

# 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

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If you have any questions, please contact:

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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

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

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

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

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

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

Dietary restrictions? \_\_\_\_\_

Registration Cost: \$25.00

**Please make checks payable to:**

**Center for Dairy Profitability**

# Heart of the Farm—Neenah

## Mission

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

Improving Farm Business  
Decision-Making

## Agenda

<b>9:15 am</b>	<b>Registration</b>
<b>9:45 am</b>	<b>Introductions</b>
<b>10:00 am</b>	<b>Discover the Color of Your Personality</b>
<b>11:30 am</b>	<b>Lunch (Provided)</b>
<b>12:30 pm</b>	<b>Breakout Session One (choose from A or B)</b>
<b>1:15 pm</b>	<b>Breakout Session Two (choose from C or D)</b>
<b>2:00 pm</b>	<b>Breakout Session Two (choose from E or F)</b>
<b>2:45 pm</b>	<b>Relaxation, Meditation and Massage</b>
<b>3:30 pm</b>	<b>Adjourn</b>

## 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.