

Equine Business Planning Course

Final Evaluation (Anonymous)

1. Please rank each of the following items, on a scale of 1-5, as to how valuable the information was to you.

	1 Not Valuable	2	3	4	5 Very Valuable
Marketing Basics for Your Equine Business, Brian Schilling					
Equine Marketing Makeovers, Patti Colbert					
Increasing Workforce Productivity, Bob Milligan					
Marketing and Management Observations, Rick Wills and Charlie O'Brien					
Equine Financial Tools, Sandy Denarski					
How To Apply for NRCS Programs, Doug Kauffman					
Panel Discussion, Sandy Denarski, Denise Williams, Stacey Yalenti, Kathy Kunsman					
Business plan specifics and homework, Robin Brumfield					
The workbook					
The course as a whole					

2. Please rate and comment on the facilitators at your location (Robin Brumfield, Carey Williams, Laura Gladney, April Lippert)

3. Did you read and use the workbook? Did you like the format and style? Do you have any suggestions on making it easier to use? Do you think that someone could complete a business plan using only the workbook? Any other comments on the workbook?

4. Do you now have a business plan draft as a result of this course? (Yes or No)

(over)

5. For the following statements, please check:
- A. For all the actions below that you were already completing before attending this program.
 - B. For all the actions you plan to complete within 6 months.
 - C. For all the actions that you plan to complete within 1 year.
 - D. For all actions that you do not plan to complete.

	A	B	C	D
Complete a SWOT Analysis				
Review insurance and risk management options for your farm/business				
Make a change in your marketing activities				
Make a change in the way you handle management and personnel				
Complete a financial review and develop/update financial tools				
Consult with a lawyer/insurance agent/accountant				
Complete a finished written business plan				
Review and update your plan at least yearly				
Other:				

Please comment on any specific changes you will make as a result of this course:

6. Has your opinion on the importance of business planning changed since you started this course? If so, how?

7. Any additional comments:

We will contact you in six months and again in one year for a few follow-up questions.

Thank you!