

STEP UP FOR THE FUTURE

Farming is a system — a dynamic one — requiring increasing management skills. Plan forward for success, integrating the systems of your business with the people in and around your business. Attend Ag Edge. These sessions are designed to help you step up for the future:

Day One

12:00- 1:00 PM

Registration

1:00-2:00 PM



Making Sense of the Markets

Arlan Suderman,
Senior Market Analyst, Water Street Solutions

Build your understanding of what affects the markets in today's environment, and why that's changed from just a few seasons ago. Also, begin to understand what future factors may have significant market impact and how best to plan and partner for success in these trying market conditions.

2:30-3:30 PM



Surviving and Thriving in the Double Partnership, Family and Business

Moderator Kristin Lindeen, herself a daughter in a family business, will walk panel members through a discussion of common pitfalls, areas we avoid and best practices for getting on a better path. What dynamics from the fast-paced family business environment of today are best preparing us for the challenges of tomorrow? Many of you will see yourselves in our panelists and come home with ways to communicate more effectively and build a better future for your relationship and your business.

4:00-5:00 PM

Landlords and Lenders: Leveraging your Business Relationships

This interactive session will send you home with great ideas for working to protect current landlord relationships, build future landlord partnerships and professionally present your farm business to landlords and bankers. The stable landlord/lender relationship of the past is being redefined, so understanding ways to proactively plan for these changing expectations/conditions is a must.

5:30-6:30 PM

Reception & Dinner

6:30-8:30 PM

Keynote: Personal Accountability and the QBQ

Do these questions sound familiar?

- When will the USDA be able to predict crop size?
- Why can't the Congress agree on farm policy?
- When is it going to rain?
- Who can I get to help around here?

In his bestselling book, QBQ! The Question Behind the Question, John G. Miller revealed how personal accountability helps to create opportunity, overcome obstacles and achieve goals by eliminating blame, complaining and procrastination. Couldn't you use this on YOUR farm?! Now his daughter, Kristin Lindeen, (QBQ Generation II), will help us navigate change, find and motivate the right employees, communicate better and build relationships by learning the tools of QBQ!



Farm Business Seminars

Here's what attendees said about last year's conference:

"The most valuable thing I learned at Ag Edge was how to improve communication and resolve conflicts on my farm."

"I really enjoyed the panel discussion and audience questions on legacy planning."

"There is deep information here on interesting topics - legacy planning, managing my farm and working with landlords."

Register today!

www.waterstreet.org

866.249.2528

STEP UP FOR THE FUTURE

Day Two

8:00- 9:30 AM



Managing in the Great Super Cycle of Agriculture

Dr. David Kohl

Professor Emeritus, Ag Economics, Virginia Tech

One day they may call these the good old days. As we sit in the middle of them, we wonder how to prepare for what's next economically. Dr. Kohl shares his insight on where we are in the big picture, and what farmers need to know to make the best of it. In this high energy seminar, learn the latest best management practices and financial benchmarking standards that are time tested for the growth and evolution of your farming business—both today and into the future.

10:00-11:30 AM



Top Ten Stupid Things Families Do to Break Up Their Business

Jolene Brown, CSP

We can prevent many daily aggravations and family business catastrophes if we learn from the mistakes of others. This eye-opening, fun filled presentation will highlight the stupid things families do that break up their business. She'll discuss in-laws, out-laws, off-site family and estates, daily communications and important meetings. Brown offers a practical starting point for legacy discussions and some homework to get you started.

11:30-1:00 PM

Table Topics Lunch

Back by popular demand, we'll host Table Topics, a chance to sit and discuss topics of your choice in a small group setting.

1:00-2:00 PM



Farm Metrics You Can Count On

Darren Frye,

President and CEO, Water Street Solutions

On your farm there are so many things to count and analyze that you may think hiring a CPA is the only solution. We're starting instead with an MBA: Much Better Analysis. From the production, risk management, financial or even legacy planning parts of your operation — this session will walk us through the numbers we should dig into and see past those that no longer matter. How should we look forward to the coming season and build a financial plan to measure current/future opportunities against each other. Darren will take some of the big picture concepts from Dr. Kohl's presentation and bring them to the farm level for you.

Register at www.waterstreet.org or 866.249.2528



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Farm Business Seminars

Lincoln, NE

December 12-13, 2013

East Peoria, IL

January 16 & 17, 2014

Indianapolis, IN

February 10-11, 2014

Willmar, MN

February 17-18, 2014