

# AG-ceptional *Women*

**Friday, November 20, 2009**

Presented by the  
Northeast Agriculture Department

**Northeast**  
community college

# Welcome to AG-ceptional



Welcome to the first Ag-ceptional Women's Conference! Thank you for coming. Women in agriculture make a significant contribution to the decision-making everywhere from family farms to corporate offices within the agricultural industry. With great appreciation for all you do, we have planned this conference as an opportunity to share resources and support women in agriculture.

During the conference, take time to recognize the contributions you make to your operations. The sessions are designed to help you achieve your goals. The presenters are prepared to assist you in expanding your knowledge and skills in handling the issues that affect you. Feel free to ask questions of the presenters, our staff, and other conference participants. We learn so much from each other and this is a perfect opportunity to share.

We are so thrilled to have this chance to promote agriculture. On behalf of the Northeast Community College Agriculture Department and the conference committee, we hope your conference experience is truly Ag-ceptional!

## KEYNOTE SPEAKERS



**Mary Kay Mueller**, known as "The Gratitude Guru," is the author of the book "Taking Care of Me: The Habits of Happiness". As the popular bumper sticker puts it, "If Momma ain't happy, ain't nobody happy!" While some of us grew up believing the goal of being happy was selfish, now we're all understanding that our own happiness is one of the greatest gifts we can give those around us.

In this inspirational and insightful presentation, author and international trainer MK Mueller reminds us that greater happiness and increased energy have been found to be the result of specific beliefs and behaviors. Based on her highly acclaimed book by the same title, this presentation covers the four reasons we run from happiness; the habits of the happiest people; how to make our happiness contagious; and much, much, more. It's a guaranteed feel good!

**Lynette Brown**, dairy farm wife, Harlan County Extension Assistant, mother and grandmother who loves to make people laugh and smile. "Ag-ceptional Women" A humorous look at the role that ag women have in farming and ranching and how it is different than that of our mothers' and grandmothers' roles and how it is the same. We will answer the question: What would farming be if there were no Ag-ceptional Women? Take time out for yourself, improve your overall sense of well-being and, embrace your role in agriculture.



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Lydee Jo Krueger	Tracy Neidig
Betsy Kruse	Sarah Nelson
Hilary Maricle	Susan Risinger
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	Debb Strate

# AGENDA

Friday, November 20 • Lifelong Learning Center • Norfolk, NE

8:00 - 9:00 AM	Registration/Continental Breakfast Soy Donuts provided by the Nebraska Soybean Board
9:00 - 9:30 AM	Welcome Women in Agriculture Presentation by Pioneer
9:30 - 10:45 AM	Keynote Speaker Mary Kay Mueller Sponsored by Pioneer
11:00 - 11:45 AM	Workshop Session 1
12:00 - 1:30 PM	Lunch and Style Show Sponsored by RENEGADE-Work, Western & Weekend
1:30 - 2:15 PM	Workshop Session 2
2:30 - 3:15 PM	Workshop Session 3
3:15 - 4:00 PM	Afternoon Break Sponsored by Pinnacle Bank - Madison
4:00 - 4:45 PM	Workshop Session 4
5:00 - 5:30 PM	Finale Speaker Lynette Brown
5:30 PM	Closing Comments/Door Prizes

Enjoy Soy Donuts made by Bill Kremlacek for breakfast to start your day! Sponsored by the Nebraska Soybean Board.  
Soy for a healthy heart. As part of a healthy diet, soy foods may help reduce the risk of heart disease. The donuts are made using soybean flour and cooked in soybean oil. To learn more about soy foods, visit [www.soybean.org](http://www.soybean.org)

## ALL ROOMS ARE LOCATED IN THE LIFELONG LEARNING CENTER

	Suite B	UNL Classroom	Suite D	Suite L	Suite C	Main room Suites G,J,F,I	Suite K LAB	ESU 8
<b>Workshop Session 1 11:00</b>	Farm Tax Strategies	Sustaining Innovation: Food, Feed, and Fuel	Nebraska Tourism, is it for you	Power Up Your Plate With Beef	Future of Irrigation Water Management	The World's most positive attitude formula	Online grain marketing opportunities utilizing MarketPoint	Connecting today's technologies tomorrow
<b>Workshop Session 2 1:30</b>	Basic Crop Insurance	Sustaining Innovation: Food, Feed, and Fuel	Agri-tourism	Getting started with Quickbooks for Farming (For beginners)	Spending Your Dash – Planning to Impact Your Life and Your Legacy	How to say what you mean and mean what you say	Using technology to Enhance Your Farm Operation	Career BINGO!
<b>Workshop Session 3 2:30</b>	Commodity Marketing 101	The Animal Rights Agenda – Fact or Fiction	FRAX: Using the new fracture risk assessment tool	“Who is FSA? What do they do?”	How to find time for fitness with a busy lifestyle	Putting Fun into the Family Farm	Online grain marketing opportunities utilizing MarketPoint	Careers: To Explore me; to find me; to move forward
<b>Workshop Session 4 4:00</b>	Grain Marketing Strategies: What Really Works on My Farm	A Simple, Effective Method of Making Financial Decisions Based on the Value and Cost of Gain	“Less Stress” Marketing	FSA – 2008 “Farm Bill”	Spending Your Dash – Planning to Impact Your Life and Your Legacy	Freezing for Fast Meals	Quickbooks Revisited (For Existing users)	Taking an online class: What do I need to Know



# 11:00 Workshops - Session 1

## The World's Most Powerful Positive Attitude Formula

Mary Kay Mueller, Author of "8 to Great: The Powerful Process for Positive Change"

- A two-minute formula for starting every day in a feel-good way
- How to feel good and stay positive no matter what
- A powerful process for getting in touch with your goals and dreams

## Farm Tax Strategies

Nancy Brozek, CPA, PFS CHRISTENSEN BROZEK FALTYS, Wealth Management, CPAs, Business Consultants

- Year-end tax planning ideas to minimize taxes
- Medical reimbursement plans
- Farm income averaging

## Nebraska Tourism: Is It for You

Lora Young, Director, Norfolk/Madison County Convention and Visitors Bureau

- Day trips
- Overview of tourism in Nebraska with an emphasis on Northeast Nebraska
- What is a CVB and what can it do for you

## Connecting Today's Technologies Tomorrow

Dennis Kahl, UNL Extension Educator, Seward

- Learning from home; what are my options
- Making sense of a community network, ex.: Facebook, Twitter, etc.
- Simple steps to using these valuable technologies for personal and business applications

## Power Up Your Plate With Beef

Kaiti Roeder, Director of Nutrition and Education, Nebraska Beef Council

- Explain how Americans' waistlines are increasing, yet people are increasingly undernourished. Highlight ways to get the most nutrition from the foods you eat
- Highlight the nutritional qualities of lean beef, including the fat profile
- Showcase the role of dietary protein in a healthy diet and give tips on how to increase protein to meet recommended needs

## Future of Irrigation Water Management

Dan Gillespie, NE No-till Specialist, NRCS

- Cultural practices that reduce soil erosion and increase rainfall infiltration on cropland
- Surface and groundwater issues that have developed will affect us all
- Utilizing modern soil water monitoring technology and Mother Nature's oldest recipes for soil conservation

## Sustaining Innovation: Food, Feed, and Fuel

Don Hutchens, Executive Director, Nebraska Corn Board

- Corn farmers can deliver enough corn for food, feed, and fuel
- Corn taking a bad rap for higher prices
- Challenges ahead

## Online Grain Marketing Opportunities Utilizing MarketPoint

Clint Fuchs, MarketPoint Field Marketing Manager, Pioneer Hi-Bred Int'l

- View up-to-date local grain bids from one Web page
- Make freight-adjusted offers to one or multiple buyers
- Learn how MarketPoint tracks every tick of the market to find your price

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# 1:30 Workshops - Session 2

## How to Say What You Mean and Mean What You Say

Mary Kay Mueller, Author of "8 to Great: The Powerful Process for Positive Change"

- How to avoid third-party communication at work and home
- How to ask for what you want and get it
- An exciting new communication skill that breaks through defensiveness

## Agritourism

Jan Jorgensen, RC&D Coordinator, Northeast Nebraska RC&D/NRCS

- What is agritourism
- Ideas for tapping into agritourism opportunities
- How Resource Conservation & Development (RC&D) Councils can help

## Career BINGO

Jill Brown, Career Specialist, UNL College of Agricultural Sciences and Natural Resources

- Current job market analysis and predictions for the coming years
- Strategies on how to obtain your dream jobs
- Keys to successful networking

## Sustaining Innovation: Food, Feed, and Fuel

Don Hutchens, Executive Director, Nebraska Corn Board

- Corn farmers can deliver enough corn for food, feed, and fuel
- Corn taking a bad rap for higher prices
- Challenges ahead

## Using Technology to Enhance Your Farm Operation

Dave Varner, Extension Educator, University of Nebraska-Lincoln

- Discover an array of existing and emerging agricultural technologies
- Learn about the benefits of adopting technology today
- Discuss implementation on your farm

## Getting Started with Quickbooks for Farming (for beginners)

Tami Zierke, TK Consulting, Consultant with Quickbooks for over 20 years

- Simple steps for getting started in setting up Quickbooks for your operation
- Benefits of having your records set up in a financial software package
- Reporting

## Basic Crop Insurance

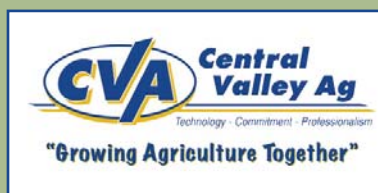
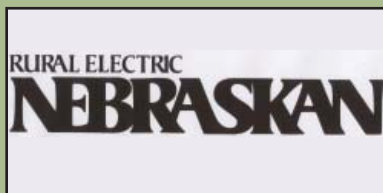
Warren L. Renter, Renter Agency Inc.

- How it works
- Limiting risks
- Why crop insurance is affordable

## Spending Your Dash – Planning to Impact Your Life and Your Legacy

Kathy J. Koch, LUTCF, RFC

- Maximizing retirement resources and minimizing taxes, freeing you to focus on what's really important
- The difference between a will and a trust, and the impact of each on you and your heirs
- Commitments to help you follow through with legacy planning goals



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### Pioneer at a Glance

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#### Locations

Operations in 70 countries

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More than 8,500 employees worldwide

#### Recent Recognition

Named top large company to work for in the life sciences industry by The Scientist magazine and named among the top biotechnology employers by Science Magazine.

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Pioneer offers our employees an extensive compensation and benefits package, including training and development opportunities that ranks among the best in our industry.

Learn more about available careers and internships at:

[www.Pioneer.com/Careers](http://www.Pioneer.com/Careers)

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# 2:30 Workshops - Session 3

## Commodity Marketing 101

Paul Sedlacek, President, Advantage Commodities, Inc.

- Fundamental analysis
- Technical analysis
- Seasonal trends

## The Animal Rights Agenda – Fact or Fiction

Roger Berry, Field Director, Alliance for the Future of Agriculture in Nebraska (A-FAN)

- Learn about the importance of livestock in Nebraska
- Discuss the threat of animal rights to Nebraska's livestock industry
- Discussion on what you can do to help

## Careers—To Explore me; to find me; to move forward

Vickie Davis, Advisor/Recruiter, NECC; Rose Ann Rogers, Career Services, NECC. "Self-awareness leads to self-acceptance, which leads to self-confidence."

- Exploring ME
- Accepting ME ("Saying YES to who I am")
- Moving ME forward with confidence

## Putting Fun Into the Family Farm

Lynette Brown, Harlan Co. Extension Assistant, and Lydee Jo Krueger, Farm Wife

- Quick and easy tips for taking meals to the field
- Teaching family values in a fun setting
- Taking the bore out of chores

Join this mother-daughter team for a fun workshop filled with great tips, tricks, and family fun!

## How to Find Time for Fitness With a Busy Lifestyle

Janine Podany, Fitness Director, Norfolk Family YMCA

- It's not impossible to stay fit and lead a healthy lifestyle
- Discover what you already know and how to put it to work for you
- Learn to make a commitment to stay fit and make it count

## "Who Is FSA? What Do They Do?"

Shanna Waterman – CED, Pierce County Farm Service Agency

- History of agency and overview of services
- FSA Records – What is a farm
- Producer eligibility, commodity and loan programs to socially disadvantaged
- Opportunities – employment and advisory

## Online Grain Marketing Opportunities Utilizing MarketPoint

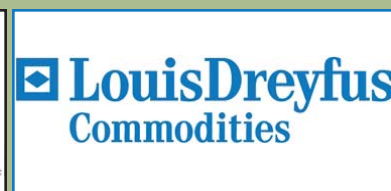
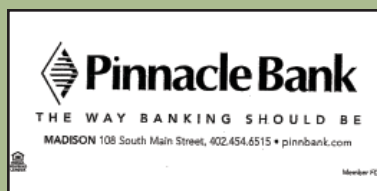
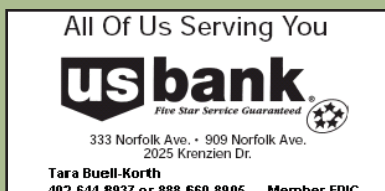
Clint Fuchs, MarketPoint Field Marketing Manager, Pioneer Hi-Bred Int'l

- View up-to-date local grain bids from one Web page
- Make freight-adjusted offers to one or multiple buyers
- Learn how MarketPoint tracks every tick of the market to find your price

## FRAX: Using the New Fracture Risk Assessment Tool

Keith Vrbicky, MD, FACOG, Midwest OB/GYN, Midwest Health Partners, P.C.

- What is FRAX
- Understanding the limitations of FRAX
- Risk factors for US FRAX





# 4:00 Workshops - Session 4

## Grain Marketing Strategies: What Really Works on My Farm

Paul Sedlacek, President, Advantage Commodities, Inc.

- Forward contracting cash grain
- Futures contracts
- Options on futures contracts

## Freezing for Fast Meals

Susan Hansen, Extension Educator, UNL Extension in Colfax County

- Identify which foods freeze well and which foods to keep out of the freezer
- Learn the habit of make two, freeze one
- Use your own freezer foods for nutritious, quick meals

## Taking an Online Course: What Do I Need to Know

Greg Sunderman, Instructional Designer, NECC

- Learn how an online course is different from an on-campus class
- Learn how to be a successful online student
- Learn about the technical requirements for taking an online course

## A Simple, Effective Method of Making Financial Decisions Based on the Value and Cost of Gain

Twig Marston, NEREC District Director, University of Nebraska-Lincoln

- Easy math solutions to make tough cattle production decisions
- Explaining the theory behind the procedures
- Example to work through and to improve understanding

## "Less Stress" Marketing

Debbie Pfeifer, All Commodities, Inc.

- How do I ask the questions when I don't understand the "lingo"
- Choosing the right contract for your operation
- Q & A on risk management

## Quickbooks Revisited (for existing users)

Tami Zierke, TK Consulting, Consultant with Quickbooks for over 20 years

- Hands-on how to set up inventory
- Setting up Payroll
- Q & A

## FSA – 2008 "Farm Bill"

Randy Guill – Burt County Farm Service Agency

- General farm bill provisions
- Socially disadvantaged provisions
- Women as primary and joint operators

## Spending Your Dash – Planning to Impact Your Life and Your Legacy

Kathy J. Koch, LUTCF, RFC

- Maximizing retirement resources and minimizing taxes, freeing you to focus on what's really important
- The difference between a will and a trust, and the impact of each on you and your heirs
- Commitments to help you follow through with legacy planning goals



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