

Heart of the Farm

Women in Agriculture Conference



Thursday, March 4, 2010

Florian Gardens
(2340 Lorch Avenue)

Eau Claire, WI

9:15 am—3:15 pm

Directions: Just South of the I-94/Hwy 93 interchange in Eau Claire, Wisconsin.

For more information please visit the Florian Gardens website at

<http://thefloriangardens.com> or call them at 715.832.8836

Sponsors



Buffalo, Chippewa, Eau Claire, LaCrosse, Trempealeau, Pepin, and St. Croix Counties



If you have any questions, please contact:
Jenny Vanderlin, jmvander@wisc.edu,
608.263.7795
or your local county Extension office

<http://www.uwex.edu/ces/heartofthefarm/>

Special Dedication

This year's Eau Claire Conference is
Dedicated to
Deb Maliszewski
Arcadia, WI

Deb was very strong advocate of the Dairy Industry and was part of the Eau Claire Heart of the Farm Planning Committee for the last five years.

Cancellations after the registration deadline will not be refunded. Call 608.263.7795 to cancel your registration.

In case of inclement weather: Call 608.263.7795 the evening of March 3 or the morning of March 4 to hear a recorded message regarding the status of the conference.

Registration Form

Registration due by February 25, 2010

Name: _____

Address: _____

City/State: _____

Zip: _____ County: _____

Phone: _____ Email: _____

Pls. indicate dietary and/or accessibility needs:

Registration Cost: \$25.00

Send Registration form and check to:

UW Center for Dairy Profitability

c/O HOF Eau Claire

266 Animal Sciences Building

1675 Observatory Drive

Madison, WI 53706

Please make checks payable to:

Center for Dairy Profitability

Heart of the Farm— Eau Claire

Mission

Farm Management and Production Education for Women

Improving Farm Business
Decision-Making

Agenda

9:15 am	Registration
9:45 am	Introductions
10:00 am	Straight Talk About Insurance
11:00 pm	Breakout Session One (choose from A or B)
12:o0 am	Lunch (Provided)
1:00pm	Breakout Session Two (choose from C or D)
2:00 pm	Tai Chi for Everyone
3:00pm	Wrap-up, door prizes, evaluations
3:15 pm	Adjourn

Speakers

Breakout Session One (choose A or B):

A. Planning for the Unexpected Tomorrow. *Sandy Simonson-Thums, Author/Owner of Life and Legacies, LLC.* No one wants to think about it, but everyone should plan for it....what if your spouse or farming partner is gone? Sandy will share her first-hand experience with the unexpected tomorrow. She will provide guidance on how to plan for the immediate decisions that must be made and what to consider when thinking about the long term viability of continuing the farming business and doing it alone.

B. Keeping Young Hearts Safe on the Farm. *Cheryl Skjolaas, Interim Director, UW Center for Agricultural Safety and Health, UW-Madison.* The children who may live on your farm or visit need to be aware of the safe and unsafe activities on the farm. This session will discuss the ages and stages of youth development and how to prevent common farm-related injuries for the different age groups. Steps to take in an emergency and first aid resources will also be discussed.

Breakout Session Two (choose C or D):

C. Marketing Basics. *Kevin Bernhardt, Professor of Agribusiness, UW-Platteville School of Agriculture and UW-Extension Farm and Risk Management Specialist.* Dr. Bernhardt will offer “Marketing 101” basics in this session. He will provide definitions of common marketing terms & how to dip your toes in the shallow end of the marketing pool.

D. After 30 Days....Managing Credit with Your Business Partners. *Bob Cropp, Agricultural Agent, UWEX Pepin County.* Bob will provide strategies for working with suppliers, service providers and lenders to manage current/operating debt. He will discuss ideas on how to effectively communicate with family members about debt and he will provide an outline on how to develop a plan for managing the operating loan on a long term basis.

Goal

The *Heart of the Farm — Women in Agriculture* addresses the needs of farm women by providing education on pertinent topics, connecting them with agricultural resources, and creating support networks.

Full Sessions:

Straight Talk About Insurance. *David Wright, Agriculture Instructor, LaFarge High School,* David, a former insurance agent, will discuss farm liability umbrella and pollution policies. David will answer participants’ insurance questions and give suggestions on how to evaluate policies so you know if you are comparing apples to apples.

Tai Chi for Everyone. *Daneen Bernhardt, Registered Nurse and Certified Tai Chi Instructor.* Take a break and have some fun learning how to enhance physical and emotional well-being through Tai Chi. Tai Chi is a relaxing series of graceful movements to help build strength & reduce stress. It is an ancient martial arts exercise from China. You will learn basic movement patterns essential to the Tai Chi Fundamentals Form as well as mind and body principles of this ancient eastern art.



Please contact us for special assistance regarding our programs.

Requests are confidential. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.