

Penn State Extension Farm Executive Workshop:

Building Management and Leadership Excellence

Everything we have previously learned about economics and business management must be applied on our farms. From conversations with farmers we believe this is the challenge for today's farm managers and leaders. The difference in profitability of the top 20% and the bottom 20% of commercial farms continues to grow every year. Even the best and most successful farm businesses have issues.

Penn State Extension recognizes that it is necessary to grow your knowledge and understanding of the dynamic management issues impacting the long term viability of your commercial farm. Skills required to adequately address the challenges of incorporating technological and regulatory change, analyzing market shifts, managing personnel and using appropriate fiscal oversight are increasingly complex in any business.

On January 13-14, 2015, at the Penn Stater Hotel and Conference Center in State College, PA, the *Penn State Extension Farm Executive Workshop* will provide vital management and leadership data to help farmers to enhance the success of their businesses.

Most of the farm management education opportunities we have been exposed to teach us what to do. The purpose of this workshop is to broaden our understanding of how to implement what we know we should do. Gaining a sense of being on the right track, along with opportunities for follow-up add to the value of this unique learning event.

This workshop will sharpen your decision-making, leadership and management abilities through small group discussions, interactive sessions and engagement with world class industry professionals. The program curriculum includes a selection of agricultural management topics specifically chosen to address the needs of mid-Atlantic and Northeast agricultural business executives.

The *Penn State Extension Farm Executive Workshop* will provide:

- Discussion and exploration of key business management challenges
- Opportunity to build on your understanding of core business management functions
- Networking with peers from across our region
- Discussion and exploration of industry issues with leading thinkers and researchers
- Enhancement of your ability to lead and manage your business

All sessions emphasize practical insights and practices that grow your capacity to implement classic business management processes. The year's workshop sessions focus on:

- Enterprise Budget Use and Analysis
- Thinking and Acting Strategically
- Global Perspectives and Ag Policy Implications

- The Transition from Laborer to Manager to Leader
- Financial Statements: What can you do for me?
- Accountability in Family Businesses

Active participation in this workshop will increase one's your appreciation of alternative perspectives and build an understanding of the importance of including appropriate concepts in your farm management conversations.

The *Penn State Extension Farm Executive Workshop* is one component of a unique, full-featured learning opportunity. In addition to the two days of sessions in January, you have the chance to participate in an on-farm problem solving experience, and the opportunity to join a regional farm management peer discussion group. This full package is available for those farm managers and leaders that appreciate life-long learning.

2015 Workshop Presenters

David Blandford

Professor of Agricultural and Environmental Economics
Penn State University

Karen Jett

Strategy Specialist
RedKnight Consulting

Timothy Beck

Agricultural Business Management Educator
Penn State Extension

Barbara Dartt

Founding Partner
GROW: The Family Business Advisors

Gary Anderson

Executive Loan Officer and Agriculture Business Consultant
AgChoice Farm Credit

Michael Fassler

Consultant
The Family Business Consulting Group, Inc.

Julie DiNatale

Operations Manager, Top Producer Executive Network™
Farm Journal Media

Registration and program details can be found at: <http://extension.psu.edu/farm-exec>

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