Program Committee

Laurie Wolinski, Chair
University of Delaware

Jenny Carleo
Rutgers, the State University of New Jersey

Shannon Dill
University of Maryland

Laura Hunsberger
University of Maryland

Maggie Moor-Orth
Delaware State University

Susan Olson
University of Delaware

Laura Gladney
Rutgers, the State University of New Jersey

Jenny Rhodes
University of Maryland
Welcome and thank you for attending the 8th annual Women in Agriculture Conference!

If you are a new participant, we truly hope your experience is positive and leaves you looking forward to next year’s conference. If you are a veteran participant, I encourage you to look around for a new face and reach out to the new-comers. Introduce yourself and take an opportunity to get to know someone from a neighboring state or county. Most of all, to all you - it is our hope that you will learn, laugh, and enjoy yourself during the next day and a half.

We are delighted to welcome our Keynote speaker, Odonna Matthews, President of Odonna Matthews Consulting. You may recognize Odonna, as she was a spokesperson for Giant Foods and frequently featured in television spots on the east coast for Giant Foods. Odonna began her own consulting company, and continues to be interested in consumer trends and buying habits.

Stacy and Troy Hadrick, Advocates for Agriculture, have traveled from South Dakota to join us, and will be with us both days. Their sessions are intended to be interactive - this is an opportunity for you to engage in a group discussion among your friends and peers.

We greatly appreciate the support from our sponsors. Please thank them for helping make this conference possible. In addition, there are several exhibitors who have information and resources available at their tables - please stop by and say hello to them.

On behalf of the Conference Committee, thank you again for joining us at this two-day women in ag, risk management conference. Each of you is the reason this annual conference continues with great participation and success. Please take advantage of the opportunities to engage in learning experiences, to network with other ag women, to visit the exhibits, and to enjoy our featured speakers’ presentations.

Sincerely,

Laurie Wolinski
University of Delaware
Keynote Speaker

Odonna Matthews

Odonna Mathews is President of Odonna Mathews Consulting, Inc., specializing in consumer communications, media and presentation skills training. She is a speaker at numerous industry conferences and has over 30 years of experience in the food industry.

Ms. Mathews was formerly Vice President - Consumer Affairs for Giant Food and Stop & Shop Supermarkets, which represent 550 stores on the East Coast. Her responsibilities included developing consumer programs, keeping management informed of changing consumer concerns and issues, and handling all customer communications for the company. She also became well known in the Washington area for her consumer messages on local radio and television stations, as well as in Giant’s weekly circular. Her work involved handling numerous media interviews, press conferences, and presentations to professional and community organizations. In September of 2005 she retired after 33 years of service with the company.

Ms. Mathews received a Bachelor of Science degree in Management and Consumer Studies and a Master’s degree in Business Administration from the University of Maryland. She was selected as the 1981 recipient of the Alumni Award of Distinction by the University of Maryland’s College of Human Ecology. The University honored her in 1998 with the President’s Distinguished Alumnus Award, which is presented to an alumnus or alumna who has been nationally recognized for excellence in his/her profession or field of endeavor.

She received the 2005 Esther Peterson Consumer Service Award from the Food Marketing Institute in recognition of a lifetime of dedicated service to consumers and for consistently promoting the highest standards for nutrition, food safety and availability of consumer information, thereby helping the food industry better serve their customers. In 2006, she was inducted into the Maryland Food Industry Hall of Fame.

Ms. Mathews currently serves on the Corporate Advisory Committee for the Partnership for Food Safety Education, and is a member of the University of Maryland Board of Visitors for the School of Public Health. She is also a member of the Braintrust Panel of Retailwire.com

Notes

These conferences are planned, in large part, with input from your responses on the evaluations. Please be sure to fill out workshop evaluations and the blue conference evaluation form!
Rubenstein, Laura

Laura Rubenstein is an attorney at the regional law firm of Off Kuran, P.A. Mrs. Rubenstein's practice concentrates in employment and general civil litigation, representing corporate clients and non-profit agencies in a wide range of matters including the defense of state and federal discrimination, sexual harassment, ADEA and ADEA claims; wage and hour issues; FMLA disputes; employment contracts; restrictive covenant agreements; general contract claims; employment-related and other business tort claims. Mrs. Rubenstein also provides ongoing business advice and training seminars to employers to implement and develop effective employment policies and procedures. She regularly advises clients on the design, implementation and maintenance of employee handbooks, policies, and procedures. Mrs. Rubenstein has obtained numerous summary judgment awards, as well as favorable settlements for clients in federal courts involving employment complaints.

Schuler, Tim

The Status of Honeybees

Tim Schuler is a 1982 graduate of Delaware Valley College in Doylestown, PA. Following graduation he was involved in production animal agriculture for 4 years, assisting with the management of a large cattle and hog feedlot in central New Jersey. After that, he worked for 18 years in regulatory animal health with the New Jersey Department of Agriculture Division of Animal Health. During this time Tim began a part-time beekeeping business – Schuler’s Bees. Schuler’s Bees is a sideline beekeeping business that provides pollination service to New Jersey fruit and vegetable growers. Schuler’s Bees also produces New Jersey wildflower honey for sale. Tim was a bee inspector for the NUDA for 2 years early in his career. In August of 2007 he accepted the position of State Apiarist with the New Jersey Department of Agriculture Division of Plant Industry, and is responsible for the health of honey bees in NJ.

Splane, Kathleen

Keeping Food Safe While It’s on Your Farm

Kathleen Splane has worked for Cooperative Extension at the University of Delaware since 1994, and in her current position as Family and Consumer Science educator since 2006. She holds a Bachelor’s degree in nutrition and consumer science, and an MS in Health Promotion from UD. The majority of her programming is in the area of nutrition and food safety, including “Eat Smart for a Healthy Heart” and “Dining with Diabetes”.

Talley, Robin

Farm Service Agency: Helping Women Farm

Robin Talley serves as a District Director with USDA Farm Service Agency (FSA) in Delaware. She has been with FSA for 24 years. Robin holds a B.S. in Agricultural Economics and a Master of Business Administration, both from the University of Delaware. She grew up on a dairy farm in northern Delaware.

Timmons, Jennifer

Broiler Production Management - For Potential and Existing Growers

Jennifer Timmons has been the University of Maryland Cooperative Extension Regional Poultry Specialist since May, 2007. Dr. Timmons attended the University of Delaware, receiving a BS in Animal Science. Her graduate degrees were obtained from the University of Maryland Eastern Shore, where she studied phytase efficacy in broiler diets and evaluated superabsorbent polymers as a poultry litter amendment. Jennifer has also worked for the poultry industry as a flock supervisor, and more recently as a HACCP coordinator. She assists and supports the state’s poultry industry through research and educational programs to promote sustainable practices that minimize environmental impacts and improve bio-security awareness and education.

Advocates for Agriculture

Stacy and Troy Hadrick

Troy and Stacy Hadrick are passionate about agriculture. They both grew up on farming and ranching operations in South Dakota and have roots in American agriculture that go back several generations. In fact, the common bond of agriculture is how they first met as teenagers. In 1998 they graduated from South Dakota State University, Stacy with a B.S. in Ag Economics and Ag Business and Troy with a B.S. in Animal Science. They returned to ranch with Stacy’s family in western South Dakota on a cow-calf operation. Right away, Troy and Stacy became active in the Farm Bureau’s Young Farmers and Ranchers program, where they were able to expand their leadership experiences and talent for public speaking. Being a leader in agriculture is not an easy job, especially when you are younger and trying to get started. Troy & Stacy took advantage of some fantastic opportunities to expand their knowledge of agriculture, and saw the need to become advocates for agriculture.

The Hadricks realized right off the bat that the best way to combat negativity toward agriculture was to stand up and tell your own story. No one can dispute your story. It is yours. But for too long, those of us in agriculture have been letting someone else do the talking for us. They also realized that they can’t do it all themselves.

In 2006, Troy and Stacy decided that they needed to share the importance of standing up and telling the story of agriculture with other producers. What started out as a 25 minute speech at the South Dakota Women in Agriculture Conference has evolved into Advocates for Agriculture. Word traveled fast about this young couple in South Dakota, and soon they were being asked to speak at locations across the United States. Troy and Stacy know first hand how busy producers are, so every presentation gives their audience tools they can use on a daily basis and the motivation to stand up and tell their own story. Although there is a long fight ahead of us, those who are using Troy and Stacy’s techniques are seeing amazing results and having fun doing it!

The Hadricks are very active in South Dakota Farm Bureau and the South Dakota Cattlemen’s Association. Through Farm Bureau, Troy and Stacy have both won the State Discussion Meet, and as a couple they won the State Excellence in Agriculture Award. In 2004, they were awarded the National Excellence in Agriculture Award from the American Farm Bureau Federation. Because of these awards, both Troy and Stacy were chosen to participate in Farm Bureau’s most prestigious leadership training program, Partners in Agricultural Leadership (PAL). Only ten people are chosen from across the nation to participate in PAL every year, and Troy and Stacy are the only married couple to have ever been accepted. In 2007, they were selected by the Rapid City Journal as two of seven people to watch in the Black Hills region in 2007.

Troy & Stacy have three children - Teigen is 6, Olivia is 3 and Reese is 1.
Conference Schedule

<table>
<thead>
<tr>
<th>Thursday, January 22, 2009</th>
<th>Friday, January 23, 2009</th>
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<tbody>
<tr>
<td>7:45 Registration &amp; Continental Breakfast</td>
<td>8:00 Continental Breakfast</td>
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<tr>
<td>8:00 General Session - Ballroom C</td>
<td>8:30 Workshop Session 4</td>
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<tr>
<td>Welcome: Dean Robin Morgan</td>
<td>Keynote Address: Odonna Matthews</td>
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<tr>
<td>Keynote Address: Odonna Matthews</td>
<td>10:00 Break</td>
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<td>10:00 Break</td>
<td>9:45 Break</td>
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<tr>
<td>10:15 Workshop Session 1</td>
<td>10:00 Workshop Session 5</td>
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<tr>
<td>10:15 Workshop Session 2</td>
<td>11:45 Lunch</td>
</tr>
<tr>
<td>11:45 Lunch - Ballroom C</td>
<td>11:30 General Session - Ballroom C</td>
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<tr>
<td>Greetings: Dr. Jan Seitz</td>
<td>Capstone Address: Stacy &amp; Troy Hadrick</td>
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<tr>
<td>1:00 Workshop Session 2</td>
<td>12:15 Adjourn - Safe Travels Home</td>
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<tr>
<td>2:15 Break</td>
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<tr>
<td>2:45 Workshop Session 3</td>
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<tr>
<td>4:15 General Session - Ballroom C</td>
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<tr>
<td>Featured Speakers: Stacy &amp; Troy Hadrick</td>
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<tr>
<td>Reception in the Diamond Room - overlooking the Harness Racing Track</td>
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<td>5:30—7:30</td>
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Thursday afternoon General Session
Featured Speakers: Advocates for Agriculture - Stacy & Troy Hadrick

Thursday Reception Information
The reception in the Diamond Room will begin at 5:30. There will be plenty to eat and plenty of time to network. A cash bar will be available.

Presenters

Norman, Annie
Learning Journeys: Exploring Interest Through Reading and Journing

Pippidis, Maria
Keeping Food Safe While It's on Your Farm

Rhodes, Jennifer
Grain Marketing: Tool Time for Pre-Harvest Marketers
Boiler Production Management - For Potential and Existing Growers

Roberts, Pam
Stegall Farm To and In School

Thursday Reception Information
The reception in the Diamond Room will begin at 5:30. There will be plenty to eat and plenty of time to network. A cash bar will be available.

Presenters

Norman, Annie
Anne Norman has worked at the Delaware Division of Libraries since 1985, and has been Director & State Librarian since 2002. In 2006, she was the recipient of the Governor's Team Excellence Award for public libraries' participation in the Department of Natural Resources and Environmental Control "Energy Answers" program. Annie is a charter member of the Delaware Library Book Cart Drill Team, the Bronze World Champions for 2007. Annie has a Master's degree in Library Science from Drexel University and is a member of Beta Phi Mu, the international library and information science honor society. She is currently a student in the doctoral program for Education in Organizational Innovation and Leadership at Wilmington University. Annie and the staff of the Delaware Division of Libraries are passionate about libraries and the transformative power they have in helping individuals and communities to achieve their full potential.

Pippidis, Maria
Maria Pippidis has worked for the University of Delaware Cooperative Extension since 1992. She provides research-based educational programming in the areas of Financial Management, Foods and Nutrition, Food Safety, Personal Development, Community Development and Adult Education and Evaluation.

Rhodes, Jennifer
Jennifer Rhodes is an Agriculture and Natural Resources Extension Educator for the University of Maryland Cooperative Extension in Queen Anne's County. Jenny also owns and operates her own poultry farm. Agriculture has always been an important component of her life. She was previously employed for ten years with the University of Maryland Cooperative Extension, Queen Anne's County as the Nutrient Management Advisor while completing her education. In May, 2002 she graduated from the University of Maryland Eastern Shore with a B.S. in Agriculture, and in May, 2006 she earned a M.E. in Agriculture and Extension Education. She is very energized about her profession and enjoys working not only with the agriculture sector, but also educating other community members about the county's agriculture and natural resources. Her programs primarily focus on agronomy, grain marketing, organic grain and forage production, and women in agriculture.

Roberts, Pam
Pam Stegall Roberts is a certified organic farmer who, along with her husband Paul, grows organic vegetables, fruit and herbs on their 17 acre farm in Rising Sun, MD. Calvert Farm has a 1,000 member CSA which is now in its 15th year. In addition, they sell at a variety of farmers markets and at their farm stand. As a planning committee member of the Healthy Foods for Healthy Kids (HFIHK) Program, Pam helped to launch HFIHK at Spano Middle School in Wilmington, DE, and currently serves as an advisor to HFIHK. Pam worked for 11 years as the 4-H Embryology Program Coordinator for New Castle County, Delaware Cooperative Extension; she retired to continue to grow and meet the demand of the on-farm business. She is a graduate of Southern Illinois University with a BA in Anthropology. Pam is an experienced speaker and workshop leader on the topics of organic farming & certification, farm marketing, small poultry flock care and value-added product development.
**Presenters**

**Manges, Lynn**  
Farm Service Agency: Helping Women Farm  
Lynn Manges serves as a Program Specialist with USDA Farm Service Agency (FSA) in Delaware. In this position, she provides advice, training and guidance to farmers and FSA personnel in Delaware on programs which include conservation, disaster, price support, and facility loans. She has been with FSA for 17 years. Lynn holds an Associates Degree in Business from Delaware Technical and Community College. Her family has a grain and racehorse farming operation west of Dover.

**Manzara, Thianda**  
Farm To-and-In School  
Thianda Manzara is President of Healthy Foods for Healthy Kids, a non-profit organization in Delaware. In 2003, Thianda founded the Healthy Foods for Healthy Kids program at Springer Middle School in Wilmington, Delaware. Ms. Manzara earned her B.A. in Biology from Northwestern University, her M.S. in Agronomy, from Colorado State University, and a Ph.D., in Genetics and Cell Biology, from Washington State University. Thianda has been widely recognized for her work. Most recently, in 2008, she received the Christina School District Citizenship Award. In 2007 she received the Delaware Center for Horticulture Greening Education Award, and an honorable mention for Education from Gardener’s Supply Company.

**Milburn, Greg**  
Six Steps to Effective Estate Plan  
Greg Milburn is a Financial Advisor and Chartered Retirement Planning Counselor with the Annapolis, MD office of A.G. Edwards / Wachovia Securities. He helps clients with pre- and post-retirement strategies in order to build wealth and reduce or defer taxes. Greg also works with businesses and business owners on proper selection and evaluation of Employer Sponsored Retirement Plans such as 401(k), 403(b), SEP IRAs, etc. Agriculture is a large part of Greg’s life. A member of the 5th generation of a Maryland farming family located in Elkton, Maryland (Milburn Orchards), he has a unique understanding of the issues faced by those in the agricultural industry. Greg graduated from the Purdue School of Business at Salisbury State University with a degree in Finance. Before joining the A.G. Edwards / Wachovia Securities firm, he worked for GE in their consumer finances division. He has lived in Annapolis since 2003 and is an active member of the community, as well as the local Free Masons Lodge.

**Myers, Ginger**  
Agritourism: Growing Farm Revenues  
Ginger Myers is the Regional Marketing Specialist for the Maryland Cooperative Extension Service. She brings over 30 years of experience in production agriculture, agri-business and consulting to this position. In her current position she works with agricultural entrepreneurs, develops new markets and networking opportunities, works with new and beginning farmers, and assists with business development and business planning. She also publishes the “Master Marketing” Newsletter, maintains two websites, and is a regular contributor to the agricultural press. Ginger is a graduate of LEAD Maryland, the State’s agricultural leadership training program, and is a former member of the Administrative Council for USDA’s Northeast Sustainable Agriculture Research and Education Program.

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**Workshop Sessions**

**Thursday, January 22**

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<thead>
<tr>
<th>Time</th>
<th>Ballroom C</th>
<th>Kent</th>
<th>Silver Lake</th>
<th>Chesapeake</th>
<th>Delaware</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Welcome: Dr. Robin Morgan, Dean, College of Agriculture and Natural Resources, University of Delaware</td>
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<tr>
<td>8:30</td>
<td>Keynote: Odonna Matthews, President, Odonna Matthews Consulting “Consumer Trends”</td>
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<tr>
<td>10:15</td>
<td>High Tunnels</td>
<td>Reading/Journaling</td>
<td>Goat Management</td>
<td>Crop Insurance</td>
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<tr>
<td>10:15</td>
<td>Luncheon Remarks - Dr. Jan Seitz, Assoc. Dean and Director, Delaware Cooperative Extension, University of Delaware</td>
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<tr>
<td>1:00</td>
<td>Market Basket</td>
<td>Honeybees</td>
<td>Poultry Management</td>
<td>Immigration Law</td>
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<tr>
<td>4:45</td>
<td>Employment Law</td>
<td>Farm To-and-In Schools</td>
<td>Farm Service Agency</td>
<td>Estate Planning</td>
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<tr>
<td>4:15</td>
<td>General Session</td>
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<tr>
<td>5:30</td>
<td>Reception and Harness Racing - NOTE: This will be in the Diamond Room.</td>
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**Friday, January 23**

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<tbody>
<tr>
<td>8:00</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:30</td>
<td>Establishing a Winery</td>
<td>Grain Marketing</td>
<td>Selling Direct to Farmers Markets</td>
<td>Hiring Teenagers</td>
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<tr>
<td>10:00</td>
<td>Safe Food on the Farm</td>
<td>Grain Marketing</td>
<td>Agritourism</td>
<td>Business Planning</td>
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<tr>
<td>11:30</td>
<td>Capstone Speakers: Stacy &amp; Troy Hadrick, Advocates for Agriculture “Flexing Your Influential Muscle”</td>
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Workshop Descriptions

Workshop Session #1 - Thursday 10:15 - 11:30

High Tunnels
Whether you're gearing up to sell at a farmers' market, through your roadside stand, or considering supplementaling homemade meals with fresh produce you have grown yourself, high tunnels can be an important component in growing high quality and consistent produce. Used for germination, hardening off, season extension, or for protection from wind and rains, these increasingly popular structures can be an important part of a producer’s operation. They are larger than cold frames useful in small "backyard-type" operations, and usually smaller and less complicated than a greenhouse, which is heated and ventilated by fans. High tunnels occupy a middle ground between the two, and have special uses of their own, making them invaluable on produce farms. Come explore your options.

Learning Journeys: Exploring Interests Through Reading and Journaling
The Delaware Library Learning Journey (DLLJ) Program- There are so many things to explore in this world! When a book creates curiosity about a new topic, why not document your learning journey through journaling or reading maps? Learn creative ways to document and build on your learning experiences in a fun, useful and memorable way. This session is an interactive examination/discussion of personal reading selection and tracking to help participants recognize their own methods, motivations and strong subject areas of interest. NOTE: a Delaware Library Learning Journal, Between the Lines, is provided to each participant.

Goat Management
Plan to attend this session to learn about goat management and production. The presentation will include information on selecting breeds and selecting goats. In addition, topics such as feeding, breeding and general goat health will be discussed.

Crop Insurance: New Tools and Developments
In an extremely volatile economic environment, farmers need to constantly improve their risk management skills. In this session participants will explore new web-based tools for enhancing their risk management skills. The latest crop insurance developments will also be covered, including the relationship between crop insurance and the new FSA whole-farm Supplemental Revenue Assistance Program.

Presenters

Harrises, Helaine
Selling Direct: A Strategy for Hard Times

Hutson, Tom
Hiring Teenagers

Jackson-Obrien, Dahlia
Goat Management

Lambrecht, Karen
Establishing a Winery

Harris, Helaine is currently President and a board member of the Historic Lewes Farmers Market (HLFM), a non-profit organization which not only manages the largest and most successful producer-only farmers market in Delaware, but is also dedicated to the mission of creating local and sustainable food systems that are environmentally sound, economically viable, and socially responsible. Ms. Harris helped found this organization in 2005, created the first board, and was responsible for the organization’s 501(c)3 status. In addition to managing the market, the HLFM has developed an informational website, an email newsletter that reaches more than 2000 customers, and a group of over 200 volunteers for the market and several other significant community projects. Ms. Harris is also Executive Vice President of Daedalus Books, Inc., an overstock book, CD, and DVD company marketing through multi-channels including catalogs, web, and stores.

Hutson, Tom earned a Bachelor of Science in zoology and a Master of Education in secondary science from the University of Maryland’s College Park campus. Tom’s work experience includes seven years as a part-time counselor for adults with developmental disabilities, four years as a wildlife conservation program assistant and veterinary assistant, and thirteen years as a high school science teacher in Caroline County, Maryland. He is currently working as the 4-H Youth Development Educator for University of Maryland Extension in Talbot County. Throughout his career, Tom has served diverse populations of youth and adults with regard to academic ability, socioeconomic status, race, age, etc.

Jackson-Obrien has served diverse populations of youth and adults with regard to academic ability, socioeconomic status, race, age, etc.

Lambrecht is the owner and co-operator of Serpent Ridge Vineyard and Winery in Westminster, Maryland. Karen and her husband, Greg, started their first vineyard in 2000, which quickly grew to approximately 3,000 wine grape vines on their property. While the original plan was to sell wine grapes commercially, Karen and Greg’s passion for winemaking led them to obtain their federal and state wine bonds. The winery will be opening this spring. Karen is an active member of the Maryland Wineries Association and co-chairs the New Winery Committee. She holds a Bachelor of Science Degree in Nursing from the University of Delaware.
Presenters

Goel, Rajiv
Six Steps to Effective Estate Plan

Rajiv Goel is a partner in OR&Kurman, P.A.’s estate planning and elder law department. Rajiv attended the University of Maryland School of Law, and received a J.D. with a Health Law Certificate. Since graduating from law school, Rajiv’s practice has been focused on assisting families, some of whom are well-known farming families in the northeastern Maryland region, with the protection of assets from death taxes and nursing home care costs. Rajiv grew up in Havre de Grace, Maryland, and currently resides in Bel Air, Maryland.

Graybeal, Kathy
Learning Journeys: Exploring Interest Through Reading and Journaling

Kathy Graybeal has a MS degree in Library Science & Information Resources from the University of Arizona. She has been a librarian for over 21 years, and has created, designed and implemented library services and programs for people of all ages. She is currently an instructor/administrator for continuing education/professional development of Delaware library staff.

Hagy, Tegan
Farm To-and-in School

Tegan Hagy is the Coordinator for the Mid-Atlantic region of the National Farm to School Network encompassing Pennsylvania, New Jersey, Delaware, Maryland, Virginia, the District of Columbia and West Virginia. In this role, Ms. Hagy supports the National Farm to School Network by supplying information services, networking opportunities as well as training and technical assistance for individuals or organizations working on farm to school initiatives. Previously, Ms. Hagy coordinated the Kindergarten Initiative, an early intervention nutrition and agriculture model program that resulted in the creation of the Healthy Farms and Healthy Schools Act, a state-wide policy which provides Pennsylvania schools with grants to implement Kindergarten Initiative-like programs. Ms. Hagy has also apprenticed on an urban, organic farm; facilitated procurement of fresh produce to Philadelphia area bodegas; and designed school gardens. Tegan earned her BA in Medical Anthropology from the University of Pittsburgh, and is currently pursuing her Masters degree in Nutrition.

Hall, John
Grain Marketing: Tool Time for Pre-Harvest Marketers

John Hall represents the University of Maryland College of Agriculture and Natural Resources, and serves as County Extension Director in Kent County, Maryland. John has made numerous national, international, regional and state presentations. He has conducted workshops in farm management, business organization, grain marketing, organic grain production, nutrient management, and pesticide application usage. He has produced video programs on organic grain production and building value-added agricultural enterprises that have been distributed nationally. In 1999, John organized a community-based needs assessment discussion group that met bi-monthly. Chesapeake Fields Institute (CFI) evolved from this discussion group in 2000. The community-based group has embraced the mission, “Preservation through Profitability”. In 2003, CFI launched Chesapeake Fields Farmers LLC, a for-profit organization established to build the infrastructure necessary to develop value-added markets for the region.

Workshop Descriptions

Workshop Session #2 - Thursday 1:00 - 2:15

What’s In Your Market Basket
Pesticides help control insects, weeds, plant diseases, and other pests on our food crops. How much of the pesticide that is applied to our food ends up in what we and our families eat? Should we worry about residues in our food? Learn what the latest monitoring reports can tell us about balancing these benefits and risks.

The Status of Honeybees
This workshop will include updates on the Colony Collapse Disorder (CCD) phenomenon and overall honey bee colony health. Further, participants will learn how farmers can reduce the negative impact of their operations on honey bee hives, as well as make their farms conducive to colony health and survival.

Broiler Production Management - For Potential & Existing Growers
Broiler production is the largest agricultural revenue generator in Maryland and Delaware. This session will discuss factors evaluating broiler production as a farm enterprise or as an alternative or complementary farm enterprise. Current broiler producers also might find this class helpful. Among the subjects covered will be availability of an integrator, contract production, building and equipment requirements, labor and management requirements, equipment consideration, waste management regulations, nutrient management, cost share opportunities, bio-security, cash flow, income, profitability, and environmental requirements.

Immigration Law
Immigration issues affect every employer in the U.S., but the agricultural industry bears the brunt of this perhaps more than all the others. In addition to seasonal help concerns from foreign labor, such as the H-2A program, many employers in the agricultural industry are now faced with No-Match regulations, Executive Orders requiring employers to sign up with E-Verify, and running their businesses without the intervention of I.C.E. This workshop will describe the H-2A process and then address the myriad of current immigration-based regulations that affect the agricultural industry. We will also explore the possible laws and regulations that may come from a newly elected President Obama and Democratic controlled Congress.
## Workshop Descriptions

### Workshop Session #3 - Thursday  2:45 - 4:00

#### Interviewing, Hiring and Employee Leave Laws You Need to Know

**Are you asking legal questions on your employment application? What liability do you have for hiring and/or retaining a dangerous employee? What types of leave are your employees permitted? This workshop will focus on updating your employment application and making sure you are asking proper questions during interviews. We will also discuss your liability for hiring and/or retaining an employee with a known criminal record or who has a dangerous background. Finally, the various family leave laws will be discussed, including military leave (USERRA), family or personal leave (FMLA), and other leaves of absence permitted under the law.**

#### Farm To-and-In Schools

**With over 2,000 documented projects, Farm to School programs are exploding with popularity across the country. Farm to School programs connect school meals with local agriculture in a strategy that reconnects communities to the sources of their food, protects the environment, provides infinite educational opportunities, and improves the nutritional quality of school meals. The National Farm to School Network provides free training, technical assistance, and networking opportunities for anyone interested in implementing or expanding a farm to school program. This session will feature three speakers, including a Maryland farmer who will discuss how they are involved in these programs. You will learn about the benefits of school vegetable gardens for children, consumers and farmers; about the history of farm to school programs; about successful local programs; and finally, about how three unique programs have developed into national models. In addition, the Healthy Foods for Healthy Kids, Inc. program will be highlighted.**

#### Farm Service Agency: Helping Women Farm

**Whether you participate in a family farm business or are looking to start a farming operation, USDA’s Farm Service Agency (FSA) is here to help. A team of FSA personnel will be on hand to discuss farm production, disaster and conservation programs. In addition they will share information about a variety of loan programs available for purchasing inputs, equipment, or land; for farm storage facilities; for youth projects; and for crop marketing. FSA has a program for almost any situation that affects your farm.**

#### Six Steps to An Effective Estate Plan

**An effective estate plan ensures that you and those you care for most will enjoy the security of your life's holdings, ensure your efficient transfer to your beneficiaries and meet family objectives. Attendees will learn about: Wills, Living Wills, and Powers of Attorney - What they do and don't do; When to update; How to protect your assets from death taxes and nursing home care costs; Your options for paying for home care and assisted living care; Keeping the peace: Ideas for reducing conflict among family members; Stretching IRA-reducing tax liability over multiple generations; Special issues unique to farmland and farming businesses, and What you can start doing now to prepare for the possibility of your death or disability.**

### Presenters

<table>
<thead>
<tr>
<th>Deficio, Judith</th>
<th>Immigration Law</th>
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<tbody>
<tr>
<td><strong>Selling Direct: A Strategy for Hard Times</strong></td>
<td><strong>Certified Immigration Specialist</strong></td>
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<tr>
<td>Judy Deficio is a life-long farmer and third generation family member involved in the Trenton Farmer’s Market – her family has been involved in the Market since the 1940’s. Judith is proud to be the first female member of its Board of Directors! She began-walking on customers as a young child, and she believes that Market shoppers continue to enjoy seeing young generations involved in farming. Judith attended Rutgers University College of Pharmacy, but continued to work at the Farmers Market for summer employment. Since retail seemed to be a part of her genetic make-up, Judith began a career in retail pharmacy – but never left the farm – hence the reason her friends referred to her as a “pharmer”. After about 10 years as a full-time pharmacist, for various reasons she decided to switch to part-time status and spend most of her time expanding their greenhouse operation and spending time at the market - it may have been the best decision of her life. She loves the farm! Challenges and turdukes are not foreign to Judith, which is the reason for diversity and value-added in her products, which include cut flowers and cooking demonstrations. Her desire is to interest the customer so they will return to the Market.</td>
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<th>Filasky, Cynthia</th>
<th>Hiring Teenagers</th>
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<td><strong>Hiring Teenagers</strong></td>
<td><strong>Co-owner Operator of Filasky’s Produce in Middletown, Delaware</strong></td>
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<td>Cyndi Filasky is co-owner operator of Filasky’s Produce in Middletown, Delaware. She and her husband, John, have been operating their farm market for 22 years. Filasky’s Produce is one of just a few family farms in New Castle County where development pressure is continuous. They grow a full range of seasonal produce and also sell bedding plants and gifts. In addition, the Filaskys offer several Agrotourism events to the community, including themed tours to school-aged children during the springtime and fall, hayrides, and a soybean maze. The Filaskys hire teenagers to help harvest fresh produce, and have learned a few tricks of the trade over the years to encourage youth to show up for early morning and weekend work.</td>
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<tr>
<th>Gauvey, Ken C.</th>
<th>Immigration Law</th>
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<td><strong>Immigration Law</strong></td>
<td><strong>Attorney at Offit Kurman, P.A.</strong></td>
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<td>Ken Gauvey is an attorney at ORI Kurman, P.A. He focuses his practice in the areas of immigration, labor and employment, and general civil litigation. In immigration, Mr. Gauvey has represented clients in all types of employment-based immigration and has represented individuals in EB-1 and EB-2 National Interest Waiver applications. Mr. Gauvey represents employers in a wide range of matters including general immigration, compliance issues, discrimination-defense, sexual harassment, ADA and ADEA claims, wage and hour matters, FMLA contracts matters, and employment-related tort claims. He also represents clients before local, state and federal administrative agencies and courts across the nation involving immigration, labor and employment issues, as well as in arbitrations and other dispute resolution proceedings. Mr. Gauvey regularly advises clients on Form I-9 issues, immigration compliance, and employer policies and procedures.</td>
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<th>Godfrey, Lisa</th>
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<td><strong>Family Farmer and Third Generation Farmer</strong></td>
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<td>Lisa Godfrey has been a vegetable grower for the past 11 years. She and her husband, Tom, carry on the Godfrey family tradition of growing hand-harvested vegetables. The Godfrey family has been farming for at least 4 generations. Tom Godfrey’s parents left the New Jersey family farm in the early 50’s and moved to the Sudlersville, MD area. Over the years, the challenges and benefits of the business have changed greatly, and Lisa and Tom are trying to adapt the business to keep it successful for their children. Lisa’s grandparents were tobacco farmers in Kentucky. She graduated with a degree in Computer Science from Colorado State University, where she met her husband, Tom. Since moving to Maryland 11 years ago, Lisa has never looked back.</td>
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1. **Interviewing, Hiring and Employee Leave Laws You Need to Know**
2. **Farm To-and-In Schools**
3. **Farm Service Agency: Helping Women Farm**
4. **Six Steps to An Effective Estate Plan**
5. **Presenters**

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Wm. Donald (Don) Clifton II currently operates two businesses and is president of both - Farmers First Services, Inc. (FFS), an agricultural consulting business, and Clifton Farms, Inc., the family farm, where he represents the third generation. The Clifton family has farmed in Delaware since the 1920's and, until 1995, was one of the last Delaware families operating a vegetable canning facility, which was near Milton, Delaware. Clifton Farms currently operates about one thousand acres, growing grains, soybeans, processing vegetables, and fresh vegetables for value-added packaging. FFS was formed in 2001 and was soon recruited by the Delaware Department of Agriculture (DDA) to facilitate risk management education programs. In this role, Don maintains expertise on all aspects of crop insurance, including common, basic and special provisions for all crop policies, as well as actuarial guidance for each. He monitors new developments in crop insurance, networks with farmers and agricultural partners to maintain an appreciation for the educational needs of producers, and recruits the assistance of education partners. In addition, he makes presentations as an invited speaker, develops new educational tools, develops outreach strategies, and conducts one-on-one consultation as necessary.

Martha Ann Clark is the owner of Clark's Elioak Farm. This 540-acre farm offers a family-friendly atmosphere and a wide variety of animals. Visitors can expect to see everything from goats, sheep, donkeys, and alpacas to horses, turkeys, ducks, bunnies, and turtles. Clark's family has farmed in Howard County for more than 200 years, and she and her children are proud to be carrying on that tradition.

Carol Coren is a business development specialist with expertise in asset development, marketing, sustainable agriculture, and the food industry. She has been working with the Rutgers University Food Innovation Center since 2006 and supports entrepreneurs, community groups and rural service organizations in their work on a variety of projects ranging from coastal windmill farms and wood recycling cooperatives, to food product development and farmers market planning. Ms. Coren served as a project director for a NJ Department of Agriculture project to study and support farmers markets in the Garden State, and is an authority on cooperative business models and social enterprise. She has been recognized for her work in DDA program development, distance learning and internet conferencing, and served as a member of the USDA’s E-Government Advisory Committee in 2004 and 2005. She holds a Master of Fine Arts degree in communications and documentary film production, and believes that her creative spirit contributes to her ability to support entrepreneurial initiatives. In addition to work with community farmers markets in New Jersey and Oregon, she has worked overseas on development programs in Armenia and Kyrgyzstan where she played roles in advancing economic development initiatives in rural communities.

Rebecca Deaton serves as a Farm Loan Specialist with USDA Farm Service Agency (FSA) in Delaware. In this position, she works with farmers, commercial lenders and FSA staff to tailor a variety of loan programs to meet the needs of agricultural producers. She has private and public sector experience, including 18 years of federal service with FSA and Health and Human Services. Rebecca has a Bachelor of Science degree in Human Ecology and has completed graduate credits at the University of Delaware. Her family farms in Sussex County, where they had an ag equipment dealership.

Workshop Descriptions

Workshop Session #4 - Friday 8:30 - 9:45

Establishing a Winery
Learn from the co-owner of Serpent Ridge Winery about her personal experience in starting a winery. She will discuss what to consider when beginning a winery, including licensing and permitting, and the many challenges involved in the process. Useful web sites for winery start-up will be shared.

Grain Marketing—Tool Time for Pre-Harvest Marketers (double session)
What pricing tools are available to grain marketers before harvest? This workshop will use the example of a pre-harvest plan for corn in 2007 to illustrate the pros and cons of six different pricing tools: forward contracts, selling futures contracts, hedge-to-arrive contracts, buying put options, forward contracting and buying call options, and selling calls to form a price window. Once they develop a better understanding of the tools, participants will be invited to “test drive” these tools in a realistic marketing game.

Selling Direct: A Strategy for Hard Times
Panel members from Rutgers Food Innovation Center, the Historic Lewes Farmers Market, and a third generation grower-retailer who participates in the year-round Trenton Farmers Market, will share their experience, findings, and suggestions about the opportunities for participating in community farmers markets, as well as finding other retail outlets. In addition, information about new online courses for starting farmers markets will be discussed.

Hiring Teenagers
Understanding generational differences is important in keeping a harmonious work environment. Experienced farmers who employ teenagers will share their experiences with understanding, hiring and employing this age group. In addition, a 4-H Educator will describe the uniqueness of the modern U.S. workforce in that there are significant numbers of people from four distinct generational groups working side-by-side. This workshop will explore the differences among Mature, Baby Boomer, Generation X, and Generation Y/Millennial employees. Participants will discuss techniques for improving working relationships across the generations.

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Keeping Food Safe While It’s on the Farm
Good agricultural practices (GAPs) and good handling practices (GHPs) encompass the general procedures that producers and packers of fresh fruits and vegetables should follow to ensure the food safety of their product. These include pre-harvest practices (i.e., in the field) and post-harvest practices including packing and shipping. During this workshop, we’ll review the latest information regarding microbial contamination trends, updates on regulations, and strategies for the safe handling of produce, both fresh and minimally processed.

Grain Marketing—Tool Time for Pre-Harvest Marketers (double session)
See page 11 for a description of this double session.

Agritourism: Growing Farm Revenues
Agritourism entrepreneurs and farmers considering agritourism enterprises are encouraged to attend this conference session to gain new ideas and marketing resources from agency professionals and other experienced operators. Agritourism allows farmers to diversify their core operations and keep farmland in production, while preserving scenic vistas and maintaining farming traditions. This session will provide: challenges and opportunities for growing agritourism enterprises for new and not-so-new agritourism operators; resources and networking to build your business locally and throughout the Northeast region; examples of enterprise design, regulations, and ways to tap into tourism industry resources; and a look beyond today’s corn mazes and pumpkin patches to a preview of new and expanding ideas for attracting more visitors to the farm.

Business Planning
Planning is essential to any business, no matter how large or small your inventory, payroll and bank account. To be successful, a farm operation must know its current status and future plans. Having these plans mentally is not enough! Taking time to formulate thoughts, evaluate your business, devise a strategy, and anticipate possible problems will help your business be successful. This workshop will offer information and helpful tools, including a workbook and CD, to complete your farm business plan.