

# THE EXECUTIVE PROGRAM FOR PRODUCERS

## FACULTY

The faculty includes, Scott Mickey, Clemson University; and Jeff Beal of Gulke Group, Inc. and Guest Speaker Floyd Gaibler, former USDA Under Secretary.

**Gaibler** was the former VP of the Ag Retailers Association and most recently was the USDA Deputy Under Secretary for Farm and Foreign Agricultural Services.

**Mickey** helps farmers understand the tools available to manage risk – crop insurance, government programs, supply and demand trends, market trends and production costs.

**Beal** is a market analyst who has appeared on Al Pell's Weekend Market place and on Ag radio programs throughout the Midwest. He is a frequent guest speaker for farm groups around the country. He will lead the discussions on market fundamentals and price risk management using futures and options.

## MARKET SIMULATION

This is your chance to test your marketing skills without risking any \$\$\$.

Try alternative crop insurance products or different marketing tools and see if they can help you manage the risk in your business!

Practice your new marketing strategies!

## SCHEDULE

Check dates and locations for a time that best fits your schedule.

### Tentative Schedule

Day 1 Registration 9:00 am  
Day 1 Workshop 10:00 am – 5:00 pm  
Day 2 Workshop 8:30 am – 5:00 pm  
Day 3 Workshop 8:30 am – 2:00 pm

## MEETING PLACE

The Executive Program for Producers will be held at various locations throughout the country during the year. The site is usually chosen for convenience and when possible, in association with the Ag Extension offices of different universities. Please be sure to block all three days out for the workshops and networking events in the evening.

We encourage all participants to stay at the local hotel that is recommended by the host. This will vary from city to city, but is usually very affordable and allows time for the participants to network and learn from each other and to spend more time with the professional instructors.

## TUITION

Tuition is \$595 per student (\$550 early bird registration if sent 3 weeks before workshop). The fee covers all instructional materials, the welcome reception, breakfast, lunch, and breaks each day.

## REGISTRATION

Enrollment is limited to 35 students. This allows maximum contact between participants and the instructors. Because of the class limitation, participants will be accepted on a first-come, first served basis.

For additional information, contact:

**Jeff Beal**  
Gulke Group  
141 W. Jackson St Suite 1201A  
Chicago, IL, 60604

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480-285-4745

Fax: 602-795-5893

Email: [Jeff@GulkeGroup.com](mailto:Jeff@GulkeGroup.com)

[www.GulkeGroup.com](http://www.GulkeGroup.com)

**Registration Form**  
(Please detach and return)

The Executive Program for Producers.

Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

(To Appear on Name Tag)

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

Phone # ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Fax # ( \_\_\_\_\_ ) \_\_\_\_\_

Tuition Fee \$ 595.\* Please make checks payable to **Gulke Group** and return with enrollment application to:  
141 W. Jackson Blvd., Suite 1201 A, Chicago, Illinois, 60604

\* Does not include some meals or lodging.

# FARM MARKETING AND FINANCIAL WORKSHOP



## THE EXECUTIVE PROGRAM FOR PRODUCERS: FARM MARKETING AND FINANCIAL WORKSHOP

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### WORKSHOPS HELD THROUGHOUT THE COUNTRY.

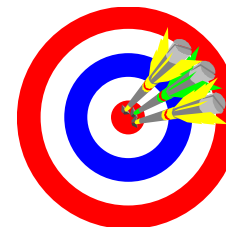
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## THE EXECUTIVE PROGRAM FOR PRODUCERS

### PROGRAM GOALS

The Executive Program for Producers: Farm Management & Marketing is for farm operators who want to capture profitable prices for their commodities. During the seminar, participants receive training in commodity market analysis, components of a marketing plan and the



mechanics of developing a marketing plan. The seminar provides over 16 hours of hands-on instruction, including problem solving and case studies. Participants will write a marketing plan for their business based on their operation's cost of production and profit requirements. Here's what past year's participants had to say about The Executive Program for Producers:

“Good Program. Helps me plan my whole year!”

“The meeting was more helpful than I imagined it could be!”

“Thanks for helping me learn. The “game” was so helpful.

### WORKSHOP TOPICS

⇒ **The Future of Ag Under the Obama Administration:**

*The Obama Administration and the USDA – Their priorities and agenda and the impact on US farmers*

⇒ **Commodity Market Regulation and Environmental Issues**

*The impact of environmental and energy legislation and commodity market regulation*

⇒ **Target Price Analysis**

*Assessing financial condition of a farm business  
Reviewing goals & objectives*

⇒ **Fundamental Analysis**

*US and Global outlook for grains--short and long term.  
Using Supply and Demand estimates and other key fundamental data to make decisions.*

⇒ **Selecting the “best” crop insurance!**

⇒ **Using options for risk management**

⇒ **Understanding Futures Charts**

*Technical signals to watch  
What do the “Funds” see?*

⇒ **Marketing Simulation Game**

⇒ **Putting YOUR Marketing Plan on Paper**

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