

Heart of the Farm

Women in Agriculture Conference



Friday, March 5, 2010

Best Western Bridgewood
Resort Hotel

1000 Cameron Way
Neenah, WI

9:15 am—3:30 pm

Directions: Hwy 41 to Neenah, Exit 131,
Hwy 114/Winneconne Ave. Turn east for
0.2 miles. Turn south at Green Bay Road
(the 1st intersection) Travel 1/2 mile to
Cameron Way.

Sponsors

UW
Extension

Cooperative Extension

Outagamie and Winnebago Counties

RMA



**WISCONSIN MILK
MARKETING BOARD**

WISCONSIN DAIRY PRODUCERS

If you have any questions, please contact:

kevin.jarek@ces.uwex.edu

920.832.5119

Or NSchneider@co.winnebago.wi.us

920.232.1970

Or joy.kirkpatrick@ces.uwex.edu

608-263-3485

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

Cancellations after the registration deadline will not be refunded. Call 608.263.3485 to cancel your registration.

In case of inclement weather: Call 608.263.3485 the evening of March 4 or the morning of March 5 to hear a recorded message regarding the status of the conference.

Registration due by February 26, 2010

Registration Form

Send Registration form and check to:

UW Center for Dairy Profitability
c/O HOF Neenah
266 Animal Sciences Building
1675 Observatory Drive
Madison, WI 53706

Please make checks payable to:

Center for Dairy Profitability

Name: _____

Address: _____

City/ State: _____

Zip: _____ County: _____

Phone: _____

Dietary restrictions? _____

Registration Cost: \$25.00

Heart of the Farm— Neenah

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 Discover the Color of Your Personality**
- 11:30 am Lunch (Provided)**
- 12:30 pm Breakout Session One (choose from A or B)**
- 1:15 pm Breakout Session Two (choose from C or D)**
- 2:00 pm Breakout Session Two (choose from E or F)**
- 2:45 pm Relaxation, Meditation and Massage**
- 3:30 pm Adjourn**

Speakers

Discover the Color of Your Personality. Joy Kirkpatrick, Outreach Specialist, UW Center for Dairy Profitability. What is your most comfortable personality “style”? Learn how this preference affects communications, learning styles, risk tolerance, and even how you run your farm.

A. Financial Benchmarking Tool for Your Dairy Operation. Dr. Victor Cabrera, Asst. Professor and Ext. Specialist, Dairy Science Dept., UW-Madison. Dr. Cabrera will perform a financial assessment of Wisconsin dairy farms by using the Wisconsin Dairy Farm Ratio Benchmarking Tool. This tool summarizes data between 2000 and 2008.

B. ACRE. Peter Peters and Sue Ziegler, Winnebago County FSA and Nick Schneider, Winnebago County Ag Agent. Peter, Sue and Nick will explain the details of the Average Crop Revenue Election (ACRE) program and how to use it in an effective risk management plan for your cropping enterprises.

C. Through the Stress and the Haze—Fostering Caring Communication in Farm Families, Roger Williams, Consultant/Mediator & Professor Emeritus UW-Madison/Extension. Roger will discuss signs of stress, communication skills for stressful situations, conflict management styles and guidelines for farm family meetings.

D. Putting a Face and a Place to Food. Lois Federman, WI DATCP. Local food production is sweeping across the state’s countryside and inside urban areas, creating new opportunities for Wisconsin farmers. Lois will talk about what opportunities there are for you as a producer to market your food products.

E. Your Home Prairie Companion. Audrey Ruedinger, Winnebago County Master Gardener. Audrey will discuss establishing and maintaining a home landscape prairie.

F. Employee Management and Retention. Trisha Wagner, Ag Agent, Jackson County. Come and learn how to improve employee satisfaction and retention and how your farm can benefit from positive labor practices. Learn different strategies to implement these practices at varying costs: low, medium and high.

Relaxation, Meditation, and Massage. Linda Nett-Duesterhoeft, Registered Occupational Therapist, Affinity Health Integrative Medicine. Linda will discuss and demonstrate activities you can do at home to foster physical and mental wellness.

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.



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.