick Dantzler
 - f. Natural Resource Conservation Service and 2014 Farm Bill Programs
- 3:30 PM Break
- 3:45 PM Production Continued
- Breakout Five
 - g. Making Decisions about Crop Insurance Jordan Atkinson, NAU Insurance
 - h. Making Decisions about Food Safety Robert Kluson & Maria Rometo, Sarasota County Extension
- 4:45 PM Evening Break
- 6:00 PM Dinner
- Women in Leadership: Farm Women Forecast: Bright and Sunny
 - Keynote Speaker: Lilia McFarland, USDA coordinator of New and Beginning Farmer and Rancher Program.

TUESDAY, JANUARY 20

	Day Three
	Location: Meet in Duval Conference Center
7:00 AM	Group Fitness Class (optional, beginners welcome)
8:00 AM	Breakfast
9:00 AM	Farm Tour buses depart
10:15	arrive Williamson Berry Farms
11:00	Leave Williamson Berry Farms
11:20	Arrive Castile vegetable farms
12:10	Leave Castile
12:30	arrive Keel and Curley Winery (blueberry farm) This will include lunch and tour.
2:30	Depart Kell and Curley Winery
3:45 PM	Bus returns
4:30 PM	Optional: Tampa Bay Sunset Cruise departing at 5:00 PM
	Purchase ticket at event
	Dinner on your own

WEDNESDAY, JANUARY 21

	Day Four
	Location: Duval Conference Center
7:00 AM	Group Fitness Class (optional, beginners welcome)
8:00 AM	Breakfast
8:45 AM	Panel <ul style="list-style-type: none">• Farm Diversification through Value Added Agriculture<ul style="list-style-type: none">○ Barbara Haigwood, Audra Bergman, Lisa Kivirist
9:45 AM	Managing Your Farm's Marketing: Marketing your farm through Social Media <ul style="list-style-type: none">• Roshanda Pratt
11:45 AM	Conference Wrap-up
12:30 PM	Safe travels home Lunch on your own

Thank you for attending!

For more information, visit www.nfu.org/education or e-mail Sarah Campbell scampbell@nfudc.org or Maria Miller mmiller@nfudc.org.

Fitness Class Notes:

Join us for a challenging and invigorating Boot Camp early in the morning. This interval workout requires no equipment but your own body, clothes you can sweat in and running shoes. Whether you've been working out for years, or this is your first time, this will be a class you can learn from - utilizing flexibility, cardio and strength training. Motivating music, thorough instruction. ALL LEVELS are welcome, including beginners. Bring water bottle and small towel. Fitness classes will be led by Kriss Marion of Wisconsin Farmers Union and Circle M Farm.