# 14th Annual Conference
## Dover Downs Hotel & Casino

**Educate ~ Empower ~ Engage**

www.extension.umd.edu/womeninag

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### Thursday, February 12, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Delaware Room</th>
<th>Chesapeake Room</th>
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<tbody>
<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Pre-Conference: Agritourism</td>
<td>Pre-Conference: Agriculture Law</td>
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<tr>
<td>6:00 pm – 8:00 pm</td>
<td>Reception with Harness Racing</td>
<td>Diamond Lounge</td>
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</tbody>
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### Friday, February 13, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Ballroom C</th>
<th>Delaware Room</th>
<th>Chesapeake Room</th>
<th>Silver Lake Room</th>
<th>Kent Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 8:00 am</td>
<td>Vendor Set-up</td>
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<tr>
<td>8:00 am – 8:30 am</td>
<td>Registration and Morning Refreshments</td>
<td>Vendor table open to participants</td>
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<tr>
<td>8:30 am – 9:00 am</td>
<td>Welcome: Dr. Rodgers, University of Delaware</td>
<td>Dr. Wright, University of Maryland</td>
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<td>9:00 am – 9:30 am</td>
<td>Opening Presenter: Jennifer Schmidt, Maryland Farmer &amp; Registered Dietitian</td>
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#### Session 1

1. **9:40 am – 10:40 am**
   - Farm Food Safety: Are Germs Hiding on Your Farm?  
     - Meredith Melendez
   - Selecting Marketing Strategies that Work for YOUR Farm  
     - Ginger Myers
   - You Earned it, Now let’s measure it  
     - Keith Wills
   - Introduction to Soil Health  
     - Jarrod Miller

#### Session 2

1. **10:50 am – 11:50 am**
   - From Cow to Cone  
     - Jennifer Rodammer
     - Melinda Litvinas
   - I know what you did last summer—The Woes of Social Media Privacy  
     - Christy Mannering
   - Comprehensive Financial & Estate Planning for the Family Farm  
     - Clay Henry
   - What’s your Personality Color?  
     - Jessie Flores

#### Session 3

1. **12:00 pm – 12:30 pm**
   - Lunch  
     - Mary Ellen Setting, Deputy Secretary, Maryland Department of Agriculture  
     - Holly Porter, Deputy Principle Assistant, Delaware Department of Agriculture

#### Session 4

1. **2:50 pm – 3:50 pm**
   - Computer Maintenance, Security & Safety  
     - Nan Stenzel
   - 50 Marketing Tips for Agritourism  
     - Holly Porter
   - Agency Update  
     - Linda Slacum
     - Robin Talley
     - Kasey Taylor
   - IPM Basics  
     - Joanne Whalen

#### Closing

1. **4:00 pm – 5:00 pm**
   - Closing Presenter: Kate Ziehm, President Morning Ag Clips, LLC  
     - Diamond Lounge