

Fifth Annual



AG-ceptional *Women*



Friday, November 22, 2013

Northeast
community college

Agriculture Department



Welcome

Welcome to the 5th annual AG-ceptional Women's Conference! Each year we strive to educate, motivate and celebrate women in agriculture. We give a HIGH FIVE to women in agriculture and all that they do. This conference is an opportunity to share resources and provide support. Women in agriculture are known for their strength and resilience, and often with little fanfare. Today is a day to offer you the support and encouragement that you so richly deserve. We believe you will find the conference to be truly inspiring with dynamic keynote presentations, excellent workshops, great food and fantastic networking opportunities. The presenters and sponsors are here to help and support you, feel free to visit with them. This day is for you, to help you achieve your goals. We admire your strength because we know that you make a difference and are truly AG-ceptional! Thank you for all you do!

AG-ceptional Committee photo taken at the 2012 Conference





To book a tour or meeting at the
Gothenburg Water Utilization Learning Center,
please contact Khris Jinks or Jessi Korinek at:
khris.a.jinks@monsanto.com
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AG-CEPTIONAL COMMITTEE

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Community College

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Sara Borgelt – Zoetis

Liz Doerr – Pork Producer, Office Administrator and Zoning
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Roxanne Dusel – Farm Wife/Grain Producer

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Kally King – Grain Merchandiser, Agrex, Inc.

Lydee Jo Krueger – US 92 Radio

Jan Miller – Pork Producer, Nebraska Pork Producers Director

Deb Neidig – Producer

Sarah Polacek – 4-H Extension Assistant/Madison County
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Joan Ruskamp – Cattle Feeder/Farm Wife

Bonnie Schulz – Farm Business Owner

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Debb Strate – Executive Assistant, Northeast Ag, Math, and
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*recommended internal cooking
temperature followed by a three
minute rest time*



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Agenda

Friday, November 22 • Lifelong Learning Center • Norfolk, Nebraska

- 8:00 - 8:30 am CHECK IN (Lifelong Learning Center)
- 8:00 - 9:00 am EXHIBITS, NETWORKING & BREAKFAST
Soy Donuts sponsored by Nebraska Soybean Board
- 9:00 - 10:45 am OPENING SESSION
Welcome & Opening Comments
Video Presentation
AG-ceptional Woman of the Year
- KEYNOTE SPEAKER SPONSORED BY
AURORA COOPERATIVE AND DALE'S FLYING SERVICE
AMANDA RADKE "Real Ranch Wives of Rural America!"
- All participants receive a copy of Amanda's book,
"Levi's Lost Calf," compliments of
Monsanto Gothenburg Water Utilization Learning Center
- 11:00 - 11:50 am WORKSHOPS SESSION A
- 12:00 - 1:30 pm LUNCH & SPECIAL PRESENTATION
PORK PROVIDED BY
NEBRASKA PORK PRODUCERS ASSOCIATION
Enjoy exhibits and networking opportunities
- 1:30 - 2:20 pm WORKSHOPS SESSION B
- 2:30 - 3:20 pm WORKSHOPS SESSION C
- 3:20 - 3:45 pm AFTERNOON BREAK
SPONSORED BY MIDWEST DAIRY ASSOCIATION
Snacks, Exhibits, Networking
- 3:50 - 4:30 pm WORKSHOPS SESSION D
- 4:45 - 5:30 pm THE PRIZE IS RIGHT!
Featuring Dawn Caldwell and Joan Ruskamp
Closing Remarks
- 



Keynote Speaker

Amanda (Nolz) Radke is a Mitchell native and a graduate of agricultural communications, leadership and education at South Dakota State University. She was a 2006 National Beef Ambassador and also won the National FFA Extemporaneous Speaking Contest that same year. She currently raises seedstock cattle with her husband, Tyler, and her parents, Dave and Peggy, 10 miles northeast of Mitchell, in their business, NOLZ Limousin.

Radke has quickly become one of the beef industry's most-recognized bloggers. She writes for BEEF Magazine and was listed on Media Industry News' 2012 Top 15 Under 30 People To Watch list, as well as the Cattle Business Weekly's 2012 Top 10 Beef Industry Leaders Under 40 list. In addition to raising beef, she travels the country speaking to agricultural groups and reading her children's book, "Levi's Lost Calf," at elementary schools and libraries. Her latest project is a ranch romance novel titled, "Dakota Rose." Amanda's keynote address for the 2013 AG-ceptional Women's Conference is sponsored by Aurora Cooperative and Dale's Flying Service.

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Session Schedule

Room	Session A 11:00 - 11:50	Session B 1:30 - 2:20	Session C 2:30 - 3:20	Session D 3:50 - 4:40
Lifelong Learning Center Suite B	A1 Tree Tips 101 -- Amy Renter	B1 WOW! Window Covering Ideas -- Amy Renter	C1 Healthy Heart Cardiovascular Disease Prevention -- Larry Bockelman	D1 Farm Crisis Planning... Protecting Your Farm and the Reputation of Your Farm -- Cindy Cunningham
Lifelong Learning Center Suite C	A2 Pork. Be Inspired! -- Chef Judy Gilliard	B2 The 2013 Farm Bill - The Good, The Bad and the Ugly -- Tim Lemmons	C2 So I've Inherited a Farm, now What? -- Allan Vyhnaelek	D2 Healthy Fish that Tastes Good -- Chef Terry Jensen
Lifelong Learning Center Suite D		B3 Today's Land Market - New Plateau or Bubble? -- Jim Farrell	C3 Asthma, Lung Cancer, COPD and Farming -- Susanna Von Essen	
Lifelong Learning Center Main Room (Suites G, J, F, I)	A3 When Country and City Colide -- Amanda Radke	B4 Creative, Healthy Casseroles -- Deb Schroeder	C4 How to Kick Start Your Family's Succession Plan -- Kory Beyl	D3 Don't Plant That... Do Plant This! -- Kelly Feehan
Lifelong Learning Center Suite K		B5 - Social Media For Business -- JoAnn McKenzie	C5 Reaching Out With Social Media -- JoAnn McKenzie	D4 Biotech Crops and Consumer Concerns -- Jenny Rees
Lifelong Learning Center Suite L	A4 Exercise in a Busy World -- Shane O'Brien	B6 Apps For Agriculture -- Wayne Ohnesorg	C6 Farm Issues for 2013 -- Nancy Brozek	D5 Quick Books for Farmers -- Nancy Brozek
Lifelong Learning Center UNL Classroom (RM 193)	A5 Tree Tips 101 -- Amy Renter	B7 Objectives: Your Guide to all Things BEEF! -- Ann Marie Bosshamer	C7 Marketing Concepts and Techniques: What's Right For You? (basic) -- Paul Sedlacek	D6 The Agricultural Commodity Bull Market: Has Supply Caught up with Demand? (advanced) -- Paul Sedlacek
Lifelong Learning Center ESU			C8 Travel Like a Pro -- Susan Staub	
Cox Activities Center	A6 Healing Cells: How the Greatest Revolution in Medical History is Changing Your Life -- Dr. Keith Vrbicky A7 Rainfall Simulator: Modeling the Benefits of Crop Residue Cover in Preventing Rainfall Runoff and Soil Erosion -- Dan Gillespie			D7 Jazzercise, Get In Shape and Have Fun Too! -- Jane Wentling



Joan Ruskamp, Joan and her husband, Steve, have a farm and feed cattle near Dodge, NE. Joan received an Associate's Degree in Veterinary Technology from Curtis in 1980. She moved to Dodge in late 1981 when she married her husband, Steve. Steve and Joan have five children ages 20-30 and one grandchild. Some of Joan's duties include cattle doctoring, cattle processing, pen rider and bookkeeper. Joan also serves the community as a 4-H leader and an EMT and is active in parish and other community organizations. Joan is a member of Nebraska Cattlemen, NCBA, NCA, ANCW and Farm Bureau and currently serves on the Cattleman's Beef Board. Joan is alum of the Nebraska LEAD program (28). Joan just completed her third year as a volunteer for CommonGround, an advocacy group for agriculture. Joan is also a five year member of the AG-ceptional Women's Conference Committee.

Dawn Caldwell, Dawn is a wife to Matt, and has been labeled this year as the Marathon Mom (which Kaydee and Emmet help her qualify as). The Caldwell's live near Edgar, Nebraska, but keep a cow herd in north central Kansas, where they also farm with Matt's brother. Dawn is employed with the Aurora Cooperative as their Corporate Communications Manager, but gets to spend time volunteering for CommonGround where she works on engaging in conversation about farming and food production with consumers who are not familiar with said topics. She loves God, her family, that annoying, yet addictive bubble game on cell phones, red wine, and cows – all in a different order on any given day.

Workshops Group A

EXERCISE IN A BUSY WORLD

Shane O'Brien, Exercise Physiologist, Manager of Cardiac Rehab,
Faith Regional Health Services

- Heart structure & function
- Exercise in a busy schedule
- Basics of strength training/correct lifting techniques/back

HEALING CELLS: HOW THE GREATEST REVOLUTION IN MEDICAL HISTORY IS CHANGING YOUR LIFE - DR. KEITH VRBICKY, MD, FACOG

- In the new field of Regenerative Medicine, learn about a wide array of emerging adult stem cell breakthroughs, including their ability to repair damaged hearts and organs, restore sight, kill cancer, cure diabetes, heal burns and stop the march of degenerative diseases such as Alzheimer's, multiple sclerosis and Lou Gehrig's disease.

PORK. BE INSPIRED! WITH COOKBOOK AUTHOR & CHEF JUDY GILLIARD

- Pork has changed and how! Join us for all things pig and learn about the many changes with today's leaner pork. Chef Judy will demonstrate and sample her personal creation: Apricot Bourbon Pork Tenderloin. This entrée is also being served at lunch so stop in for a sneak peek. You will leave with a host of pork goodies, including recipes, a basting brush, flexible cutting board and pork coupons redeemable in your favorite local store. Bon Appetit!!!

RAINFALL SIMULATOR: MODELING THE BENEFITS OF CROP RESIDUE COVER IN PREVENTING RAINFALL RUNOFF AND SOIL EROSION

Dan Gillespie, No-Till Specialist with USDA NRCS

- Raindrop impact on bare soils is the primary cause of rainfall runoff and soil erosion events
- Crop residue is a co-product of cash grain production and is Mother Nature's best tool to protect bare soils from this damaging impact
- Continuous no-till farming preserves crop residues on the soil surface and allows farmers to infiltrate more water from intense rainfall events into the soil profile

TREE TIPS 101

Amy Renter, Owner/Decorating Expert at Magnolias Home Decor & Design

Learn the tips and tricks the pros will use to create a designer Christmas tree look this year!

- The hottest designer color combos

- Ribbon use & bow tying
- Floral & ornament placement techniques

WHEN COUNTRY AND CITY COLLIDE

Amanda Radke, Contributing Editor, Agricultural Speaker

- A look at consumer trends, media misconceptions and how farm & ranch women can bridge the gap between urban and rural America using social media tools. Polish up your Facebook page, start a Twitter account or learn more about Instagram. Become a better agricultural advocate with Amanda's workshop.

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Ribeye Pork Chop



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Workshops Group B

APPS FOR AGRICULTURE

Wayne Ohnesorg, Extension Educator - Madison, Wayne, Pierce and Stanton Counties

- How to find apps for ag
- Suggested apps for ag
- How to use selected apps for ag

CREATIVE, HEALTHY CASSEROLES

Deb Schroeder, UNL Extension Educator, Cuming County

- What is to be done to rescue this family favorite and maintain its place in your meal planning? Through this program, our goal is to help you figure out how to keep the convenience of the casserole in your menu plan while ditching the extraneous fat, salt (sodium) and refined carbs
- There is nothing innately bad about a casserole: a savory, one-pot entrée that can go directly from the oven to the dinner table. In fact, a casserole that is ready to pop in the oven may be one of those things that limits your time in the kitchen and thus, unwanted snacking
- It's the traditional execution that's the problem with casseroles, all of that sloppy, gooey cheese and dense layers of refined carbs

OBJECTIVES: YOUR GUIDE TO ALL THINGS BEEF!

Ann Marie Bosshamer, Executive Director, Nebraska Beef Council

- Become familiar with beef nomenclature and learn why some beef cuts are titled differently
- Become familiar with new beef technology resources, such as the "Interactive Meat Case"
- Be introduced to our newest beef recipes "30 meals in 30 minutes"

SOCIAL MEDIA FOR BUSINESS

JoAnn McKenzie, Social Media Consultant

- Social media-it's free
- Social media to focus groups
- Educating the public

THE 2013 FARM BILL – THE GOOD, THE BAD AND THE UGLY

Tim Lemmons, Extension Educator

- How the program works
- What can you expect for the 2014 cropping year
- What you can do now to prepare for a smooth transition

The Farm Bill, like the one before it, will function very differently than what you are used to. Make sure your operation is prepared to step into the next generation of USDA Farm Bill programs.

TODAY'S LAND MARKET - NEW PLATEAU OR BUBBLE?

Jim Farrell, AFM President CEO of Farmers National Company Farm Management & Real Estate Sales

- What are the drivers of the land values and rents today?
- Are current rents and values sustainable?
- Jim will also share his insight into current land values and rental arrangements.

WOW! WINDOW COVERING IDEAS

Amy Renter, Owner/Decorating Expert at Magnolias Home Decor & Design

- Learn the top 5 window covering mistakes. Get Amy's tips on color & style trends in blinds, shades & fabric treatments to create a window look you'll love!
- How to choose the right shade style & function for your windows
- 5 mistakes - the dos and donts of blinds & fabric treatments
- Choosing the best styles & colors for your room

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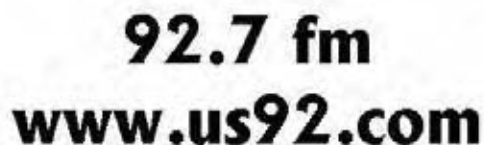
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- Protect sensitive land providing payments for conservation through CRP, GRP, WRP, & CREP programs
- Provide income support to producers through a variety of commodity programs.
- Assist producers that cannot obtain commercial credit with operating and/or farm ownership loans.
- Provide funding & loans to restore land after a natural disaster.
- Offer interim financing allowing producers to hold over their crop without having to sell at harvest, often used with forward contracting
- Offer loans for construction of farm commodity storage facilities/structures.
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Workshops Group C

ASTHMA, LUNG CANCER, COPD AND FARMING: WHAT ARE THE RISKS?

Susanna Von Essen, MD, MPH, Professor of Pulmonary Care, Critical Care, Allergy and Sleep Division, Department of Internal Medicine, University of Nebraska Medical Center

- How farming both protects from and helps cause asthma
- What you can do to prevent lung cancer if you are a farmer
- What is COPD and how farming can be a risk factor

FARM ISSUES FOR 2013

Nancy Brozek, CPA, President of Christensen Brozek Faltys, PC

- What's new for 2013 and beyond
- Understanding depreciation options
- Understanding Form 1040 tax tips

HEALTHY HEART CARDIOVASCULAR DISEASE PREVENTION

Larry Bockelman, Public Health Educator, Elkhorn Logan Valley Public Health Department (cardiovascular disease prevention program aimed at farmers and their families)

- Cholesterol
- Blood pressure
- Exercise/wellness

HOW TO KICK START YOUR FAMILY'S SUCCESSION PLAN

Kory Beyl, Legacy Adviser, Water Street Solutions

- Learn what's included in a complete plan
- Work through the four D's of succession planning
- Understand the risks of not acting
- Anticipated challenges and how to deal with them
- Find out how to deal with fair vs. equal among your children

MARKETING CONCEPTS AND TECHNIQUES: WHAT'S RIGHT FOR YOU? (BASIC)

Paul Sedlacek, Co-owner and President, Advantage Commodities, Inc., Pierce

- Grains
- Livestock
- Energy

REACHING OUT WITH SOCIAL MEDIA

JoAnn McKenzie, Social Media Consultant

- Reaching out to the masses
- Social media websites-more than Facebook

SO I'VE INHERITED A FARM, NOW WHAT?

Allan Vyhnaelek, UNL Extension Educator. Allan will discuss landowner responsibilities including:

- Communications with family
- Communications with the tenant
- Setting goals

- Specific landowner responsibilities
- Establishing fair rental agreement
- Managing the rental agreement

This session is for new landowners but will include good reminders for all of us who own farmland

TRAVEL LIKE A PRO

Susan Staub, WJAG Marketing & Travel Coordinator

- Group travel
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- You only live once





AG-ceptional

Woman of the Year

2012

Early in the 2012 AG-ceptional conference, Nancy settled in to view a large-screened video and immediately recognized familiar surroundings....and herself. The Kirkholm farm, shop and interview with Nancy conducted two months earlier for a “possible part in a women in agriculture documentary” was on display for the crowd. Called on stage to accept her AG-ceptional Woman of 2012 award, Nancy spotted her 85 year old parents, four of her six siblings, two of their spouses, and her son Tyler who she assumed was home minding the farm. Nancy had attended the conference with her daughter, Tess.

“Many Nebraska women deserve this recognition. My story is not unique in the farming community and farm wives in general possess ample qualities to handle this responsibility. However, I humbly admit that I have enjoyed the attention received as a result of the award! I think I am most proud that it was an agriculturally focused honor.”

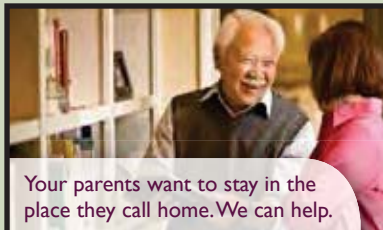
Nancy was raised near Anthon, Iowa, on the farm where her parents still reside. She is the middle of their five daughters and two sons. Following high school, she attended Iowa State University and graduated in 1979 with a degree in Agricultural Business. “I was one of the 2% of women in the College of Agriculture at Iowa State in those years. I had no warning of that when I chose my major. It just seemed the most logical direction for me even back then.” Nancy’s husband, Dennis, also attended Iowa State working toward an agricultural degree, as well. He was a member of FarmHouse Fraternity. Dennis and Nancy moved to Homer, NE in 1982 where they, along with Dennis’s parents and brother continued to grow their operation on both the Iowa and Nebraska sides of the Missouri River. Dennis and Nancy’s children, Tyler and Tess, were raised in Nebraska and graduated from the University of Nebraska with agricultural degrees. Dennis and Nancy stayed true to their Iowa State roots which proved challenging while raising two “Cornhusker” children.

The decision to continue farming following the loss of her husband was not made in haste. Nancy knew her husband’s brother had planned to leave the family operation shortly before her husband’s cancer diagnosis. He remained long enough to see the family through that current crop season. Nancy’s son, Tyler, had received his Ag-Business degree from the University of Nebraska just five months prior, intending to return home to farm with his father. “Farming is an aging industry. We need to encourage young men and women who are willing to assume the risks and rewards of this profession. I had a dedicated and capable young son at my side who fit those qualifications.” The exit of Nancy’s brother-in-law and loss of her husband occurred in the same year. Planning for the next crop season alone with Tyler was conducted simultaneously with closing out the farm companies owned by her husband and brother-in-law. The Kirkholms’ machinery sale was held eight months following Dennis’ death. “A great number of primary aspects in my daily life had changed so quickly. Deciding to continue farming helped me regain control. Tyler and I had retained enough machinery to begin farming but watching the rest be sold off piece by piece was a difficult reality. For me, the sale was the second worst day of the year. To a grain farmer, machinery is more than a tangible asset.”

Nancy understood early that challenges would arise from farming with a young son. “We lost a great deal of experience and problem-solving techniques when we lost Dennis. He always said he worked best under pressure which is a key trait as a farmer. Luckily for me, Tyler possesses many of his father’s qualities.” “We have been greatly tested but I believe in the oft-used cliché that it will only make us stronger. That and, of course, the strength gained from the heavens above.”

“My daughter, Tess, is the positive, neutralizing force between Tyler and myself. We are always in business mode. Though dedicated to agriculture herself, Tess reminds us to enjoy life away from the farm.”

Nancy has been an active member of St. Cornelius Church in Homer for thirty-one years. She served on the Homer school board from 2000-2008 and is currently a board member on the Educational Service Unit #1 in Wakefield, NE. Nancy was one of the original members of The Dakota County Economic Development committee and was one of the founding members on the board of Siouxland Ethanol in Jackson, NE.



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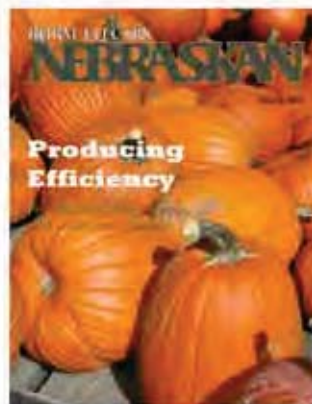
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- Unique opportunity to share in our net earnings
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Workshops Group D

THE AGRICULTURAL COMMODITY BULL MARKET: HAS SUPPLY CAUGHT UP WITH DEMAND? (ADVANCED)

Paul Sedlacek, Co-owner and President, Advantage Commodities, Inc., Pierce

- Grains
- Livestock
- Energy

BIOTECH CROPS AND CONSUMER CONCERNS

Jenny Rees, UNL Extension Educator

- Learn about the biotechnology process, why it's used in crops, and the advantages and disadvantages
- Discuss consumer concerns regarding biotech crops and what the research says regarding them

DON'T PLANT THAT...DO PLANT THIS!

Kelly Feehan, UNL Extension Educator

- Tips for selecting the right plants for yards and gardens
- Bad plants to avoid
- Top 10 plants for Nebraska gardens for color and low care

FARM CRISIS PLANNING... PROTECTING YOUR FARM AND THE REPUTATION OF YOUR FARM

Cindy Cunningham, Assistant Vice President of Communications for the National Pork Board

- Planning and preparedness at the farm level can mean the difference between staying in business after a disaster or finding another occupation. In today's world where "news" and "facts" can be around the globe in a blink of an eye, would you know what to do or where to turn if someone attacked the reputation of your farm? The Pork Checkoff has created a tool that could be used by all farmers. The Farm-level Crisis Plan assists farmers in developing a farm-specific plan to manage a devastating situation ranging from a tornado or fire to accusations about your animal care. This session will talk about the value of such a plan and how to create your own crisis plan utilizing an easy-to-follow template.

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They've been ignored for far too long.
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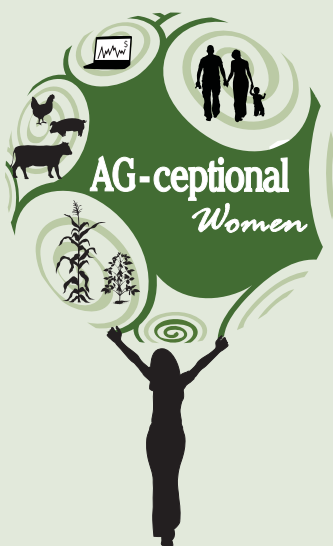
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We cannot act like it's no big deal.

They make it through good times, they make it through tough.
They make sure there's more than enough.
They work, they give, they laugh, they love.
They stand tall when push comes to shove.
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By Corinne Morris

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