

**The Executive Program for Producers:  
Farm Management and Marketing Workshop**  
July 21-23, 2010  
Will County Farm Bureau, Joliet, Illinois  
*TENTATIVE Agenda*

---

**Wednesday, July 21, 2010**

---

- 9:00 Registration
- 10:00 Welcome and Introduction
- 10:30 Opening Keynote Address  
- 2010 Marketing Outlook  
Jerry Gulke  
*Gulke Group*
- 11:15 Commodity Market Regulation and Environmental Issues  
- Impact of Commodity Regulation  
- Climate Change/Energy Policy  
- USDA Priorities and Agenda  
- Farm Commodity and Conservation Programs  
Floyd Gaibler\*  
*Former USDA Under Secretary*
- 11:45 Lunch - Sponsored by Will County Farm Bureau Marketing Committee
- 1:00 What I Need from the Market  
- Understanding your cost structure  
- FLOID  
Scott Mickey  
*Clemson University*
- 2:30 Fundamental Analysis of Agronomic Crops  
- Supply and demand estimates  
- How to use Fundamental analysis  
- Is China demand for real  
Jeff Beal  
*Gulke Group*
- 4:30 Review session & begin work on financial plan
- 5:30 Dinner Banquet At Al's Steak House Sponsored by Country Financial - Tim Hartnell, Agent

---

**Thursday, July 22, 2010**

---

- 7:00 Breakfast
- 8:00 Technical Analysis  
- Basic charting philosophy  
- Using charts to help manage risk  
Jeff Beal  
*Gulke Group*
- 9:00 Crop Insurance as a Risk Management Tool  
Mark Luce  
*Country Financial*

- 10:00 Understanding how to use Options Jeff Beal  
*Gulke Group*
- 11:00 Funds and their influence on the Market Jeff Beal  
*Gulke Group*
- 12:00 Lunch Sponsored by Will Country Farm Bureau Marketing Committee
- 1:00 Succession Planning made simple John Schwan\*  
*Schwan Financial Group*
- 2:00 Financial Analysis Scott Mickey  
*Clemson University*
- Financial Ratios and Risk Assessment
  - Calculating what prices are needed to insure profitability?
  -
- 3:00 Case Farm Exercise – Market Simulation
- Make actual marketing and sales decision
  - Random “draw” to determine yields and effectiveness of marketing plan
- 4:30 Summary of Case Farm Market Simulation

---

**Friday, July 23, 2010**

---

- 7:00 Breakfast
- 8:30 Developing and Monitoring Your Marketing Plan Scott Mickey  
*Clemson University*
- Per Bushel Goals
  - Revenue Goals
- 11:00 Putting your Plan on Paper Scott Mickey  
*Clemson University*
- What do you need?
  - Where are prices headed?
  - Which tools use and why.
- Open Lunch
- 1:00 Finalize and Review your plan for 2010 with instructors

\*Guest speakers can vary depending on location and availability