



ANNIE'S PROJECT

EMPOWERING WOMEN IN AGRICULTURE

2017 Tentative Class Outline

Annie's Project

Annie was a woman who grew up in a small town in Northern Illinois. Her goal was to marry a farmer and she did. Annie spent her lifetime learning how to be an involved business partner with her farm husband. Together they did great things, but it wasn't easy. This is Annie's Project – to take her experiences and share it with women involved in agriculture.

Objectives

Annie's project is designed to empower women in agriculture to manage information and learn about agriculture in a relaxed local network. The target audience is women with a passion for agriculture.

Project Topics cover the five areas of Risk Management – Production, Market, Financial, Legal Risk, Human Resources.

Annie' Project – This workshop will incorporate the values of Annie's Project and focus them to those that are interested in expanding or creating new enterprises.

Class Dates:

Alternate Wednesdays, January 18 – March 29

Snow Date – March 22

Location:

Prince Georges Soil Conservation District

5301 Marlboro Race Track Road

Upper Marlboro, MD 20772

Time: 6:00pm-9:00pm

Investment: \$75.00 per person

Includes Dinner and All Course Materials



For registration information contact Jenny Rhodes jrhodes@umd.edu 410-758-0166 or visit the website at www.extension.umd.edu/annies_project

***Inclement weather policy – if Prince George's County Government Offices are closed, there will be no class and that evening's workshop will be rescheduled to the snow day, March 22.**

Dinner will begin at 6:00pm each session; networking/speaker sessions will begin promptly at 6:30pm.

Session One – January 18:

6:30pm - Annie's Project Introduction

Class Introductions

Class Survey

6:45pm - An Annie's Graduate/Farmer's Story

7:30pm - Colors Personality Test

Candy Walter, Agriculture Educator, University of MD Extension

Kim Rush Lynch, Extension Educator, University of MD Extension

The Personality I.Q. workshop is a spinoff of the Myers-Briggs Type Indicators. Using a simple series of word associations, participants will acquire a deeper understanding and insights of their personality style and work type. Hopefully this leads to clearer perceptions about ourselves and the different gifts we each bring to our families, work groups and personal relationships.

8:15pm – Business Planning

Ben Beale, Senior Agent, University of MD Extension

Planning is essential to any business, no matter how large or small your inventory, payroll and bank account. To be sustainable and profitable a farm operation must have a clear understanding of production, marketing, finances and labor. Having these plans mentally is not enough!

Taking time to formulate thoughts, evaluate your business, devise a strategy, and anticipate possible problems will help your business be successful.

Session Two – February 1:

6:30pm – When to Consider Borrowing, Loan Options & Grant Opportunities

Laura Huber, Branch Manager, Colonial Farm Credit & Steve McHenry, MARBIDCO

Farming is business that often requires infrastructure and capital before a new venture can begin, expand and/or a profit can be made. Learn what is required to borrow funds and some loan options that are available through Farm Credit and MARBIDCO.

7:15pm - 2017 USDA FSA Programs & Resources for New and Beginning Farmers

Patrick Goode, USDA Farm Service Agency

There have been many changes to current (FSA) Farm Service Agency programs. Learn more about these changes, as well as new FSA programs including grant opportunities and loans. This info may affect your decision making and farm planning.

8:00pm - Understanding your Farm Insurance Policy

Carrie Polk, Polk Insurance & Investments, Nationwide Insurance

Farming can be a risky business; therefore, farms should take measures to protect themselves. This session will focus on insurance topics and policy information regarding liability protection and risk management. It will also suggest points to ponder, including off premises and ATV, as well as production liability insurance, agri-tourism enterprises and equine operations.

Session Three - February 15:

6:30pm – Project Management, Time Management and Home/Office Organization

Rommel Simpson, Project Manager and Aspiring Farmer

This session will discuss how to set realistic timelines and deadlines as well as how to more effectively manage your time. It will offer techniques on evaluating your skill set to better organize your business in addition to tips to manage customers' expectations.

7:45pm – Marketing & Diversifying your Farm

*Candy Walter, Extension Educator, University of MD Extension
Farmer/Annie's graduate*

OK, you've got an idea. And maybe some land. Probably not a ton of money. How can you determine what products make the most sense for your agricultural operation? In this session we'll examine current market opportunities and resources available to help you through the process. We'll hear the story, experiences and lessons learned from an area farming operation that utilizes a variety of marketing strategies and has successfully diversified their farm.

Session Four – March 1:

6:30pm - Webtools and Resources

Kim Rush Lynch, Extension Educator, University of MD Extension

Computer technology provides many benefits to business/farm operations. This session will review resources and tools available for agriculture businesses.

7:15pm - Computers and Your Farm Business

Pam Saul, Farm & Equine Business Services, LLC and Quickbooks Pro Advisor

Computers can increase farm efficiency by managing financial and production records. This session will help you apply Excel and QuickBooks to your farm business. Learn how to set up Excel spreadsheets to maintain records. Practice with QuickBooks financial software to improve your farm business.

8:15pm – Credit Reports & Personal Finance

Patricia Maynard, Extension Educator, University of MD Extension

Credit history or credit report is a record of an individual's past borrowing and repaying, including information about late payments and bankruptcy. When you fill out an application for credit from a bank, store or credit card company, their information is forwarded to a credit bureau. Therefore, it is important that you understand credit reports and know your credit score. We will cover how to read and access your credit report.

Session Five – March 15:

6:30pm - Agriculture and Business Laws

Paul Goeringer, University of Maryland

We will discuss the different forms of ownership or property titling that impacts the rights of each and every person: Sole Proprietor, Joint Tenancy; Rights of Survivorship; incorporation versus Partnership. Some issues related to passing on the farm and estate tax will also be investigated.

7:45pm - Tax Considerations for Farm Businesses

Understanding tax laws is important for every farm business. This session will address farm tax planning as well as common errors made by agriculture operations. Information from the Farm

Tax guide and the personal experience of a CPA will help you understand tax planning for your farm.

Session Six – March 29:

6:30pm –Developing Marketing Plans & Incorporating Social Media into your Marketing Strategy

Candy Walter, Extension Educator, University of MD Extension

Kim Rush Lynch, Extension Educator, University of MD Extension

This session will teach you how to develop a solid marketing plan for your farming operation. At a time when word of mouth can be just as valuable as a Facebook page, learn how to determine what type of marketing methods and outlets can most benefit your business.

8:30pm -

Annie's Graduation

Course Wrap-Up

End of Class Evaluation