

# Friday, March 22<sup>nd</sup>

**2:00 p.m. Registration Opens**

**2:15 p.m. Depart for Meredith Corporation Tour**

Tour Meredith Corporation office, test kitchen and studio.

Meredith Corporation, a print and digital media company, was founded in 1902 with the introduction of Successful Farming. Meredith owns 40 magazines to go with its 17 television stations and 50 web sites. On this tour you will see the photo studio and test kitchen for Better Homes and Gardens, Country Home, Wood and Midwest Living, Family Circle, Parents, Shape, Allrecipes, Martha Stewart Living and Magnolia Journal, among other publications.

**4:30 p.m. Concurrent Session I**

**Basics of Crop Insurance**

**Lori Reifschneider, Farm Credit Services of America**

Feel better prepared to buy the right crop insurance.

**Creative Hedging**

**Jake Moline, INTL FCStone Inc.**

Dive into the specifics of puts and calls, helping you learn how to get more creative with hedging.

**5:45 p.m. Break**

**6:30 p.m. Experience Iowa Night**

**Lisa Shimkat, Iowa Small Business Development Center**

Experience Iowa-based producers, including wineries, breweries, creameries and more, while learning about Iowa-based small businesses as you taste samples of their products for sale. Enjoy all things Iowa, connect with other women in ag, and have a little fun in this farmer's market atmosphere!

**8:30 p.m. Conclude**

# Saturday, March 23<sup>rd</sup>

**7:30 a.m.**      **Breakfast and Registration open**

**8:30 a.m.**      **General Session: Grain Marketing Square Zero**  
**Cheyenne Dunham and Tom Guinan, Landus Cooperative**

Looking at contracts offered to help producers market profitably. What are deliveries, making a decision, understand grain/harvest policies

**10:30 a.m.**      **Break**  
**Networking and Refreshments**

**10:45 a.m.**      **Concurrent Session 2**  
**Basics of Crop Insurance**  
**Lori Reifschneider, Farm Credit Services of America**

Basics of Crop Insurance – Feel better prepared to buy the right crop insurance.

## **Creative Hedging**

**Jake Moline, INTL FCStone Inc.**

Dive into the specifics of puts and calls, helping you learn how to get more creative with hedging.

## **Farm Management 101**

**Lori Herrstrom and Holly Betten, Landus Cooperative**

Tips on managing the people on your farm and employee relations.

## **Ag Loans 101**

**Karen Turner and Shayla Troendle, Farm Credit Services of America**

Feel better prepared to apply for loans and better understand expectations and needs of a banker before meeting with them.

**12:00 p.m.**      **Lunch**  
**Keynote Address: Mental Health in a Tough Farm Economy**  
**Patti Treibel Leeds, Hamilton County Community Services Director**

**1:30 p.m.**      **Break**  
**Networking and Refreshments**

# Saturday, March 23<sup>rd</sup>

**1:45 p.m.**

## **Concurrent Session 3**

### **Farm Management 101**

**Lori Herrstrom and Holly Betten, Landus Cooperative**

Tips on managing the people on your farm and employee relations.

### **Ag Loans 101**

**Karen Turner and Shayla Troendle, Farm Credit Services of America**

Feel better prepared to apply for loans and better understand expectations and needs of a banker before meeting with them.

### **Looking at the Future: Changes in our Livestock Industry**

**Megan Bible, Furst McNess**

Discuss industry regulations, VFDs how they have been changing and will continue to change, African Swine Flu, the modern pig and impacts of increasing occurrences of micro-toxins in feed.

### **Spring Agronomy Decisions 101**

**Meaghan Anderson, ISU Extension Field Agronomist**

**Carolyn Opperman, Landus Cooperative**

How to spend effectively: seed selection/pre/post emerge/custom application services.

**3:00 p.m.**

## **General Session**

**Moderator: Alicia Heun, Landus Cooperative**

**April Hemmes, United Soybean Association Board**

**Jenni Peters, National Cattlemen's Beef Board and Iowa Beef Industry Council**

**Jolene Riessen, Iowa Corn Growers Association Board**

**Jen Sorensen, National Pork Producers Council Board and Iowa Pork Producers Association**

**Keynote Address Producer Panel** – Featuring female farmers who are also involved in leadership roles in our state's commodity organizations. Learn how to get involved and how it can positively impact your operation.

**4:30 p.m.**

## **Closing Remarks and Adjournment**