



***Updated Agenda***

Nashville, TN

April 29, 2011

9:00 – Registration & Networking (light breakfast, pastries, coffee, juice, etc.)

9:30 – Welcome

9:40 – Opening Session

**Working in a Man's World**

Julie Vaughn, Rocky Glade Farm

[www.rockygladefarm.com](http://www.rockygladefarm.com)

When you say the word 'farmer' the image of a man comes to mind. But agriculture is not just a man's world anymore. No one understands that better than Julie Vaughn of Rocky Glade Farm where it is all about family and a job done well. Rocky Glade Farm is a busy place utilizing approximately 50 acres to raise vegetables, grass-fed beef, and Katahdin sheep to feed local families and friends. Julie will share challenges and struggles they have faced and how they have overcome those to cultivate a thriving direct marketing business.

10:15 – **We Did It and So Can You: Creative ways of Marketing, Financing and Managing**

Panel of Business Women in Tennessee including:

**Kathy Gunn, Gourmet Pasture Beef**, [www.gourmetpasturebeef.com](http://www.gourmetpasturebeef.com)

**Stephanie Reagan, Farm Fresh Produce**

**Bethany Thouin, The Cocoa Tree**, [www.thecocoatree.com](http://www.thecocoatree.com)

This session will give a chance for three Tennessean women to share their story about how they got started and how they stay successful in their business. They will talk about the challenges they faced and how they continue to navigate and overcome obstacles. The audience will also get a chance to ask the panel questions.

11:45 – Break and move back to General Session room

12:00 – Lunch and Keynote Address

**Telling your Story and More...**

Rhedona Rose, Executive Vice President, Tennessee Farm Bureau Federation

In this lunchtime keynote address, Ms. Rose will discuss the issues facing agriculture today and how you can be a part of the process both publically and legislatively to help ensure the future of agriculture in Tennessee.

1:30 – Break and move to Concurrent Sessions

1:45 – Concurrent Sessions (attend one of the below)

*On the Farm*

**Dash, Shoebox or Barn Door? Farm Record Keeping Methods**

Jerri Lynn Sims, UT Extension

Keeping you farm and business records up to date and effectively can be an arduous task. However, the information you receive is invaluable when making informed decisions. This session will show you how to keep your records efficiently as well as ways to analyze those records for improvements in your operation.

*On the Individual*

**"Don't Tell Me to Relax...I Need My Tension To Hold Me Together"**

Bob Lash, Strategic Resources

Who doesn't have stress in their life, on the job, at home, or both? In this session you'll learn the ABCD's of stress, what options you have to come to grips with stress, and 3 principles that can eliminate "stinkin' thinkin.'" You'll also take a look at the "balance" in your life and what you can do to adjust it. Come prepared to also experience a "mental vacation" and a group belly laugh.

*On the Job*

**Real Solutions to Becoming Clutter-free & Organized**

Mary C. Pankiewicz, CPO®, CPO-CD®,

Are you drowning in stacks of paper and stuff? Learn organizing and productivity solutions that will work in your office and you can apply in the rest of your life. This session will be jam-packed program with proven methods for tackling paper stacks, solutions for getting projects completed, minimizing office clutter using the CFO (Clear, Fast, Organized) System and so much more. Participants will leave with a Personal Action Plan.

*On the Job*

**Just A Mouse Click Away: Basic Computer Use and Management**

David Yates, UT Extension

Computers and technology can be useful tools in our lives or they can also create great stress in use. Knowing what extra items you need with a computer can be more complicated than purchasing a computer. From accessories, data storage and the software that makes the computer work for you, spend an hour learning about numerous resources to make your computer work for you.

2:45 – Break

3:00 – Concurrent Sessions (attend one of the below)

*On the Farm*

**“Working Together for a Stronger Future: Respecting Others in Advocacy and Marketing.”**

Justin Rhinehart, UT Extension

Our farmers produce some of the safest, most wholesome, most abundant and least costly food supplies in the world. Organic, grass fed, hormone and antibiotic free, local, sustainable...these are all adjectives we see used to describe agricultural products. However, at times these words are used in advertising to say one is better than the other. As just 2% of the population, farmers and producers have to stick together to ensure we all have the ability to live off the land and provide a future for our family. This session will talk about how you can "market brown eggs as brown eggs, not anti-white eggs."

*On the Individual*

**Budget is not a Four Letter Word!**

Jane Gault, UT Extension

Financial survival for today's economy starts at home. A budget is the most important financial plan a family or individual can have. Learn why a budget is essential for financial success and the steps for creating one. Start today securing your financial survival.

*On the Job*

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*On the Job*

**Social Learning and Working Smarter Through Social Media**

Melissa Burniston, Asst. Director of Communications, TN Farm Bureau Federation

Pamela Bartholomew, Marketing Specialist, TN Department of Agriculture

According to a recent study, 80% of American adults use the Internet. 75% belong to a social network. Our social media use is increasing and we need to adopt new thinking, new directions and new strategies for telling our story. Come to this session to learn about social media and how to tell your story in a positive, impactful manner!

4:00 – Concurrent Session (attend one of the below)

*On the Farm*

**“Cash Cow or Piggy Bank? Determining Your Farm Financial Situation”**

Alice Rhea, UT Extension

Does your farming operation tend to be a financial drain? Are you eroding away equity year after year? This session will provide steps to develop a comprehensive business and farm plan as well as outline ratios and benchmarks that will help you determine your profitability. Come learn tools to help you identify inefficiencies and continue on your pathway to success!

*On the Individual*

**"Don't Tell Me to Relax...I Need My Tension To Hold Me Together"**

Bob Lash,

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*On the Individual*

**Balancing Nutrition at the Homefront**

Judy Kovach, UT Extension

In-between work, soccer practice, running to the grocery store, and laundry we all hear the same question – “What’s for dinner?” This session will explore ways to balance nutritional, food preparation and family time for a well-balanced “Homefront” with an eye on the “Heartland.”

*On the Job*

**The iWhat? What is and how you can use the iPad**

David Yates, UT Extension

We rely on technology daily to accomplish many things; however, technology is ever changing, always offering new gadgets and gizmos. Apple's recent release of the iPad not only combines the newest software application technology, but packages it in a revolutionary touch-based user interface surely to change how we compute. The iPad offers a cost-effective option for staying in touch and conducting basic tasks, in addition, to providing a stylish way to expand your technology. Join us to learn what the iPad is, what it offers and how to utilize this new, emerging technology.

5:00 – Break and move back to General Session room for dinner

5:15 - Dinner and Motivational Speaker

**How Did I Get So Busy?: How to Excel at Work and Energize Your Life**

*Valorie Burton*

*[www.valorieburton.com](http://www.valorieburton.com)*

For more than a decade, Valorie Burton has been writing, speaking and coaching on the topic of thriving in life and work. In today's fast paced lifestyles, it is extremely important to find a balance. Valorie will share practical steps to greater resilience, balance and purpose while using humor and interaction.

7:00 – Conference Adjourns