**Farm Financial and Business Management Agenda**

**Monday, October 28, 2013**

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

**Tuesday, October 29, 2013**

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| **Time** | **Theme** | **Presenters/Facilitators** |
| 9:00-9:25 AM | Review of Previous Day and Process – White Ballroom | Anu Rangarajan |
| **Workshop 3 – White Ballroom** | | |
| 9:30-10:30 AM | **Teaching Enterprise Budgeting: Presentation** | Richard Wiswall |
| 10:30-11:30 AM | *Participant Presentations and Teaching Methods Sharing* | Richard Wiswall |
| 11:30-12:15 PM | *Group Discussion, Action Plan, and Evaluation* | Erica Frenay |
| **Lunch: 12:30-1:15 PM – White Ballroom** | | |
| **Workshop 4 – White Ballroom** | | |
| 1:30-2:30 PM | **Developing Effective Record Keeping Strategies: Presentation** | Guilia Stellari and Richard Wiswall |
| 2:30-3:30 PM | *Participant Presentations and Teaching Methods Sharing* | Matt Leroux |
| 3:30-4:15 PM | *Group Discussion, Action Plan, and Evaluation* | Erica Frenay |
| **Dinner: 5:15-6:45 PM – Main Ballroom** | | |
| **Roundtable – Commons Room** | | |
| 7:00-9:00 PM | *Cultural Competency: Engaging Veterans, African Americans, Hispanics and other non-Traditional BF Audiences* | Tia Christopher, Joanna Green, Gail Myers, Mary Peabody, Karen Washington, Christopher Wayne |

**Wednesday, October 30, 2013**

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