

# AG-ceptional *Women*

**Friday, November 19, 2010**

Presented by the  
Northeast Agriculture Department

**Northeast**  
community college

# Welcome to AG-ceptional Women

Thank you for attending the 2nd AG-ceptional Women's Conference! I think you will find this day to be truly inspiring with dynamic keynote presentations, excellent workshops, great food and fantastic networking opportunities. Some pretty amazing people contributed their time, effort and resources to ensure the success of this conference. I'd like to thank all of the sponsors, presenters, committee members, and NECC staff for their AG-ceptional collaboration! Most all, I'd like to thank you, the conference participants for all you do to support agriculture!

Throughout the day, take time to acknowledge the importance of what you do to make your operations successful. Feel free to ask questions; the presenters are prepared to help you. Feel free to share; you have a lot to offer. This day is planned for you, to help you achieve your goals because we know that you are truly AG-ceptional!

On behalf of the Northeast Community College Agriculture Department and the AG-ceptional committee, thank you and enjoy your day!

*Lorinne E. Morris*

NECC Associate Dean Agriculture, Health & Science



## The AG-ceptional Committee is thrilled to have this opportunity to promote Agriculture! Committee Members are:

**Bonnie Schulz** - Northeast Agribusiness Instructor

**Kathy Neidig** - Neidig Farms Cattle Company

**Susan Risinger** - Farm Director, WJAG/LiteRock 97.5/106KIX

**Mary Pat Hoag** - Agriculture Editor, Norfolk Daily News

**Shanelle Grudzinski** - Northeast Renewable Fuels  
Technology Coordinator/Instructor

**Debb Strate** - Executive Assistant Northeast Ag Division

**Marcy Kratochvil** - Branch Manager & Marketing Officer,  
Midwest Bank

**Beverly Soper** - Office Manager at Norfolk Implement Inc

**Kally Neben** - Grain Merchandiser, Agrex, Inc. Enola, NE

**Liz Doerr** - Pork Producer, Office Administrator and Zoning  
Administrator

**Joan Ruskamp** - Cattle Feeder/Farm Wife

**Megan Hanefeldt** - 4-H Extension Assistant

**Jan Miller** - Pork Producer, Director Nebraska Pork Producers

**Deb Neidig** - Producer

**Tracy Neidig** - Beef Cattle Producer, Madison, NE

**Traci Ebel** - Roth Feedlot

**Phyllis McCain** - Homestead Farm/Hightree Ranch

**Megan Baldwin** -

**Kate Kraenow** -

**Betsy Kruse** - Renegade Stores LLC Sales Manager

**Hilary Maricle** - Northeast Agricultural Instructor/ Farmer

**Corinne Morris** - Northeast Associate Dean of Agriculture  
Health & Science



# AGENDA

Friday, November 19 ● Lifelong Learning Center ● Norfolk, Nebraska

**8:00 - 8:30 AM**

**Registration**

**8:00 - 9:00 AM**

**Exhibits and Networking**

**Continental Breakfast provided by Pfizer/Sara Borgelt, and  
Roberts Dairy**

**Cinnamon rolls provided by the Nebraska Wheat Growers Association**

**9:00 - 11:00 AM**

**Roundup - General Session One**

**Welcome**

**Women in Agriculture Presentation**

**Keynote Speaker: Pat Magill, Sponsored by Nebraska Soy Bean Board**

**11:10 AM - 12:00 PM**

**Workshop Session A**

**12:10 - 1:40 PM**

**Dinner**

**Sponsored by Pioneer and RENEGADE-Work, Western & Weekend**

**1:40 - 2:30 PM**

**Workshop Session B**

**2:40 - 3:30 PM**

**Workshop Session C**

**3:30 - 3:50 PM**

**Networking and Exhibits**

**Snacks are sponsored by AG-ceptional Women Committee and  
Hiland-Roberts**

**3:50 - 4:40 PM**

**Workshop Session D**

**4:50 - 5:40 PM**

**Last Roundup**

**Keynote Speaker: Juli Burney**

**Sponsored by Monsanto Gotenburg Water Utilization Learning Center**

**Closing Comments/Door Prizes**





## Opening Keynote Presentation by Pat McGill Who Am I? Who Are You? Who Are We Together?

Join Pat as she reflects on living a life on purpose, learning more about ourselves so we can understand that the differences between us are gifts to our family, our farms and our communities. As Pat says;

“Quit comparing yourself with others, only compete with you.

Be the best version of YOU possible.

Daily: ‘Think it, Ink it. Own it. Live it.’

Be Your Best Self...Everyone Else is taken.

Pat gives us a PS. Make friends with NO.

Clear Up your Clutter- You free up your energy.

We as women are the CFO’s “Chief Purchasing Officers.”

Pat McGill is founder and president of McGill Speaking and Training Resources ([www.patmcgill.net](http://www.patmcgill.net)). She is a member of the National Speakers Association. A former middle-school teacher and adjunct professor of human relations, Pat holds a master’s degree in education from St. Mary’s University in Minnesota. She’s convinced, however, that her talents are rooted in her Midwestern upbringing, Irish heritage — and an early adventure in pageantry: Before being named Miss Congeniality in the Miss South Dakota pageant, “I tripped upon entering the judging room, then fell down! But I got up and asked if they wanted to see more. They did, and I’ve been tripping up ever since — learning lessons and passing them on to those who’ll listen.”



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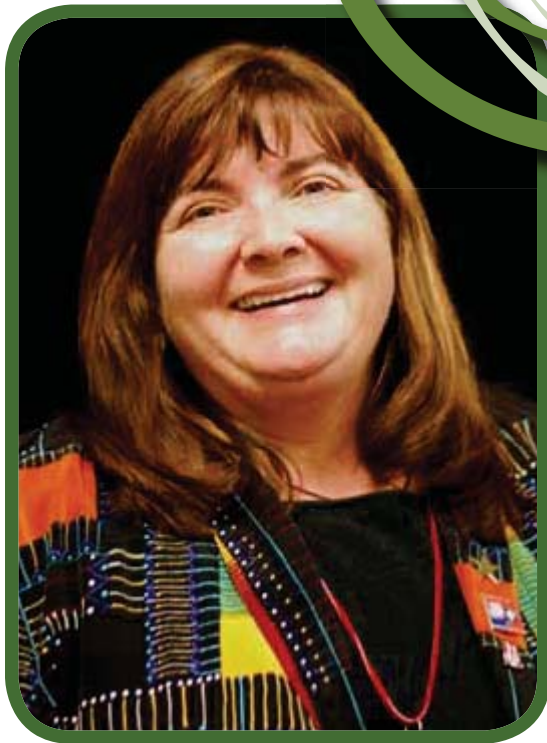
### Soybeans are Everywhere!

Yes, Soybeans are found just about everywhere these days. They are no longer just for food or fuel. Soybeans are a key ingredient in many consumer and industrial products that not only improve the quality of the product but make life better for you and the environment while helping out our farmers.

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## Closing Keynote Presentation by Juli Burney

Juli Burney, today's closing keynote speaker, can claim many hats. Rural Hartington native. Multiple-award winning teacher at Doane College. Humorist. Author. Nationally recognized speaker.

The Lincoln resident has worked in all 48 continental states and into Canada. She has filmed for Showtime and HBO. Her humor is described as insightful, delightful, universal and enlightening, regardless of topic.

If you want to laugh while you learn, you've come to the right place! And if you see a broadly beaming mother in today's audience, that's Juli's mom, Joan, who has an established track record as an award-winning columnist, comedian and author herself.

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Estimated 1 million SUVs, model year 2004, with annual average mileage of 12,200 miles, CO<sub>2</sub> emissions. Source: United States Environmental Protection Agency (www.epa.gov). BioTech crops saved 1.2 million to 1.5 million pounds of CO<sub>2</sub> emissions in 2004 (mostly) reduced tractor passes for herbicide application and planting (Simola and Satchell, 2005).

## ALL ROOMS ARE LOCATED IN THE LIFELONG LEARNING CENTER

	Suite B	Suite C	Suite D	Main Room (Suites GJFI)	Suite K	Suite L	UNL Classroom
<b>Session A Workshops</b> 11:10 – 12:00	Leadership Lessons on the 7 Habits of Highly Effective People by Lisa Kaslon	Vitamin D by Dr. Keith Vrbicky	High Dollar Taste on a Low Dollar Budget by Steve Pritchard and Dennis Bauer	The Art of Selling You by Pat McGill	On Line Grain Marketing Opportunities Utilizing MarketPoint by Clint Fuchs	Building Your Legacy Takes More than a Hammer by Kathy Koch	Wind Energy for Women by Liz Doerr
<b>Session B Workshops</b> 1:40 – 2:30	5 Tips to Becoming a Better Communicator by B. Lynn Gordon	Stories of Inspiration by Diane Gubbels	Food Trends for 2010 by Katie Roeder	The Art of Selling You by Pat McGill	Crop Insurance 102 by Warren Renter	Computerized Farm Records by Peg Brune	Decision Making for 2011 by Allan Vyhnaelek
<b>Session C Workshops</b> 2:40- 3:30	Commodity Marketing 101	Animal Rights – Ripple Effects by Willow Holoubek	Strength Training 101 for Women: Facts and Fallacies by Shane O'Brien	Large, Livable Landscapes by Kelly Feehan	Agriculture on the Backs of Women In India by Carla Huscher	Crop and Livestock Production Records Using QuickBooks and Spreadsheets by	Hedging: What Is It and Why Do I Need It? By Bob Lingenfelter
<b>Session D Workshops</b> 3:50- 4:40	Agriculture and Social Media: Tell Your Story by Kelsey Pope	Legacy Planning by Jason Ladman	Farm Tax Strategies by Nancy Brozek	Holiday Recipe Makeovers by Deb Schroeder	Using On-Farm Research to Improve Profitability by Dave Varner	Sales Strategies (FOR WOMEN ONLY) by Courtney VanScoy	Effective Communication by Nikki Ferraro

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# Session A Workshops

11:10 am- 12:00 pm

## Leadership Lessons on the 7 Habits of Highly Effective People Suite B

*Lisa Kaslon, UNL Extension Educator-Youth Development,  
Platte County*

- Introduction to the lessons from the Stephen Covey book "7 Habits of Highly Effective People"
- How to be a more effective leader in our families, jobs and communities

## Vitamin D Suite C

*Dr. Keith Vrbicky, Midwest OB/GYN*

- What a "syndrome" is
- Vitamin D deficiency associated symptoms
- D deficiency-illness link
- Multifactorial illness

## High-Dollar Taste on a Low-Dollar Budget Suite D

*Steve Pritchard, UNL Extension Educator, Boone and Nance  
Counties; Dennis Bauer, UNL Extension Educator, Brown, Rock  
and Keya Paha Counties*

- The new beef value cuts from the chuck roll include juicy and tender steaks— and boneless beef ribs
- Don't let this less expensive cut fool you as you can afford high-end steaks on a low-dollar budget
- This presentation includes an actual cutting demonstration of the chuck roll and, best of all, hot samples of the new cuts. Step-by-step instructions to fabricate the chuck roll into beef ready for the grill will be presented for the do-it-yourselfer

## The Art of Selling You Main Room (Suites FGJ)

*Pat McGill, McGill Speaking and Training Resources*

- One woman's success can only help another woman's success
- Obstacles, problems and other people can't stop you. Only you can stop you
- Your willingness is the key to all progress

## Online Grain Marketing Opportunities Utilizing MarketPoint Suite K

*Clint Fuchs, Field Marketing Manager, Market Point, Pioneer*

- Convenience
- Control
- Profitable cash grain selling

## Building Your Legacy Takes More Than a Hammer Suite L

*Kathy Koch, LUTCF, Kathy Koch and Associates, Inc.*

- Surviving the economic roller-coaster ride
- Taking control now to create choices in retirement
- Strategies to preserve assets and relationships

## Wind Energy for Women UNL Classroom

*Liz Doerr, Knox County Zoning Administrator*

- Learn the process for having a wind farm built in your area
- Pros and cons of a wind farm
- What you need to know about wind agreements

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# The Best News In The “COUNTRY”

106



Country



Jim Curry



Susan Risinger

# Session B Workshops

1:40 - 2:30 pm

## 5 Tips to Becoming a Better Communicator

### Suite B

*B. Lynn Gordon, Ag Promotion Coordinator, Nebraska Department of Agriculture*

- Communicating with your co-workers and family members, especially co-workers who are family members
- Recognizing different personality types and how that affects communication
- Using written job descriptions and providing feedback on job performance

## Stories of Inspiration

### Suite C

*Diane Gubbels, quilt designer and appliqué artist*

- Diane allows her creative spirit to speak through her quilts, using fabric and design
- Diane will share the work of her hands while she unfolds the stories from her heart
- Diane's quilts are inspired by many life experiences, which become "music in my soul"

## Food Trends for 2010

### Suite D

*Katie Roeder, RD, Director of Nutrition and Education, Nebraska Beef Council*

- What's hot – and what's not in food trends
- How trends in food, health and family lifestyles impact consumers
- Challenges and opportunities in food choices

## The Art of Selling You

### Main Room (Suites FGJJ)

*Pat McGill, McGill Speaking and Training Resources*

- One woman's success can only help another woman's success
- Obstacles, problems and other people can't stop you. Only you can stop you
- Your willingness is the key to all progress

## Crop Insurance 102

### Suite K

*Warren L. Renter*

- Using crop hail with multiperil crop insurance
- Plans available
- Production hail plans

## Computerized Farm Records

### Suite L

*Peg Brune, Record Keeping Consultant*

- Getting yourself set up on Quicken/Quickbooks: Files, accounts and categories to track ag-related, personal or business entities
- Data entry of all of your income and expense transactions
- Generate reports for your banker, accountant and personal files

## Decision Making for 2011

### UNL Classroom

*Allan Vyhnaek, UNL Extension Educator, Platte County*

- Planning, prioritization and goal setting needed for today's agricultural operations
- Time management and other long-range considerations for operations
- Ways to set goals and have clear communications

## Norfolk Daily News' Award-Winning Journalist

### Mary Pat Finn-Hoag Agricultural Editor



Known for her agricultural feature stories and in-depth reporting, Mary Pat has been the Agricultural Editor at the Norfolk Daily News since 1977. In addition, she also covers 4-H & FFA events and annually coordinates a 4-H special edition for the 23-county Northeast & North Central Nebraska coverage area.

She is a Nebraska Leadership Education/Action Development (LEAD) Program alumna and has been named to the Nebraska Hall of Agricultural Achievement, which has nearly 200 members statewide dedicated to preserving and improving Nebraska agriculture.

We appreciate and honor the dedication and contributions she has made to Women in Agriculture.

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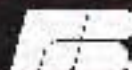
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# Session C Workshops

2:40 - 3:30 pm

## Decision Making That Works: Holistic Management Suite B

*Terry Gompert, UNL Extension Educator, Knox County*

- Developing a holistic goal – What do you want? How will you get it? How do you want life and land to be?
- Testing questions
- Feedback loop

## Animal Rights – Ripple Effects Suite C

*Willow Holoubek, Organizational Director, A-FAN (Alliance for the Future of Agriculture in Nebraska)*

- Opportunities in food production – where we were, where we are
- Public perceptions are reality
- Animal rights agendas – who they are
- How can we tell our story?

## Strength Training 101 for Women: Facts and Fallacies Suite D

*Shane O'Brien, CFT, Exercise Specialist, Cardiac Rehab, Faith Regional Health Services*

- Muscle anatomy and function
- Benefits for women
- How women should train

## Large Livable Landscapes Main Room (Suites FGII)

*Kelly Feehan, UNL Extension Educator, Platte County*

- Old and new landscaping trends to make landscapes livable
- Top landscape plants for Nebraska
- Low-maintenance and water-conserving tips

## Agriculture on the Backs of Women in India Suite K

*Carla Huscher, President of the Board of TEAM India*

- India is a land of stark contrasts, rural and urban, high caste and outcaste, etc.
- Poverty in India is a complicated web, making it extremely difficult for women to break free
- Untangling the web, one thread at a time, is what TEAM India and other organizations do to assist women in India

## Crop and Livestock Production Records Using Quicken, QuickBooks and Spreadsheets Suite L

*Peg Brune, Record Keeping Consultant*

- Tracking inventory and production
- Financial data entry
- Reports by years and groups

## Hedging: What Is It and Why Do I Need It? UNL Classroom

*Bob Lingenfelter, Commodities Broker, Midwest Futures*

- What is hedging and how can I use it?
- Gartman's 20 not-so-simple rules of trading
- How to select a broker



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# Session D Workshops

3:50 - 4:40 pm

## Agriculture and Social Media: Tell Your Story Suite B

*Kelsey Pope, Ag Promotion Coordinator, Nebraska Corn Board*

- How social media and agriculture are related
- Basics of utilizing social media to reach consumers and producers
- Insights, resources and applications for advanced social media users

## Legacy Planning Suite C

*Jason Ladman, Regional Sales Director, Water Street Solutions*

- The power of understanding your financials
- Designing your life plan
- Creating harmony for a smooth farm transition to the next generation

## Farm Tax Strategies Suite D

*Nancy Brozek, CPA/PFS, Christensen, Brozek, Faltys PC*

- Tax planning highlights for 2010
- What is the domestic producer deduction?
- Depreciation update

## Holiday Recipe Makeovers Main Room (Suites FGJ)

*Deb Schroeder, UNL Extension Educator, Cuming County, member of the Cuming County Diabetes Team*

- Learn to modify family favorite recipes to reduce cholesterol, sugar, fat and/or sodium/salt
- Add new family traditions to the food menus
- Develop techniques for limiting food temptations during the holidays

## Using On-Farm Research to Improve Profitability Suite K

*Dave Varner, UNL Extension Educator, Dodge County*

- Learn how to design and interpret field-size on-farm research
- Use ag technologies to make on-farm research efficient and fun
- Partner with UNL Extension to conduct your own on-farm research

## Sales Strategies (For Women Only) Suite L

*Courtney VanScoy, sales training and development manager, Pioneer Hi-Bred International Inc.*

- Establishing credibility
- Building trust
- Demonstrating versatility
- Influencing the purchase decision

## Effective Communication UNL Classroom

*Nikki Ferraro, image consultant and trainer*

- Just who do you think you are? (A peek into the different personality types)
- Didn't you hear what I meant? (How to work effectively with each personality type)
- He said, she said! (How to communicate productively in ANY relationship)



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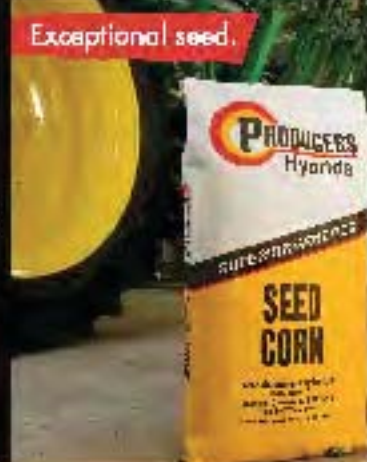


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The AG-ceptional concept is being extended to provide learning opportunities for anyone interested in expanding their agricultural knowledge. We invite you to enroll in AG-ceptional workshops and classes throughout the year. The experiences are not limited to AG-ceptional women; encourage the men in your life to enroll as well. Please see the "AG-Ceptional Learning" flyer in the conference binder for a list of classes and workshops already scheduled for 2011. We are also interested in your ideas for additional workshops and classes. Please contact Corinne Morris at [corinne@northeast.edu](mailto:corinne@northeast.edu), or 402-844-7361 to share suggestions.

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