

**Beginning Farmer Service Organization Professional Development Training  
October 28-30, 2013**

*Century House, 997 New Loudon Rd, Latham, NY 12110*

**Farm Financial and Business Management Agenda**

**Monday, October 28, 2013**

<b>Time</b>	<b>Theme - Location</b>	<b>Presenter/Facilitators</b>
9:00-9:25 AM	<b>WELCOME:</b> Review Goals, Expectations – White Ballroom	Anu Rangarajan
<b>Workshop 1 – White Ballroom</b>		
9:30-10:30 AM	<b>Matching Farm Business Management Tools to Farm Maturity: Presentation</b>	Christie Young and Monika Roth
10:30-11:30 AM	<i>Participant Presentations and Teaching Methods Sharing</i>	Christie Young and Monika Roth
11:30-12:15 PM	<i>Group Discussion, Action Plan, and Evaluation</i>	Erica Frenay
<b>Lunch: 12:30-1:15 PM – White Ballroom</b>		
<b>Workshop 2 – White Ballroom</b>		
1:30-2:30 PM	<b>Market Channel Selection and Sales Projection: Presentation</b>	Matt Leroux
2:30-3:30 PM	<i>Participant Presentations and Teaching Methods Sharing</i>	Matt Leroux
3:30-4:15 PM	<i>Group Discussion, Action Plan, and Evaluation</i>	Erica Frenay
<b>Dinner: 5:15-6:45 PM – Main Ballroom</b>		
<b>Roundtable – Commons Room</b>		
7:00-9:00 PM	<i>Cultural Competency: Improving Cultural Competencies, Inclusiveness and Communication to Reach Diverse BF Audiences</i>	Gail Myers, Mary Peabody, Eduardo Gonzalez, and Joanna Green

**Tuesday, October 29, 2013**

<b>Time</b>	<b>Theme</b>	<b>Presenters/Facilitators</b>
9:00-9:25 AM	Review of Previous Day and Process – White Ballroom	Anu Rangarajan
<b>Workshop 3 – White Ballroom</b>		
9:30-10:30 AM	<b>Teaching Enterprise Budgeting: Presentation</b>	Richard Wiswall
10:30-11:30 AM	<i>Participant Presentations and Teaching Methods Sharing</i>	Richard Wiswall

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11:30-12:15 PM	<i>Group Discussion, Action Plan, and Evaluation</i>	Erica Frenay
<b>Lunch: 12:30-1:15 PM – White Ballroom</b>		
<b>Workshop 4 – White Ballroom</b>		
1:30-2:30 PM	<b>Developing Effective Record Keeping Strategies: Presentation</b>	Guilia Stellari and Richard Wiswall
2:30-3:30 PM	<i>Participant Presentations and Teaching Methods Sharing</i>	Matt Leroux
3:30-4:15 PM	<i>Group Discussion, Action Plan, and Evaluation</i>	Erica Frenay
<b>Dinner: 5:15-6:45 PM – Main Ballroom</b>		
<b>Roundtable – Commons Room</b>		
7:00-9:00 PM	<i>Cultural Competency: Engaging Veterans, African Americans, Hispanics and other non-Traditional BF Audiences</i>	Tia Christopher, Joanna Green, Gail Myers, Mary Peabody, Karen Washington, Christopher Wayne

**Wednesday, October 30, 2013**

<b>Time</b>	<b>Theme – Location</b>	<b>Presenters/Facilitators</b>
9:00-9:25 AM	Review of Previous Day and Process – White Ballroom	Anu Rangarajan
<b>Workshop 5 – White Ballroom</b>		
9:30-10:30 AM	<b>Creative Financing for the Farm: Presentation</b>	Ben Waterman
10:30-11:30 AM	<i>Participant Presentations and Teaching Methods Sharing</i>	Erica Frenay
11:30-12:00 PM	<i>Group Discussion, Action Plan, and Evaluation</i>	Erica Frenay
<b>Adjourn</b>		