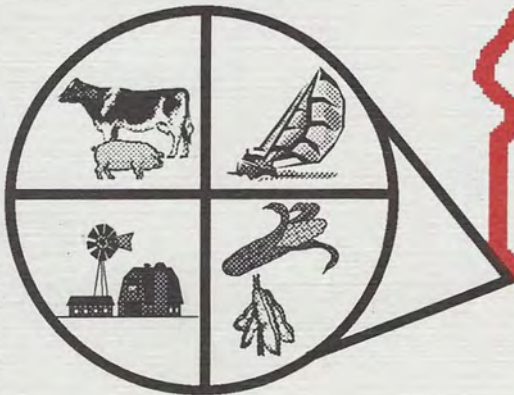




National Farm & Ranch Business Management Education Association

**27th Annual Conference
Guide**



Red Wing, Minnesota • June 13-17, 1999



National Farm & Ranch Business Management Education Association

27th Annual Conference Guide

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Red Wing, Minnesota • June 13-17, 1999

Conference Schedule of Events

Sunday June 13

10:30 AM - 4:00 PM	Board Meeting – Mezzanine A
3:00 PM - 6:45 PM	Registration – Shopping Court
4:00 PM - 6:00 PM	Past Presidents Meeting – Mezzanine A
7:00 PM	Mixer – Bay Point Park

Monday June 14

7:30 AM - 10:00 AM	Registration – Shopping Court
7:30 AM - 8:30 AM	Coffee & Rolls – Hiawatha Room
8:30 AM	1 st General Session – Mississippi Room <i>Vic Richardson, Chair</i>
8:30 AM - 9:30 AM	Welcomes
9:30 AM - 11:00 AM	Agricultural Technology in the Next Decade <i>Dr. Steve Sonka, University of Illinois</i>
11:00 AM - 11:30 AM	Business Meeting <i>John Caster, President NFRBMEA</i>
12:00 PM - 1:00 PM	Lunch/Roll Call of States – 5th Floor Summit <i>John Sponaule, Secretary NFRBMEA</i>
1:15 PM	2 nd General Session – Mississippi Room <i>John Murray, Chair</i>
1:15 PM - 2:45 PM	What is Managerial Accounting? <i>Allen Lash, AgriSolutions</i>

- 2:45 PM - 3:15 PM **Break – Hiawatha Room**
- 3:15 PM - 4:45 PM **Concurrent Sessions**
- **How Does Managerial Accounting Work?**
– **Mississippi Room**
Allen Lash
 - **Livestock Production Technology**
– **Oak Room**
Dr. Gary Neubauer, DVM Pharmacia & Upjohn
- 7:00 PM – 8:30 PM **Exchange of Ideas – Mississippi Room**
- 8:30 PM **Chuck Schwartau, Extension Educator, University of Minnesota: Taped delayed broadcast of "Social and Economic Crisis in Rural Minnesota", featuring Governor Jesse Ventura and Dan Glickman, U.S. Secretary of Agriculture – Mississippi Room**

Tuesday June 15

- 7:15 AM - 8:00 AM **Breakfast Buffet – 5th Floor Summit**
- 7:15 AM - 8:00 AM **1st Timers Meeting – Emerald Room**
John Caster & Maylon Peters
- 7:15 AM – 4:45 PM **Exhibits – Hiawatha Room**
- 8:15 AM - 9:45 AM **1st Concurrent Session**
- **GPS & Field Mapping – Oak Room**
Doug O'Neal, Agchem Inc.
 - **Return on Equity Model – Mississippi Room**
Will Marsh, Farm Wise Inc.
- 9:45 AM - 10:15 AM **Break – Hiawatha Room**

10:15 AM - 11:45 AM	<p>2nd Concurrent Session</p> <ul style="list-style-type: none"> ➤ Introduction to Windows FINPACK – Oak Room <i>Dale Nordquist, Center for Farm Financial Management</i> ➤ Risk Management – Mississippi Room <i>Will Marsh</i>
12:00 PM - 1:00 PM	<p>Lunch – 5th Floor Summit <i>Don Wick, WCCO Radio</i></p>
1:15 PM - 2:45 PM	<p>3rd Concurrent Session</p> <ul style="list-style-type: none"> ➤ The Human Side of Technology – Oak Room <i>Ted Matthews, Ridgewater Community College</i> ➤ Performance Issues in the Pork Industry – Mississippi Room <i>Lee Fuchs, Agri Bank St. Paul</i>
2:45 PM - 3:15 PM	<p>Break – Hiawatha Room</p>
3:15 PM - 4:45 PM	<p>4th Concurrent Session</p> <ul style="list-style-type: none"> ➤ Farm Financial Standards Council – Oak Room <i>Kevin Moss, Agri Bank St. Paul</i> ➤ Performance Issues in Dairy Industry – Mississippi Room <i>Tim McNamara, Agri Bank St. Paul</i>
Evening	<p>On Your Own</p>

Wednesday June 16

7:15 AM - 8:15 AM	<p>Coffee & Rolls – 5th Floor Summit</p>
8:30 AM	<p>Load Buses – Bush Street</p>

9:00 AM - 4:00 PM

Tours

➤ **NSP Prairie Island Nuclear Plant**

➤ **Livestock Technology**

Sjoquist Brothers Farm

Mahoney Brothers Farm

➤ **Crop Technology**

Joe Meyer Farm

12:00 PM - 1:00 PM

Lunch – **Bauer's Antique Village**

1:30 PM - 3:30 PM

Tour - Mycogen Seeds

4:30 PM - 8:30 PM

Boat Trip & Picnic

Thursday June 17

7:00 AM

3rd General Session

7:00 AM - 8:15 AM

Storytelling Breakfast – **5th Floor Summit**

8:30 AM - 9:30 AM

Tying Management & Technology Together –
Mississippi Room

Don Larson, Larson Systems

9:30 AM - 10:30 AM

Final Business meeting

John Caster, President NFRBMEA

10:30 AM

Adjourn - Board Meeting

Maylon Peters, President-Elect

Have a safe trip home!

Spouse & Family Program

Monday, June 14

7:30 - 8:30 AM	Registration – Shopping Court
8:30 AM	Coffee and Rolls – Victorian Room Orientation to week's activities; walking tours (with brochure guide available) and/or shopping -downtown Red Wing (on your own)
12:00 - 1:00 PM	Lunch – Summit Room
1:00 PM	Tour of Rooms – St. James Hotel
Evening	On your own

Tuesday, June 15

7:15 - 8:00 a.m.	Breakfast Buffet – Summit Room
8:20 a.m.	Board buses to go to your choice of the Mall of America or the Minnesota Zoo for the day. \$10.00 will be provided for each person for meals.

NOTE: *In order to make sure everyone has transportation and meal money, we need to know your choice of tour and number of participants for the Mall of America or the Minnesota Zoo at time of registration.*

- (A) The Mall of America has over 520 retail and specialty stores, dozens of dining experiences and amazing attractions.
- (B) MN Zoo - "Where YOU Can Afford To Go a Little Wild" will provide us with an introduction to the zoo with an animal demonstration, monorail ride, bird show, dolphin show and much more. Special this summer will be the White Tiger exhibit and the butterfly house, in addition to the other 2400 animals seen in their natural habitats.

3:00 PM Board buses to head back to Red Wing.

Evening On your own

Wednesday, June 16

7:30 - 8:30 AM Coffee and Rolls – **Summit Room**

8:45 AM Board buses to Redwing Stoneware Factory for guided tour. We will see potters at work, painters, glazing process as well as get a chance to browse their showroom displays.

10:00 AM Visit the Goodhue County Historical Museum. We will be guided through the third largest county exhibit in Minnesota which includes displays about Native Americans, Red Wing History, Immigration, Schoolhouse, Archeology, Agriculture and Underwear ... to name a few.

12:00 PM Board buses

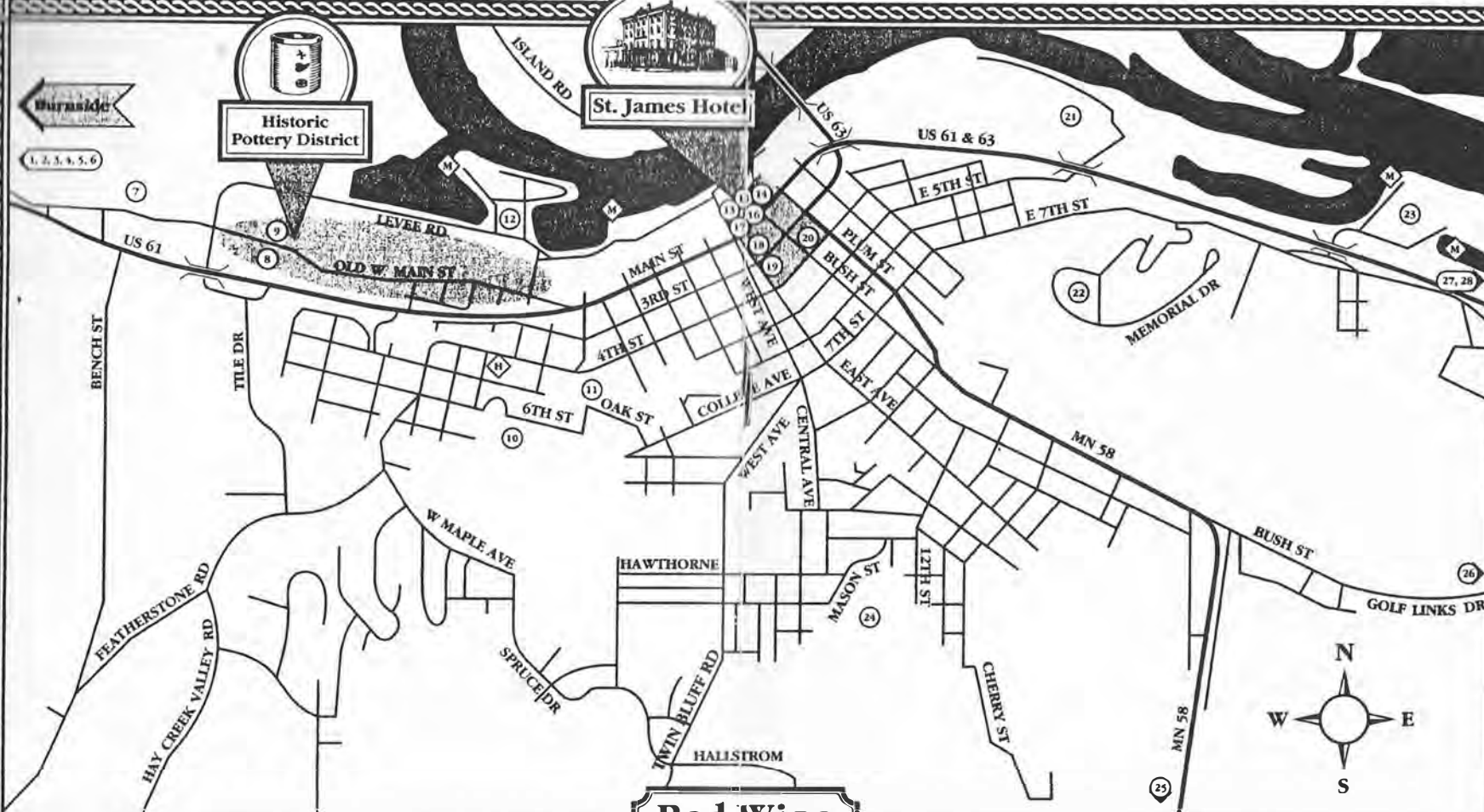
12:30 PM Join conference participants at a Hog Roast at Antique Village where we will eat and spend a little time looking at the display.

2:00 PM Board buses for Lock and Dam Number 3. Questions about the lock and dam system will be answered by one of the engineers. And if we are lucky, we will get to see it in operation as a boat or barge moves through.

3:30 PM (approx.) Head to Prescott, Wisconsin, where we will join the conference participants for beach party picnic and a riverboat cruise.

Thursday, June 17

7:00 AM Storytelling breakfast – **5th Floor Summit**



Red Wing

Shopping Districts



Burnside:
Red Wing Mall



Historic Pottery District:
Antique Alley
Red Wing Pottery Salesroom
Pottery Place



Historic Downtown:
All Downtown Shops
Riverfront Centre
St. James Hotel

H. Hospital

M. Marinas

Points of Interest

- | | | |
|--|---|--|
| 1. Welch Village Ski Area and Welch Mill Canoeing and Tubing | 11. Goodhue County Historical Museum | 19. The Sheldon Theatre |
| 2. Treasure Island Casino | 12. Bay Point Park and Boathouse Village | 20. Chief Bingo Parlor |
| 3. Lock and Dam #3 | 13. Levee Park and Milwaukee Depot | 21. Barn Bluff |
| 4. Anderson Center | 14. La Grange Park and Red Wing Shoe Museum | 22. Memorial Park |
| 5. Red Wing Stoneware Co. | 15. Walking Tours | 23. Colvill Park |
| 6. A.P. Anderson Park | 16. Trolley Rides | 24. Athletic Field |
| 7. Cannon Valley Trail | 17. YMCA | 25. Bergwall Arena |
| 8. Bowling | 18. Public Library | 26. Mississippi National Golf Links |
| 9. Red Wing Pottery | | 27. Mt. Frontenac Ski Area and Golf Course |
| 10. Red Wing Country Club | | 28. Frontenac State Park |

Our Guest Speakers

STEVEN T. SONKA

Steven T. Sonka holds the Soybean Industry Chair in Agricultural Strategy at the University of Illinois and is the Director of the National Soybean Research Laboratory. He is a Professor of Agricultural Management with appointments in the Department of Agricultural and Consumer Economics and the Department of Business Administration. He also is a partner in Agricultural Education and Consulting, a business and financial management consulting firm based in Champaign.

Raised on an Iowa farm, Dr. Sonka received a Bachelor's degree (1970, with distinction) and a Ph.D. degree (1974) in economics from Iowa State University. Dr. Sonka's teaching and research emphasize strategic change and decision-making in the food and agribusiness sector. He has authored or co-authored over 150 books, articles and publications. An internationally known scholar, he's been recognized for distinguished teaching by the American Agricultural Economics Association in 1996 and by the National Association of Colleges and Teachers of Agriculture in 1992.

GARY D. NEUBAUER, DVM

Gary Neubauer has been a partner for 16 years in the Nicollet-New Ulm Veterinary Clinic, which is a fifteen-veterinarian practice serving dairy, swine, and companion animals, in New Ulm, Minnesota.

He joined Pharmacia & Upjohn in 1994, and is a Dairy Technical Services Veterinarian covering the Midwest and Northwest quadrant of the U.S., where his responsibilities include University-based dairy field trials, field investigations (milk residues, adverse reactions, product failures), and troubleshooting, using a team-based approach to solving herd problems.

Dr. Neubauer currently serves on the Board of Directors of the National Mastitis Council, and is the vice-chair of the Council's National Residue Avoidance Committee. He is also the current chair of the MN Milk Residue Taskforce, and co-chair of the Education Coalition, for the MN Dairy Leaders Roundtable.

LEE FUCHS

Lee Fuchs is Senior Lending Officer of AgriBank, FCB in St. Paul, Minnesota. AgriBank is the District Farm Credit Bank serving Farm Credit Services in eleven states throughout the Midwest. Lee's primary responsibilities include structuring and originating loans and financing programs for pork producer customers of Farm Credit Services. Lee has been a speaker and authored articles addressing pork producers on such topics as Credit Scoring, Capital Sources for Financing, Risk Management in Pork Production and Financial Management Techniques.

Lee has twenty years' experience in the banking industry including ten years with Farm Credit Services in Illinois, three years with Citicorp in St. Louis, and the last seven years with AgriBank in St. Paul, Minnesota. Lee has a Bachelor of Science Degree in Business Administration.

KEVIN H. MOSS

Kevin H. Moss started his career in Farm Credit with the Federal Land Bank in Iowa. Since 1986, he has worked in the Farm Credit Bank office in St. Paul, Minnesota holding various positions. These positions include Lending Officer in the Lending Services Department, Senior Business Analyst in the Systems and Technology Department, and Credit Policy Specialist. Currently, he is manager of Strategic Alliances within the Credit Department at AgriBank, FCB St. Paul. He is responsible for identifying, evaluating and establishing relationships with potential alliance partners within the Commercial Lending group.

Mr. Moss currently holds the office of Vice President of the Farm Financial Standards Council. He has served on the Board of Directors as a member of the Technical Committee and also as secretary/treasurer. Mr. Moss received a BS degree from Iowa State University in Agricultural Business, with a minor in Finance. He also holds a degree from the Graduate School of Banking, Madison, Wisconsin.

TIMOTHY F. MCNAMARA

Timothy F. (Tim) McNamara was raised on a 60 cow dairy farm near Goodhue, MN. His agricultural lending career began in 1980 as a Loan Officer with the Production Credit Association of Madison, MN. He also worked for Farm Credit Services of Southeastern Minnesota as a Senior Loan Officer and Regional Director of Special Credit.

In 1988, Tim joined Purina Mills, Inc. in Minneapolis, MN as a Manager in Financial Services, where he gained knowledge and experience in the production livestock sector as well as credit and business expertise.

Tim returned to the Farm Credit system in 1993 as the Credit Training Specialist for AgriBank, a position he held for two years until being promoted to the position of Lending Officer in the Credit department. Since becoming the Dairy Lending Officer, Tim has worked with local Farm Credit associations, dairy producers and dairy industry professionals throughout the 11 states in AgriBank's district, California, Texas, Florida, New York and the Netherlands.

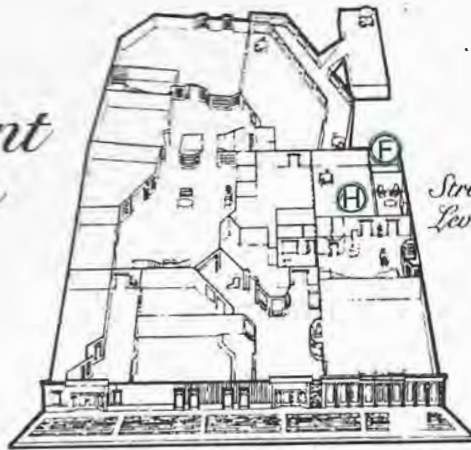
JOHN R. CROWGEY, JR.

John R. Crowgey, Jr. is a consultant working out of Pulaski, Virginia since 1995. His work centers on identifying financial challenges and proposing solutions for agricultural producers, agribusiness firms, and small businesses. Mr. Crowgey is a frequent writer and speaker on issues related to financial management in agriculture.

He received a BS degree in Animal Science and completed the degree requirements for Economics at the Virginia Polytechnic Institute in Blacksburg, Virginia. He also holds an MBA degree from The Wharton School of the University of Pennsylvania, Philadelphia.

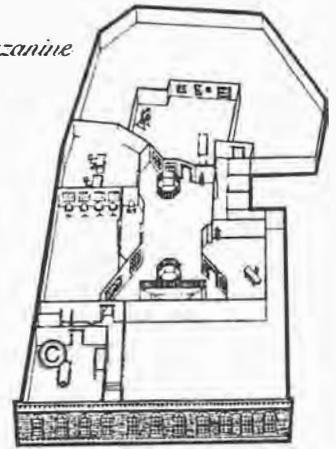
Mr. Crowgey is a charter member of the Farm Financial Standards Council. His past service has included Board of Directors, Technical Committee, Communications Committee, Vice President and President.

*Convenient
Facilities
Nicely
Situated*



Mezzanine

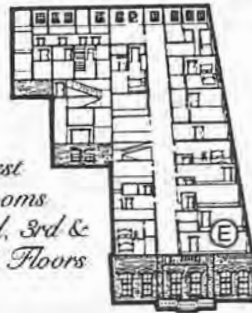
*Street
Level*



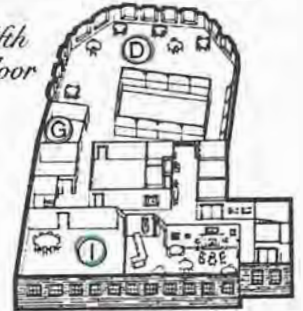
Lower Level



*Guest
Rooms
2nd, 3rd &
4th Floors*



*Fifth
Floor*



ROOM

- A. Mississippi
- B. Hiawatha
- C. Mainstreeter
- D. Summit
- E. Board Room
- F. Private Dining 1
- G. Emerald Room
- H. Victorian Dining Room
- I. Oak Room