

# 2008 National Farm Business Management Conference

## *“Influencing Tomorrow’s Agriculture”*

National Association of Farm Business Analysis Specialists  
National Farm & Ranch Business Management Education Association  
June 8-12th, 2008 Piccadilly Inn University, Fresno, California

### **CONFERENCE AGENDA**

#### **Sunday June 8**

*Session Chair: Laurie Morris*

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|----------|---|-------------------------------|
| 9:00 am  | NFRBMEA Board Meeting   | <i>Broadmoor Room</i>         |
| 10:00 am | Registration Staff Meeting  | <i>Waldorf Grand Ballroom</i> |
| 1:00 pm  | Registration Begins   | <i>Waldorf Grand Ballroom</i> |
| 2:00 pm  | NAFBAS Board Meeting  | <i>Essex Room</i>             |
| 3:00 pm  | NFRBMEA Past Presidents Meeting   | <i>Broadmoor Room</i>         |
| 4:00 pm  | NAFBAS/NFRBMEA Joint Board Mtg  | <i>Broadmoor Room</i>         |
| 7:00 pm  | Registration Concludes  |                               |
| 7:30 pm  | Dessert Reception at Hotel  | <i>Waldorf Grand Ballroom</i> |
| 7:45 pm  | “Welcome to Fresno” - Laura Calderon, Fresno Convention Visitors Bureau                           |                               |
| 8:00 pm  | “Fresno County Agriculture” - Liz Hudson, Public Relations Coordinator, Fresno County Farm Bureau |                               |
| 8:30 pm  | “National Parks Overview” - Laine J. Hendricks, National Park Conservation Association            |                               |
| 9:00 pm  | Adjourn   |                               |

#### **Monday June 9**

*Session Chair: Bob Rhea*

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| 6:00 am  | Vendor Set-up  | <i>Waldorf Grand Ballroom</i> |
| 7:00 am  | Continental Breakfast  | <b>Hosted by Vendors.</b>     |
| 7:30 am  | Registration Continues   |                               |
| 8:00 am  | “Welcome to the 2008 Conference” – Tina Barrett & John Hobert, National Presidents                             |                               |
| 8:15 am  | “Overview of Issues Facing Producers” - Alexander Ott, Executive Director, California Apple Commission         |                               |
| 9:00 am  | “Labor Issues” - Manuel Cunha, Jr., President, Nisei Farmers League  |                               |
| 9:55 am  | BASE Representative  |                               |
| 10:00 am | BREAK – See Vendors  | <b>Sponsored by BASE</b>      |
| 10:30 am | “Air Quality Issues” - Gabrielle Kirkland, Director of Membership for the California Grape & Tree Fruit League |                               |

- 11:15 am "Business Issues" – Karen Morais & Nancy Ervin  
Baker, Peterson & Franklin, CPA, LLP
- 11:45 am Luncheon Speaker -- TASC
- Noon Lunch at Hotel *Ambassador & Broadmoor*  
**Sponsored by Total Administrative Service Corporation**
- 1:00 pm "Producer Perspectives" *Waldorf Grand Ballroom*  
Tom Chandler, Wells Fargo Bank  
John Diener, Red Rock Ranch  
Boyd Corkins, Farm Manager, S & J Ranch
- 2:00 pm "Price & Risk Issues" – Carl Babler & Chris Atten, First Capitol Ag
- 3:00 pm BREAK – See Vendors
- 3:30 pm "Information & Communication" - Amy Wolfe, Managing Editor,  
Agribusiness Publications
- 4:00 pm "Precision Farming and the Impact on a Farmer's Bottom Line."  
Kirk Wesley, Manager, AFS Product Marketing Case IH Agricultural  
Business
- 4:45 pm Conclude Business Sessions
- 6:00 pm Supper – "Taste of California" *Holland Park West*  
**Sponsored by CNH Capital, Welcome by Scott Rasch**
- 7:30 pm Ag Games Competition
- 8:30 pm Adjourn

**Tuesday June 10**

*Session Chair: Brad Zwilling*

- 7:00 am Plated Breakfast at Hotel *Waldorf Grand Ballroom*  
**Sponsored by John Deere Foundation**
- 8:00 am Coffee at California State University, Fresno  
*Industrial Technology Building, Room 101*
- 8:20 am "Welcome" – Dr. Charles Boyer, Dean, College of Agricultural  
Sciences & Technology & Dr. Jeronima Echeverria, Provost and  
Vice President for Academic Affairs
- 8:30 am "Marketing Speciality Crops in China" – Dr. Mechel Paggi,  
Director, Center for Agriculture Business, CSU, Fresno
- 9:15 am "Immigration Policy & California's Labor Market" – Dr. Bert Mason,  
Chair, Department of Agricultural Economics, CSU, Fresno
- 10:00 am BREAK
- 10:30 am "Regional Water Planning in the San Joaquin Valley" – Dr. Kathy  
Wood, Executive Director, Integrated Regional Water Management  
Plan, California Water Institute at CSU, Fresno
- 11:15 am "Food Safety in Perennial Crops" – Ted Batkin, President, Citrus

Research Board	
Noon	Lunch on Lawn, Viticulture & Enology Research Center
1:00 pm	Farm/ Campus Tours – Dr. Ganesan Srinivasan, Director, University Agricultural Laboratory, College of Agricultural Sciences & Technology
3:00 pm	BREAK at Hotel <i>Waldorf Grand Ballroom</i>
3:30 pm	NAFBAS Committee Meetings NFRBMEA – Exchange of Ideas and Business Meeting
5:30 pm	Adjourn – Evening On Your Own

**Wednesday June 11**

*Session Chair: Pat Harrington*

7:00 am	Breakfast Buffet at Hotel	<i>Waldorf Grand Ballroom</i>
8:15 am	Buses Leave for Farm Tours of Central Valley	
9:00 am	Tour stop #1	
10:30 am	Tour stop #2	
11:30 am	Travel to Visalia Convention Center	
11:45 am	Monsanto video presentation	<i>Ballroom A/B/E</i>
Noon	Lunch – <b>Sponsored by Monsanto Inc.</b>	
12:05 pm	Welcome – Jesus Gamboa, Mayor of Visalia	
12:45 pm	2009 Conference Video Presentation	
1:00 pm	NFRBMEA Business Meeting at Visalia Convention Center	
1:00 pm	NAFBAS Business Meeting at Visalia Convention Center	
1:00 pm	Shopping and Sights of Visalia for Family Members	
2:30 pm	Business Meetings Adjourned; Depart Visalia	
3:00 pm	Tour stop #3	
4:30 pm	Buses Return to Hotel	
6:30 pm	Family Pizza & Pool Party	<i>Waldorf Grand Ballroom</i>
7:00 pm	2009 Conference Planning Committee Meeting	

**Thursday June 12**

*Session Chair: Tina Barrett*

7:00 am	Denny Jackson Storytelling Breakfast	<i>Waldorf Grand Ballroom</i>
	<b>Sponsored by CHS Foundation Inc.</b>	Host: Pat Harrington
8:30 am	“On-line Business Planning Website” – Kevin Klair, Center for Farm Financial Management.	
9:00 am	“The California Wine Industry & Its Effects on Other States” Karen Barrett Ross, President, California Association of Winegrape Growers	
10:00 am	Adjourn Conference	
10:15 am	NFRBMEA Board Meeting	<i>Essex Room</i>