

# Heart of the Farm

Women in Agriculture Conference



**Wednesday, January 27,  
2010**

**Quality Inn**

Located off Hwy 151 (Exit 40) at  
1345 Business Park Rd.

**Mineral Point, WI**

**9:30 am—3:00 pm**

## Sponsors



**UW  
Extension**  
Cooperative Extension

UW-Extension Iowa County

**RMA**



If you have any questions,  
please contact:

**gene.schriefer@ces.uwex.edu**  
**608-935-0391**

**joy.kirkpatrick@ces.uwex.edu**  
**608-263-3485**

Cancellations after the registration deadline will not be refunded. Call 608.935.0391 to cancel your registration.

In case of inclement weather: Call 608.263.3485 the evening of January 26 or the morning of January 27 to hear a recorded message regarding the status of the conference.

**UW  
Extension**  
Cooperative Extension

University of Wisconsin-Extension, U.S. Department of Agriculture, and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

## Registration Form

Registration due by January 20, 2010

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State: \_\_\_\_\_

Zip: \_\_\_\_\_ County: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please call with dietary and/or accessibility needs.

**Pre-Registration Cost: \$10.00 At-Door: \$15.00**

Send Registration form and check to:

ATTN: Heart of the Farm  
Iowa County UW-Extension  
222 N. Iowa St., Suite 1  
Dodgeville, WI 53533

**Please make checks payable to:**

**CDP**

# Heart of the Farm— Mineral Point

## Mission

### **Farm Management and Production Education for Women**

Improving Farm Business  
Decision-Making

## Agenda

<b>9:30 am</b>	<b>Registration</b>
<b>9:45 am</b>	<b>Introductions</b>
<b>10:00 am</b>	<b>Straight Talk About Insurance</b>
<b>11:00 am</b>	<b>Breakout session A. Employee Management B. Marketing Basics</b>
<b>12:00</b>	<b>Lunch (Provided)</b>
<b>1:00 pm</b>	<b>Cost Cutting Strategies for Home and Farm</b>
<b>1:50 pm</b>	<b>Break</b>
<b>2:00 pm</b>	<b>Managing Stress</b>
<b>2:50 pm</b>	<b>Wrap-up, door prizes, evaluations</b>
<b>3:00 pm</b>	<b>Adjourn</b>

## Speakers

**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.

### **Breakout Session (choose one)**

**A. Employee Management.** *Yogi Brown, dairy farmer, Sunburst Dairy.* Yogi & Brian Brown operate a 500 cow, 400 acre dairy farm near Belleville, WI., and currently have nine full time employees on the farm. She will outline how they've managed employees, implemented a raise schedule & policies for equipment damage; and discuss simple ways to show appreciation for a job well done.

**B. 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.

**Cost Cutting Strategies for Home and Farm.** *Gene Schriefer, Agriculture Agent, and Ruth Schriefer, Family Living Agent, Iowa County UW-Extension.* Cutting costs sounds like a great plan, but what do you cut and how much so that you don't negatively impact your household or enterprise for the long-term? Ruth will provide practical tips for cutting costs in the household budget. Gene will discuss spending as it relates to cost of production—spending the right amount of money for optimal profit.

**Managing Stress.** *Kathy Schmitt, Community Services Specialist, Wisconsin Farm Center, WDATCP.* Producers are facing historical low prices for their agriculture products while paying historic highs for inputs. Stress is second nature to agriculture producers. Kathy will discuss some of the current issues in agriculture that brought the industry to this point and provide suggestions for dealing with stress. She will also discuss the resources available through the Farm Center and other agencies and non-profit organizations.

## Goal

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



### Local Planning Committee

Deb Ihm, Southwest Wisconsin Technical College

Dianne Jentz, Heartland Credit Union

Donna Kieler, Badgerland Financial

Laurie Makos, Farm Service Agency

Sherri Yager, Farmer, Mineral Point

Shari Zenz, First National Bank of Platteville

A limited number of scholarships are available to cover registration fees.

Please contact Joy at 608.263.3485 or [joy.kirkpatrick@ces.uwex.edu](mailto:joy.kirkpatrick@ces.uwex.edu) to request a scholarship.

Scholarship funding provided by the Iowa County UW-Extension office.



*Please contact us for special assistance regarding our programs. Requests are confidential.*