

## Women in Boots & Blue Jeans

### Ag Risk Management Conference



Please join us for the first ever Women in Boots & Blue Jeans: Ag Risk Management Conference. This will be an exciting opportunity to learn from some of the top professionals in Missouri agriculture. The conference will focus on three areas of risk: Marketing, Financial and Legal Issues.

The conference was developed at the suggestion of participants in Annie's Project. Many requested an educational format for two days focused on risk topics and an opportunity to meet and network with others across the state with an agricultural interest.

This event is open to anyone seeking to learn more about agricultural risk management. It is designed to be very informative and yet fun too. There is a superb line up of topics and speakers.

Be prepared to learn, have fun and meet others with similar backgrounds. Tan-Tar-A has agreed to offer the same rate for an extra night or two if you want to bring your family and enjoy the Lake area for the weekend.

If you have any questions, please contact one of the committee members listed below. We hope you will choose to join us.

#### **For More Information Contact:**

Mary Sobba  
Ag Business Specialist  
(573) 581-3231  
sobbam@missouri.edu

Karisha Devlin  
Ag Business Specialist  
(660) 397-2179  
devlink@missouri.edu

Parman Green  
Ag Business Specialist  
(660) 542-1792  
greenp@missouri.edu

Gordon Carriker  
Ag Business Specialist  
(417) 581-3558  
carriker@missouri.edu

Women in Boots & Blue Jeans  
Ag Risk Management Conference



University of Missouri Extension Council  
Audrain County  
101 N Jefferson, Room 304  
Mexico, MO 65265

UNIVERSITY OF MISSOURI  
**Extension**

Non-Profit Org.  
U.S. Postage  
PAID  
Mexico, MO  
65265  
PERMIT NO. 101

## Women in Boots & Blue Jeans

### Ag Risk Management Conference

*For Farm Women*



### Tan-Tar-A

Osage Beach, MO

**March 20-21, 2009**

(Friday-Saturday)

Friday: 1:30 p.m.

to

Saturday: 4:30 p.m.

UNIVERSITY OF MISSOURI  
**Extension**

Grab a friend and come to:

# Women in Boots & Blue Jeans

**Cost:** The fee is \$55 / person. (includes most meals, breaks and handouts).



**Registration:** Pre-registration is required and due by **March 16, 2009**.

**Hotel rooms** are not included in registration. Hotel rooms will be available at a discounted rate of \$79 plus \$10 resort fee and taxes until **March 6**.

For reservations call: **800-826-8272**.

Be sure to tell them you are with the **Women in Boots & Blue Jeans Conference** to get that rate. Checkout the Tan-Tar-A website at: <http://www.tan-tar-a.com>

This conference is partially funded by a grant through the Risk Management Agency.



University of Missouri, Lincoln University, U.S. Department of Agriculture, and Local Extension Councils Cooperating

EQUAL OPPORTUNITY/ADA INSTITUTIONS

## Friday—March 20

1:30 p.m. — **Welcome**  
**Today's Economic Rollercoaster ...**  
**Caution: Please Buckle Up!**  
Lori Wilcox, *Food & Ag Policy Research Institute*

**Voices for Agriculture-Who is being heard?**  
Karla Klinger-Diaz — Simon, Diaz & Ellis Law Firm

5:00 p.m. — **Supper on your own**

7:30 p.m.— **Issues & Ice Cream**  
(*MU Tiger Stripe Ice Cream*)

**Roundtable Discussions**  
(*Informal—visit those of interest to you*)

- QuickBooks
- Money Habitudes
- FSA & the Fine Details
- AgriMissouri/Agritourism
- Leasing Land Values
- Annie's Project
- Quicken
- AgriAbility
- Marketing
- Legal Issues

## Saturday—March 21

6:45—7:45 a.m. **Breakfast**  
8:00 a.m.

**Tools for Your Marketing Toolbox**  
Toni Dunker, *Advance Trading*

**Covering Your A\$\$ets: Legal Issues**  
Karla Klinger-Diaz — Simon, Diaz & Ellis Law Firm

**Financial Environment—Farm Level**  
FCS Financial and FAPRI

**Lunch:** **Ruth Hambleton**, Founder of *Annie's Project*—Education for Farm Women

**\$it Down in the Canoe!**  
Cynthia Crawford, *University of Missouri Extension*

**Marketing Plan Cookbook:**  
**Crops: Stirring Up Your Marketing Strategy**  
Toni Dunker, *Advance Trading*  
**Livestock: Tenderizing Industry Information**  
Scott Brown, *Food & Ag Policy Research Institute*

**Wrap Up—Can You Hear Me Now?**  
Diane Olson, *Missouri Farm Bureau Federation*

4:30 p.m. — **Adjourn**

Brochure may be photocopied or additional copies may be downloaded at <http://extension.missouri.edu/annie>

Women in Boots & Blue Jeans

## Registration Form

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

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

City, State, Zip: \_\_\_\_\_

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

E-mail \_\_\_\_\_  
(e-mail addresses will only be used for this conference and not given out to anyone else)

**Your Farm Enterprises:**

Row Crops \_\_\_\_\_

Livestock \_\_\_\_\_

Other: \_\_\_\_\_

Clip and return by noon **March 16th** with \$55 registration fee to:  
Audrain Extension Center, 101 N. Jefferson St., Rm 304, Mexico, MO 65265

Make check payable to:  
**MU Extension**

*If you need special accommodations because of a disability/medical condition, or if you need materials in an alternative format, please contact us immediately at 573-581-3231.*