

# Heart of the Farm

Women in Agriculture Conference



**Thursday, February 25,  
2010**

**Crivitz Lodge**

**215 Hall Avenue, 1/2 Block West  
Of Hwy 141 (adjacent to Citgo)**

**Crivitz, WI**

**10:15 am—3:00 pm**

## Sponsors



**UW  
Extension**  
Cooperative Extension

UW-Extension offices of Marinette, Oconto, and  
Florence Counties

**RMA**



If you have any questions,  
please contact:

**scott.reuss@ces.uwex.edu**

**715-732-7510**

**abby.huibregtse@ces.uwex.edu**

**920-834-6852**

In case of inclement weather: Listen to WOCO,  
WJNR, or call the Marinette office at 715-732-7510 to  
check on event status.

**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 February 23, 2010

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

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

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

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

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

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

Please call with dietary and/or accessibility needs.

**Registration : \$10.00 per person or \$15 per couple**

Send Registration form and check to:

ATTN: Heart of the Farm  
Marinette County UW-Extension  
1926 Hall Avenue  
Marinette, WI 54143

**Please make checks payable to:**

**UW-Extension**

# Heart of the Farm— Crivitz

## Mission

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

Improving Farm Business  
Decision-Making

## Agenda

- 10:15 am Registration**
- 10:30 am Introductions**
- 10:40 am Direct Marketing**  
Scott Reuss
- 11:00 am Dust off those Skeletons**  
Susan Manzke
- 12:00 Lunch (Provided)**
- 12:45 pm Effective Communication:  
On farm & in family**  
Abby Huibregtse
- 1:30 pm Management Teams**  
Scott Reuss & local producers
- 2:00 pm Employee Compensation**  
Shannon Linderoth
- 2:50 pm Wrap-up, door prizes,  
evaluations**
- 3:00 pm Adjourn**

## Session Topics

### **Dust off those skeletons -- Saving family stories**

**Susan Marie Manzke** has been writing about life on Sunnybook Farm since 1980. Her column currently runs in the *Wisconsin State Farmer* and *The Seymour Times-Press*. She is also the author of two Doubleday novels and entertains throughout WI. There are skeletons in Susan's closet that she's ready to share. Using her lively sense of humor, Susan will entertain by telling her personal family stories, while encouraging everyone to collect and save their own. As Susan says: "rural stories are slipping away. It's time to save the true history of this country. "

### **Employee Management/Compensation**

**Shannon Linderoth** is an Associate Editor for the national publication, *Dairy Herd Management*. Many ag sectors are coming off a tough year. But, that doesn't mean that you can't compensate employees for a job well done. In fact, finding innovative ways to reward employees can increase loyalty and motivation. Learn how improved communication and openness can help you determine what your employees really want.

### **Effective Communication: On the Farm and In the Family**

**Abby Huibregtse** is the Oconto County Agricultural Agent. Balancing family, farm, and personal priorities is tough in hectic times. Sometimes more communication (or less) can alleviate some of the stress in our daily lives. We'll discuss ideas to improve communications both at home and the farm.

## 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.



### **Topics—Continued**

#### **Direct Marketing**

**Scott Reuss**, Marinette & Florence County Agricultural Agent, will relay an overview of what farms can and cannot do regarding direct marketing of their farm's production efforts and share resources that can help you along the way.

#### **Management Teams**

Getting multiple views and opinions can be a little extra work, but can be very worthwhile. Teams can be a great addition to your management plans.

**Please Note** that there is a special couples price for attending this event and that we are encouraging all farms to use this option!



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