

## Equine Business Planning Course Agenda

Title	Speaker	Length	Location
<b>Feb 5: Introduction</b>			
Ice Breakers, dinner		30 min	
Welcome	Karyn Malinowski	15 min	Bridgewater
Introduction, describe section	Robin	30 min	Freehold
NJ Horse Info Initiative and County Animal Response teams: potentials for C	Sarah Ralston	20 min	web
Farm Bureau Topics	Ed Wengryn	40 min	Bridgewater
Online resources	Carey Williams	15 min	Bridgewater
Explain homework	Robin	5 min	
<b>Feb 12: Strategic Planning</b>			
Homework review, dinner		30 min	
Describe section: Robin	Robin	30 min	Freehold
SWOT Analysis	Robin	30 min	Freehold
NJ Zoning and Policy, Farmland Assessment	Paul Gottlieb	30 min	Bridgewater
State of the New Jersey Equine Industry and the Challenges it Faces	Karyn Malinowski	30 min	Bridgewater
Explain homework	Robin	5 min	
<b>Feb 19: Production and Operations Plan</b>			
Homework review, dinner		30 min	
Describe section: Robin	Robin	30 min	Freehold
Equine Legal Topics	Liz Durkin	1 hour	Bridgewater
Insurance	Ryck Suydam	1 hour	Bridgewater
Explain homework	Robin	5 min	
<b>Feb 26: Marketing Plan</b>			
Homework review, dinner		30 min	
Describe section: Robin	Robin	30 min	Bridgewater
Ag Marketing	Brian Schilling	45 min	Freehold
Equine Marketing Makeovers	Patti Colbert	45 min	Freehold
Panel discussion		30 min	
Explain homework	Robin	5 min	
<b>Mar 5: Management and Personnel Plan</b>			
Homework review, dinner		30 min	
Describe section: Robin	Robin	30 min	Bridgewater

Increasing Workforce Productivity	Bob Milligan	1 hour	web
Client Relations, more marketing if desired	Rick Wills	30 min	Freehold
Panel discussion		30 min	
Explain homework	Robin	5 min	
<b>Mar 12: Financial Plan</b>			
Homework review, dinner		30 min	
Describe section: Robin	Robin	30 min	Bridgewater
Equine Financial Tools	Sandy Denarski	1 hour	Freehold
NRCS programs	Doug Kauffman	20 min	Freehold
Panel discussion		30 min	
Explain homework	Robin	5 min	
<b>Mar 19: Graduation @ EcoComplex</b>			
Homework review, dinner	Robin	30 min	Eco-Complex
Evaluations	Laura	15 min	Eco
Karyn Malinowski- ESC		20 min	Eco
Mark Robson- SARE		20 min	Eco
Networking session			

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