It is the policy of the Delaware Cooperative Extension System that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age or national origin.

Financial Sponsors of the 2012 Women in Agriculture Conference

Recognizing Women for Their Roles in Agriculture

February 9 - 10, 2012
Dover Downs Hotel & Casino
Dover, Delaware

Presented by the University of Delaware Cooperative Extension in collaboration with the Cooperative Extension Services of:

Delaware State University
University of Maryland
Rutgers, the State University of New Jersey
Program Committee

Laurie Wolinski, Chair  
*University of Delaware*

Jenny Carleo  
*Rutgers, the State University of New Jersey*

Shannon Dill  
*University of Maryland*

Maggie Moor-Orth  
*Delaware State University*

Susan Olson  
*University of Delaware*

Kelly Steimle  
*Rutgers, the State University of New Jersey*

Megan Messix  
*American Farm Publications, Inc.*

Jenny Rhodes  
*University of Maryland*
Welcome and thank you for attending the 11th annual Women in Agriculture Conference!

The purpose of this conference is to recognize ag women as valuable contributors to their communities, the region and the world. Ag women wear many hats, not the least of which is the producer hat - growing food and fiber. Among the other hats that ag women wear is that of an agricultural advocate.

According to the 2007 Census of Agriculture, there are thousands of women involved in agriculture as a primary operator or co-operator of a farm in the region. This means that there are potentially thousands of advocates for agriculture, just in our region. That doesn’t even account for the number of women involved in ag in other capacities – in government agencies, in non-profit organizations, in media, in private industry, and in education. This year will mark another opportunity to be counted – the Ag Census is scheduled to be taken again. Be counted, be proud, be an advocate for agriculture - for a safe, healthy food supply, and for a safe, healthy, clean environment.

We hope by attending this conference you will meet new people, share your stories, and that you learn at least one new resource (and maybe more) that will help you in making day-to-day risk management decisions on your farm or in your agribusiness, and also to further encourage you to advocate for agriculture.

We have three featured general session speakers. Our keynote speaker is Debbie Lyons-Blythe. She will tell her story and share with us her ways of advocating for agriculture. Our luncheon speakers, JoAnn and Ted Dawson, will have some fun telling their story about their successful and diverse equine business. Chris Wilson, Deputy Secretary of Agriculture for the Kansas Department of Agriculture and past president of American Agri-Women, will wrap up the conference on Friday.

On behalf of the Conference Committee, thank you again for joining us at this two-day women in ag, risk management education conference.

Sincerely,

Laurie Wolinski
University of Delaware
We welcome your input and ideas for future events!

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 gold conference evaluation form. Thank you!

Please share your suggestions for future concurrent sessions and /or speakers:

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Conference Sponsors

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Keynote Speaker

Debbie Lyons-Blythe

Debbie Lyons-Blythe is a mom, wife and cattle rancher in the Flint Hills of Kansas. She has five kids, ages 21 to 16, who all have responsibilities and ownership in the ranch. Debbie’s main job is the daily ranch work, as her husband works in town. Debbie also recognizes the need to connect with consumers and she writes a blog, “Life on a Kansas Cattle Ranch”, targeted at consumers to educate them about how beef is raised. Debbie uses Twitter and Facebook, as well as face to face meetings to promote her blog.
JoAnn has a B.S. Degree from the University of Delaware in Animal Science / Ag Education and a Master's Degree in Education, and has taught Animal Science, Equine Science and Acting at both high school and college levels. She is a member of the Maryland Horse Council, the Cecil County Tourism and Equestrian Committees, Maryland Farm Bureau, and a board member of the North East Chamber. She is a columnist for Cecil Soil Magazine and an instructor at Cecil College. She is also the author of the award-winning Lucky Foot Stable series for ages 8-12, and visits elementary and middle schools with her pony, Butterscotch, to promote reading and writing.

Ted holds a B.S. degree from the University of Delaware in Business Administration and Finance. He has an extensive farming background, including dairy, crops, livestock and fish farming. He is a member of the Maryland Farm Bureau and teaches Equine classes at Cecil College.

Mike Wasykowski has worked at Delaware State University for over six years now working in the Small Farms Program. Most of the work he has done has been with Niche Crops while working there, in particular Pole Lima Beans along with pastured poultry, High Tunnel production, and Organic production. Small Farmers if they want to be profitable almost have to have a Niche Crop to market. He is a graduate of Delaware Technical and Community College in Georgetown, DE, and also is Delmarva's only licensed Poultry judge.

Dr. Carissa Wickens is an Assistant Professor of Equine Science in the Department of Animal and Food Sciences at the University of Delaware. She also serves as the Equine Extension Specialist for the state of Delaware. Carissa completed her Ph.D. in Animal Behavior and Welfare at Michigan State University in 2009. The focus of her doctoral research was stereotypic behavior in horses, with an emphasis on the oral stereotypy of crib-biting. During her Ph.D. program, Carissa also assisted with the development of an online Horse Behavior and Welfare Course offered through My Horse University. Dr. Wickens teaches undergraduate animal science courses focused on the horse, and delivers both adult and youth equine education and outreach programs. Currently, Carissa teaches "Introduction to Equine Science and Equine Management" and guest lectures on equine topics in other undergraduate Animal and Food Sciences courses including "Introduction to Animal Science, Animal Nutrition, and Animal Behavior".
Tucker, Arthur  
Herbs in Fresh Flowers  
Dr. Arthur O. Tucker is Research Professor in the Department of Agriculture & Natural Resources, Delaware State University. He has published numerous books, scientific papers, and popular articles, such as “The Encyclopedia of Herbs” (Timber, 2009). He would like to retire this year to pursue an alternative lifestyle of a concrete sculptor, crazed gardener, and doting grandfather.

Uro, Jen  
The Farmer and The Chef  
Jen Uro has been working with the March of Dimes since 2007. She is a fundraiser and special events planner for the Delaware Chapter. Prior to the March of Dimes, Jen worked with The Grand Opera House and Opera Delaware as a fundraiser. She has been involved with “The Farmer and The Chef” since its first year in 2008. Now in its 5th year, the event has grown by leaps and bounds, from 22 chefs and 17 farmers in the first year, to 45 chefs and 40 farmers in 2011. Jen is thrilled to be included in the 2012 Women in Agriculture conference.

Volk, Jennifer  
Chesapeake Water Implementation Plans  
Jennifer received both her undergraduate degree in Chemistry and graduate degree in Marine Studies from the University of Delaware. She began working in the Delaware Department of Natural Resources and Environmental Control’s Watershed Assessment Section as an Environmental Scientist in 2003. Jennifer has assisted with the development of Total Maximum Daily Loads for nitrogen and phosphorus in several watersheds and has worked with Tributary Action Teams to develop Pollution Control Strategies and Watershed Implementation Plans to reduce nonpoint source pollution. As part of this process, Department staff and stakeholders have identified potential best management practices to reduce nutrient loadings from agriculture, stormwater, and onsite wastewater treatment and disposal systems (OWTDSs). Jennifer recently graduated from Delaware’s second LEADelaware class – a leadership program for professionals in the agriculture and natural resources fields.

Capstone Speaker  
Chris Wilson  
Chris Wilson was appointed Deputy Secretary of the Kansas Department of Agriculture on January 10, 2011. Wilson grew up on a grain, livestock and dairy farm in West Central Illinois and has a degree in Agronomy from Western Illinois University. She is an attorney and graduated cum laude from Washburn University School of Law.

She has represented agricultural interests before the Kansas Legislature for the past 25 years, owning an association management and governmental consulting business for the last 18 years. Organizations she has represented include: Kansas Agricultural Aviation Association; Kansas Agribusiness Retailers Association; Kansas Building Industry Association; Kansas Dairy Association; Kansas Grain and Feed Association; Kansas Seed Industry Association; Kansas Veterinary Medical Association; and Groundwater Management District 3. In addition, her company has produced curriculum materials for secondary agriscience classrooms throughout the country.

Wilson is currently completing her 2-year term as president of American Agri-Women, the national coalition of farm, ranch and agribusiness women, with more than 40,000 members in the 60 affiliates of AAW in the U.S. and Canada. A long-time member of AAW, she has held many state and national positions and served as national legislation chair for 16 years. She is the producer of the American Agri-Women television show, airing weekly on RFD-TV.

She also previously served as Assistant to the Director of the Illinois Department of Agriculture and was Assistant to U.S. Secretary John R. Block at the United States Department of Agriculture. Wilson is an 11th generation U.S. farmer. She and her husband Ron and four children, Joanna (18 and a K-State freshman in pre-vet) and triplets Stephen, James and Elizabeth (12), farm and ranch in Riley County, Kansas, and Knox County, Illinois. They are living on Ron’s family farm – Lazy T Ranch – where they raise cattle, horses, sheep, dairy goats, llamas and crops. They also operate Lazy T Ranch Adventures, an agritourism business, and host a variety of groups. Guests can experience a working Flint Hills ranch which includes a native prairie meadow, and is listed on the National Historic Register. It offers hayrack rides, cowboy poetry, chuck wagon suppers, and an annual pumpkin patch and Fall Festival in October.
**Conference Schedule**

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<td>7:45 Registration &amp; Continental Breakfast</td>
<td>8:00 Continental Breakfast</td>
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<td>8:30 General Session</td>
<td>8:30 Workshop Session 4</td>
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<td>10:00 Workshop Session 1</td>
<td>9:45 Break</td>
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<tr>
<td>11:30 Luncheon</td>
<td>10:00 Workshop Session 5</td>
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<td>1:30 Workshop Session 2</td>
<td>11:45 General Session Capstone Address: Chris Wilson</td>
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<td>3:00 Workshop Session 3</td>
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<td>4:15 Break</td>
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<tr>
<td>4:30 General Session</td>
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<tr>
<td>5:30 - 7:30 Reception and Harness Racing</td>
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**Thursday afternoon General Session**
Please return to the General Session in Ballroom C for a presentation on Maryland Food Bank's "Farm to Food Bank" Program

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

**Presenters**

**Shipper, Paul**
Paul Shipper serves as a Loan Officer for MidAtlantic Farm Credit in Dover, DE. In this position, he works with farmers, government agencies and MAFC staff to tailor a variety of loan programs to meet the needs of agricultural producers. He has 21 years of experience in agricultural lending. He has a Bachelor's degree in Agricultural Business Management from Penn State University. He and his wife Patsy reside in Magnolia, DE with their daughter Rebecca and son Nathan.

**Short, E. Austin**
E. Austin Short serves as the Deputy Secretary of Agriculture in Delaware. In this position, he works with farmers, government agencies, local and national ag businesses, and Delaware Department of Agriculture (DDA) staff to ensure Delaware farmers comply with local and national ag regulations and policies. He started his career with the Delaware Department of Agriculture as a service forester. In 1995 he became the State Forester and the administrator of the DDA Forest Service, and now has 20 years with the State Department of Agriculture. He has a Bachelor's degree in Forestry and a Master's in Forest Biometrics from Virginia Tech University. He and his wife Kelley and their two sons live in Georgetown, DE.

**Steimle, Kelly**
Kelly Steimle graduated from Rutgers School of Environmental and Biological Science in May of 2012 with a degree in Animal Science, specializing in Agribusiness. She also double-minored in Equine and Companion Animal Science. While in college, Kelly competed on both Rutgers' Equestrian Team and Livestock Judging Team. She took part in numerous research projects involving the school's standardbred horses and mustangs which were in the "Young Horse Teaching and Research Program". Kelly's love of agriculture began when she was in 5th grade and joined the Somerset Count, NJ Dairy Club. While participating in the Dairy Club, Kelly learned to show cows, which she continued to do until she began college.

**Tracy, Tara**
Tara Tracy is the Urban Agriculture and Community Gardens Manager at the Delaware Center for Horticulture in Wilmington. She holds a BS degree in Plant & Soil Science from the University of Maine at Orono; she also received a Graduate Certificate in Geographic Technology from West Chester University. Before her work at the Delaware Center for Horticulture starting in June of last year, Tara was a land planner and land preservationist for the Brandywine Conservancy’s Environmental Management Center in Chadds Ford, PA. Earlier professional and personal experiences include development of manure management, erosion/sedimentation control, and stormwater management plans as a soil conservationist for the former USDA-Soil Conservation Service; freelance grant writing and management in both Austin and Boston; and, picking and packing vegetables at a Massachusetts truck farm.
### Presenters

**Norman, Joan**  
**Food Alliance**  
Joan Norman and her husband, Drew, own One Straw Farm, a Food Alliance certified vegetable farm located in Baltimore County, MD. Established in 1983, One Straw Farm supports a CSA in excess of two thousand customers, complemented by sales to area farmer’s markets, restaurants, colleges, hospitals, and wholesale distributors. Designing innovative marketing programs for farmers, introducing children to nutritious food and sharing her views in healthy cooking with her customers are Joan’s expertise and passions. Her Food and Faith Program began in 2004, utilizing churches as CSA distribution sites for local produce and tithing shares to the CSA drop sites.

**Porter, Holly**  
**Social Media - 30 Minutes or Less**  
Holly Porter was raised on a farm in Caroline County, MD and spent many youthful summers baling hay and straw with her family. She graduated from Marymount University in Arlington, VA in 1998 with a degree in Communications. She has been the marketing specialist for MidAtlantic Farm Credit for over 11 years, starting in their MidMD region and currently working with loan officers throughout Delmarva. Holly has been actively involved in MidAtlantic’s social media strategies for over three years. She is a current LEAD MD fellow and enjoys running, volleyball, and spending time with her husband and two young daughters, Maddie & Maura.

**Rhodes, Jenny**  
**Crop Budgeting**  
Jenny Rhodes has been a lifelong resident of Queen Anne’s County and is currently the Agriculture and Natural Resources Extension Educator for Queen Anne’s County. Jenny 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 with a M.E. in Agriculture and Education. She is very energized about her job and enjoys working not only with the agriculture sector, but educating other community members about the county’s agriculture and natural resources.

**Schmidt, Jennie**  
**Ag-Vocacy**  
Farmer, Dietitian, and Blogger, Jennie Schmidt is a volunteer for “CommonGround”, an organization connecting farm women to their communities to promote agriculture and raise awareness of food production and farming methods. She blogs under the name “The Foodie Farmer” and has the Twitter handle of @FarmGirlJen. Jennie was selected the 2011 America’s Farm Mom of the Year, Northeast Region. She farms a 3rd generation, 2000 acre family farm in Sudlersville, MD, growing corn, soybeans, wheat, barley, hay, tomatoes, green beans, and winegrapes. She is current President of the Maryland Grape Growers Association and serves on the Maryland Farm Bureau Specialty Crops Committee. Jennie is also a 2011 graduate of LEAD Maryland Class VI.

### Workshop Sessions

#### Thursday, February 9, 2012

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<td>10:00 - 11:15</td>
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<tr>
<td>Keynote Address: Debbie Lyons-Blythe</td>
<td>Chesapeake</td>
<td>Life on a Kansas Cattle Ranch: A Story about Agriculture Advocacy</td>
<td>Urban Agriculture</td>
<td>Life Management/ Metabolic</td>
<td>Energy Efficient Landscaping</td>
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<td>11:30</td>
<td>Remarks: Dr. Jan Seitz</td>
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<td>Luncheon Address: JoAnn and Ted Dawson</td>
<td>Chesapeake</td>
<td>Thinking Outside the Box stall - Top Ten Ways to Avoid Getting a Real Job</td>
<td>Urban Agriculture</td>
<td>Life Management/ Metabolic</td>
<td>Energy Efficient Landscaping</td>
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<td>1:30 - 2:45</td>
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<td>Herbs/ Arrangements</td>
<td>Chesapeake</td>
<td>Crop Budgeting</td>
<td>Crop Insurance</td>
<td>Customer Experience</td>
<td>Financing Your Farm</td>
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<td>Food Alliance</td>
<td>Chesapeake</td>
<td>Crop Budgeting</td>
<td>Crop Insurance</td>
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<td>Lavender Fields</td>
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<td>Crop Budgeting</td>
<td>Crop Insurance</td>
<td>Customer Experience</td>
<td>Financing Your Farm</td>
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<td>If A 5 Year Old Can Do It</td>
<td>Silver Lake</td>
<td>Crop Budgeting</td>
<td>Crop Insurance</td>
<td>Customer Experience</td>
<td>Financing Your Farm</td>
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<td>General Session: Amy Cawley</td>
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<td>Farm to Food Bank Program</td>
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<td>Crop Budgeting</td>
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<td>Reception and Harness Racing - Diamond Room/ Winner’s Circle</td>
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#### Friday, February 10, 2012

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<td>Continental Breakfast</td>
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<td>Farm Machinery</td>
<td>Farmer/Chef</td>
<td>Ag-Vocacy</td>
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<td>Equine Liability/ Barn Safety</td>
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<td>Crop Budgeting</td>
<td>Crop Insurance</td>
<td>Customer Experience</td>
<td>Financing Your Farm</td>
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Workshop Descriptions

Workshop Session #1 - Thursday 10:00 - 11:15

Rebecca Long Chaney, Coordinator, at the University of Delaware New Castle County Cooperative Extension. She received her B.S. from Towson University, her M.S. in Plant and Soil Sciences at the University of Delaware, and is a graduate of the Professional Gardener Training Program at Longwood Gardens in Kennett Square, Pennsylvania. In her role as Extension Educator, Carrie supports Master Gardener Volunteer Educators in home horticulture information and resources to the New Castle County community. Carrie has worked in greenhouse and nursery production for over ten years, including native plant production at North Creek Nurseries in Landenberg, Pennsylvania, and in the University of Delaware Botanic Gardens on the College of Agriculture and Natural Resources campus in Newark, Delaware. Her special interests include sustainable landscapes, organic gardening, backyard composting, vegetable gardening, community gardens, and local food production.

A Happy, Healthy, Long Life…How Can I Avoid the Metabolic Syndrome Disaster? Metabolic syndrome has been defined as a combination of 3 or more elevated blood values – triglycerides, HDL cholesterol, blood glucose and/or enlarged waist circumference and/or high blood pressure. Currently about 34% of American adults meet the criteria, but it is about 3 times more prevalent among males and females 40 – 59 years of age as those 20 - 39 years of age. However, it can be prevented by a few simple habits that one can follow to achieve a happy, healthy, long life. In this presentation, we will focus on the small steps we can take to decrease our risk of developing these symptoms of our current lifestyle.

Energy Efficient Landscaping - Windbreaks, Rain Gardens, Native Plants and More Ideas Even if your home is not surrounded by a "wide open" field of annual crops, having a windbreak planted in the right location could save 10 -25% on your energy bills and provide environmental benefits. Come and learn more about agroforestry energy efficient plantings which can be established at your "homestead":

Long-Chaney, Rebecca
If Five Year Olds Can Do It, So Can You

Murphy, Carrie
Urban Agriculture

Myers, Dave
Farm Machinery

Presenters

Rebecca Long Chaney holds a Bachelor's degree in agricultural journalism from the University of Wisconsin-Madison. She also earned a two-year technical certificate in agricultural business management from the University of Maryland’s Institute of Applied Agriculture. After establishing her journalism career at the Frederick News-Post, the second largest daily newspaper in Maryland, Chaney served as editor of the agricultural and greenhouse sections of the newspaper. She had more than 1,000 articles published and received several writing awards, including a group award for best feature series category in the Associated Press competition for Maryland, Delaware, and D.C. in 1996. The author’s first book was published in 1999, “A Peek at the Past and a Preview of the Future”. The 136-page book traces the 150-year history of the Ayrshire and Brown Swiss dairy cattle breeds in Maryland and features more than 600 photos and sketches dating from 1868. Chaney has also won several photography competitions, including the Book Passage Travel Writers and Photographers Conference in San Francisco in 2001. In 2000 the author traveled and worked abroad with her husband for a year. Eight months were spent on an 880,000-acre cattle station in the Australian outback. The journey also took them to Papua New Guinea, Tonga and New Zealand. The author sold 32 stories to newspapers and magazines in the United States. She also had a four-page photo essay in Outback magazine, Australia’s fastest-growing magazine with a readership exceeding 130,000 people.

Carrie Murphy is an Extension Educator in Horticulture and Master Gardener Coordinator at the University of Delaware New Castle County Cooperative Extension. She received her B.S. from Towson University, her M.S. in Plant and Soil Sciences at the University of Delaware, and is a graduate of the Professional Gardener Training Program at Longwood Gardens in Kennett Square, Pennsylvania. In her role as Extension Educator, Carrie supports Master Gardener Volunteer Educators in home horticulture education and service projects. She provides home and commercial horticulture information and resources to the New Castle County community. Carrie has worked in greenhouse and nursery production for over ten years, including native plant production at North Creek Nurseries in Landenberg, Pennsylvania, and in the University of Delaware Botanic Gardens on the College of Agriculture and Natural Resources campus in Newark, Delaware. Her special interests include sustainable landscapes, organic gardening, backyard composting, vegetable gardening, community gardens, and local food production.

Dave Myers has been a lifelong resident of Anne Arundel County, Maryland and currently is the Anne Arundel County Extension Director and Area Extension Educator in both Anne Arundel and Prince George’s Counties. Prior to assuming the University of Maryland Extension position in December 1997, Dave was the agronomist for the U.S. Naval Academy Dairy Farm, where he was employed from 1980 to 1997. While working at the Naval Academy Dairy, in 1983 Dave earned a B.S. degree in Agronomy, Crop Science, and in 1996 a M.S. degree in Agronomy, Weed Science from the University of Maryland. His Extension responsibilities include all field crop and livestock agriculture, with an emphasis on fruit and vegetable production and marketing. Dave currently conducts fruit and vegetable research trials at the University of Maryland Upper Marlboro Research and Education Center.

Dave currently conducts fruit and vegetable research trials at the University of Maryland Upper Marlboro Research and Education Center.
Feindt, Jennifer

Financing Your Farm
Operation: Sources and Options for Beginning Farmers

Jennifer Feindt serves as a Farm Loan Officer with 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 6 years in banking and 3 years with the Farm Service Agency. She has a Bachelor’s degree in Environmental Soil Science with a minor in Plant Biology from the University of Delaware, and a Master’s in Business Administration from Wilmington University. Jennifer resides in Milford, Delaware with her husband Matt and son Hunter.

Giesecke, Carol

A Happy, Healthy, Long Life

Carol Giesecke has been employed at Delaware State University Cooperative Extension as Nutrition, Consumer Economics, and Health Specialist since September, 2004. Currently she delivers a variety of nutrition programs to audiences around the state and administers several nutrition education programs. She worked previously in a similar role at Lincoln University in Jefferson City, Missouri. Before that, she organized and coordinated system-wide events for the New England Cooperative Extension Consortium while based at the University of Maine in Orono, ME. Carol received her Ph.D. in Nutrition from Penn State University and holds a Master’s degree in Nutrition from Cornell University. In addition, Carol has worked as a forensic chemist for the Drug Enforcement Administration in Washington, DC. She produced a nationally distributed radio show on family health issues, and served as a nutrition advisor for the Catholic Relief Service in Kenya.

Kreiner, Andrea

The Farmer and The Chef

Andrea Kreiner is the principal in A. Kreiner Company, and environmental and energy consulting. Andrea is working with Southern Delaware Tourism on the new “Local on the Menu” program and previously was the coordinator of the New Castle County “Buy From Your Neighbor” program. She has 20 years experience working on sustainability issues at the local, state and national levels. She served as Chair of the National Pollution Prevention Roundtable, held a variety of management positions with the Delaware Dept. of Natural Resources and Environmental Control and Governor’s Office, and co-chaired the Governor’s Advisory Council for the Department of Services to Children, Youth, and their Families. Kreiner holds a B.S. in Agricultural Economics from Cornell University and an M.S. in Resource Economics from the University of Rhode Island.

Kuehn, Faith

Urban Agriculture

As Plant Industries Administrator for the Delaware Department of Agriculture (DDA), Faith’s focus is the viability of the state’s commercial plant resources. Specific program responsibilities include nursery certification, apiary inspection, urban agriculture and numerous surveys for plant pests. Faith received a Ph.D. in Entomology from the University of Arizona, and an M.B.A from the University of Delaware. Before coming to DDA in 2001, Faith held numerous Research and Development positions within DuPont’s Crop Protection Division and was Museum Director for the Philadelphia Insectarium. Faith belongs to the Urban Farm Coalition and is leading a Community/Therapy garden project, in cooperation with the Department of Health and Social Services.

Workshop Descriptions

Workshop Session #2 - Thursday 1:30 - 2:45

Herbs in Fresh Flower Arrangements. This presentation will feature a short lecture and include demonstration of a unique herbal flower arrangement with a toilet plunger (terra cotta, of course), a pot with plaster, and a block of Oasis.

Food Alliance Food Alliance is a nonprofit organization that certifies farms, ranches and food handlers for sustainable agriculture and facility management practices. By choosing Food Alliance certification, farmers can distinguish their products with independent verification of their safe and fair working conditions, humane treatment of animals, and active environmental stewardship. This session will be presented by Food Alliance, Pennsylvania Association of Sustainable Agriculture, and a local producer.

Lavender Fields Each of the business partners of Lavender Fields at War- rington Manor LLC, Delaware’s only lavender farm, will discuss the farm’s history, marketing strategies (including agritourism opportunities for Delaware farmers and cooperative advertising), production techniques for small special-ty crop farms principles of value-added product development, and managing business growth. A special focus will also include how three friends imple- mented a new business and maintained a strong friendship. The farm is locat- ed in Milton, DE and offers lavender nursery plants, value-added lavender products made at the farm, and unique lavender-related items created by local artisans.

If Five Year Olds Can do it, So Can You This presentation will include discussion around how farmers and ranchers can do more things to "tell our story". Rebecca Long-Chaney will present this session about how she and her twin 8-year old girls tell their stories. She will give simple ideas, tools, and suggestions for what farmers and ranchers can do with what time and resources they might have.
Workshop Descriptions

Workshop Session #3 - Thursday 3:00 - 4:15

Grant Writing  During this session, participants will have an opportunity to do some hands-on writing exercises. In addition, the presentation will include an overview of the SARE program and the farmer/partnership grant applications. Ag service providers are also encouraged to attend to learn about being a technical advisor for farmers and about writing partnership grants, which can pay farmers to do research on their farms.

Device Apps and Digital Resources for Farmers and Direct Marketers  Find out how to use GPS-based mobile apps, web-based resources and other digital means to make sure consumers know who you are, what you sell and where to find you.

The Women’s Land Army of WWII  We all have heard of Rosie the Riveter, but what about all of the women who kept our farms alive during WWII while the men were in the armed forces? Join us to learn more about how these amazing women fed our country during these desperate times. This session will be presented by Shavon Mangold and Carlie Schweibinz, and Ms. JoAnn Sopchak. Shavon and Carlie are members and officers in the Cape May County Technical High School FFA Chapter. Shavon is the Chapter Sentinel and Carlie is the Chapter Secretary. Both are seniors and are involved in equestrian activities at Cape May County Tech. Ms. Sopchak is the Agricultural Education teacher and the FFA Advisor.

Niche Marketing  Learn about niche market crops, such as pole lima beans, ethnic crops, organic, cut flowers, herbs, etc., and also about products such as poultry for meat and/or eggs and other things.

General Session - Thursday 4:30 - 5:00

Presenters

Deaton, Rebecca  Rebecca Deaton serves as a Farm Loan Specialist with 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. She has a Bachelor’s 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.

Dill, Shannon  Shannon Dill is currently the County Extension Director and Agriculture Educator for Talbot County Cooperative Extension. She has been a faculty member of the University of Maryland, College of Agriculture and Natural Resources, since 2001. She graduated from the University of Wyoming, receiving a B.S. in Agriculture Business and an M.S. in Agriculture Economics. Shannon provides outreach and education to agriculture producers of Talbot and neighboring counties in farm business planning, small farm enterprises, marketing and livestock management. Educational programs have included QuickBooks for Farm Businesses, Ag Tourism, Equine, Pasture Management, Grain Marketing and Annie’s Project.

Eireman, Sherry  Sherry Eireman has worked for Hoober, Inc. for 23 years in the accounting and service departments. She now serves as the Assistant Service Manager. Sherry grew up participating in 4-H and FFA in Smyrna, DE. Sherry and her husband of 31 years, Carl, live on a farm. Carl manages a 300 cow dairy farm in Kenton, DE. They have two grown children - their son works on a grain farm and their daughter teaches Agriculture in Caroline County, MD. They enjoy spending time with their 4 grandchildren.

Etu, Mary Ann, Harris, Sharon, Mayor, Marie  The partners, Mary Ann Etu of Lewes and Sharon Harris and Marie Mayor of Milton, happened on the idea of operating a lavender farm after the purchase in the fall of 2002 of the property. The partnership became natural to the long time friends and their enthusiasm is evident in the range of products and services they provide. Before their retirements, Etu and Mayor worked together for twenty years as Equity Coordinators for their states of New York and Maryland respectively. Mary Ann had maintained a summer home in Lewes for twelve years and encouraged Marie to move to the area. Marie and Sharon bought a home in Milton in 2000 and purchased the farm in the fall of 2002, and Lavender Fields at Warrington Manor LLC was incorporated in the spring of 2003. Each partner brings her own unique talents and abilities to the business. Mary Ann and Marie were both trained as home economists and Sharon is a lawyer with accounting experience. All three love gardening. Mary Ann is the product development and marketing person for the business, Marie handles sales and store operations and Sharon keeps the books and oversees farm operations. Everything is done by hand from planting to harvesting, to hanging the lavender in bundles to dry and creating value added products from the flowers in their workshop.
Presenters

Challandes, Jason

Grant Writing

Jason Challandes became the Regional Northeast Sustainable Agriculture Research and Education (SARE) Educator for Delaware and the Eastern Shore of Maryland in March 2009 as part of the Northeast SARE Professional Development Program (PDP). He is based at Delaware State University (DSU), but partners with the University of Delaware and the University of Maryland Eastern Shore. Jason's SARE activities focus on promoting sustainable agriculture techniques in the region. This goal is accomplished largely by educating agricultural service providers in the area so that they, in turn, will share this knowledge with the farmers they assist. The current area of focus is season extension. Jason also assists farmers directly, and maintains research and demonstration plots. While a student at DSU, Jason worked in the Small Farms Program. He graduated in Spring 2008 with a B.S. in Environmental Science. During college, Jason's interest and ability for creating multimedia outreach projects grew as he produced two short educational videos: one for the promotion of a field course in Belize entitled “Tropical Agriculture, Ecosystems, and Conservation”, and another describing the Delaware National Estuarine Research Reserve. His efforts at creating more entertaining versions of educational videos with very limited budgets have been presented to the International Interdisciplinary Environmental Association (IEA). Jason now hopes to bring some of these ideas and experiences to the outreach efforts of SARE.

Daney, Michael

Legal Issues in the Equine Industry/ Safe Horse Handling and Barn Safety

Michael H. Daney is a founding member of the firm Godwin, Erlandson, MacLaughlin, Vernon & Daney, LLC based in Ellicott City, Maryland, with additional offices in Bel Air, Maryland; Frederick, Maryland; the District of Columbia; and Fairfax, Virginia. The firm is a corporate defense firm and concentrates their practice area in the defense of employers, small and large corporations, insurance carriers and self-insured companies. The firm represents clients in the defense of liability claims, products liability claims, employment related issues, workers' compensation matters, insurance regulatory issues and OSHA. Mr. Daney concentrates his practice in the agricultural industry and represents clients in all aspects of the agricultural industry. He has specialty in the Equine industry and represents horse owners, breeders, and trainers in all aspects of the equine industry. He also serves as Chair of the Harford County Personnel Advisory Board and as the Assistant Zoning Hearing Examiner. He is a graduate of the University of Delaware and received his law degree from the University of Kentucky where he has been a past presenter at the Equine Law Conference. 

Workshop Descriptions

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

Ag-Vocacy: Directing the Conversation about Agriculture - Connect with Your Communities through Leadership and Social Media

Folks not in the farming community are telling our story, and that story is getting told rather inaccurately. Farmers need to connect with their non-farm communities telling the authentic story of agriculture today. This session will discuss ways in which farm women can become "Agvocates" for our industry through training, leadership opportunities, and social media.

"The Farmer and the Chef" and now "Local on the Menu" - Restaurant Linkage Opportunities

Southern Delaware Tourism has recently created "Local on the Menu", a program to market restaurants that serve locally grown food and the farms that grow the food. The March of Dimes is holding "The Farmer and The Chef" event for the 5th year. Both of these programs create new sales opportunities for Delaware farmers.

Fundamentals of Farm Machinery

This session will focus on agricultural equipment selection for women with regard to type, size and safety.

Social Media - Telling Your Story in Just 30 Minutes a Day

Social media is one of the greatest cost-effective tools to help tell the story about your business and agriculture. This session will more closely examine a few of the social media tools, as well as offer time-saving tips in using them.
Workshop Descriptions

Workshop Session #5  -  Friday 10:00 - 11:30

Legal Issues in the Equine Industry / Safe Horse Handling and Barn Safety  This session will feature two experts representing the equine industry - Mr. Michael Daney and Dr. Carissa Wickens. Mr. Daney is a founding member of the firm Godwin, Erlandson, MacLaughlin, Vernon & Daney, LLC based in Ellicott City, Maryland. He concentrates his practice in the agricultural industry and represents clients in all aspects of the agricultural industry. He has specialty in the Equine industry and represents horse owners, breeders, and trainers in all aspects of the equine industry. Dr. Wickens, Assistant Professor and Equine Extension Specialist at the University of Delaware, concentrates her research on horse behavior and welfare with emphasis on stereotypic behavior and human-animal interactions, and feeding strategies and protein nutrition for horses.

Crop Budgeting and Crop Insurance  With today’s escalating input costs and volatile commodity markets, it is increasingly important to reduce risk on the farm. One way to reduce this risk is by properly estimating and organizing crop inputs and outputs. This session will discuss 2012 crop budgets, custom rates, and present some basics about managing and marketing grain.

Creating the Customer Experience  When adding agritourism activities to your farm it is important to remember to switch from a production mentality to a hospitality mind-set. We need to reframe our thinking to look at it from the customer’s perspective. Customers of agritourism farms are looking for an experience, just as much as they are looking for a product. This session will discuss ways that we can be most hospitable to our customers, and how we can create a customer experience that they will want to share with others.

Financing Your Farm Operation: Sources and Options for Beginning Farmers  Access to capital is key to any successful farming operation. Representatives from USDA, Delaware Dept. of Agriculture, MidAtlantic Farm Credit, and commercial lenders will be on hand to discuss sources of funding to buy farm land and equipment, as well as finance operating costs. Topics will include: Delaware’s new Young Farmers and Rural Irrigation Programs; USDA loans for beginning farmers, women, and minorities; and Farm Credit’s StartRight Program for young, beginning, small, and minority farmers.

Presenters

**Abbott, Dot**  Dot Abbott is a Delaware native — born and raised in Dover, currently living in Wyoming, Delaware. She earned a Bachelor’s of Science Degree – Forest Resource Management in 1979 from West Virginia University. Since November 2000, Dot has been employed by the University of Delaware Cooperative Extension as the Extension Agent for Renewable Resources. Her daily activities include providing educational and outreach programs to diverse audiences on forestry (urban & rural communities – tree/shrub ID & problem diagnosis), backyard composting and wildlife management, environmental education and bioenergy-biomass opportunities. Dot is currently a member of the Delaware ENVIROTOWN Planning Committee (since 1994), Delaware Forestry Association, Delaware Urban and Community Forestry Council, Delaware Forest Stewardship Committee and Delaware Tree Farm Committee – past member of the Delaware Agriculture Museum Board of Trustees, Northeast Regional Biomass Steering Committee and National Biomass Partnership Council. She owns and operates a small business creating stain-glass art. Her spare time is spent enhancing the landscape around her home as a backyard habitat for wildlife — targeting birds, butterflies, native plants and a place for her cats to enjoy!

**Beal, Susan**  Susan Beal is the Agricultural Science Advisor for PASA. Before joining the team at PASA, Dr. Beal was responsible for Big Run Healing Arts, a non-specialized veterinary practice dedicated to providing holistic care for animals and the environment. She also provided educational programs, consulting and coaching for her clients, as well as farmers, producers, and consumer groups. Susan is particularly interested in whole farm/whole system pasture based ecology, and offers common sense advice and counsel with the goal of health from the ground up - thriving individuals and ecosystems.

**Carleo, Jenny**  Jenny Carleo has been working for Rutgers Cooperative Extension in New Jersey since 2003. Her efforts are concentrated on business management, including offering the first Annie’s Project in New Jersey, and, agritourism. She also works with a variety of producers, ranging from beach plum farmers, to beekeepers, to floriculture research.

**Cawley, Amy**  As Food Solicitor for the Maryland Food Bank Eastern Shore, Amy’s primary focus is to oversee the newly adopted ‘Farm to Food Bank Program,’ a program which seeks to procure edible, nutritious produce that is going to waste, and transport that produce to the Maryland Food Bank—Eastern Shore location for distribution to over 145 Partner Agencies who feed the hungry. Since her hire in mid June, over 500,000 lbs of produce have been collected from farmers located across Eastern Shore Maryland Counties. Daughter of a retired grain farmer, she has spent 18 summers working at Clayton Farms, a wholesale / retail business located 1 mile West of Denton. Amy’s late grandfather, Wayne A. Cawley, was Secretary of Agriculture for the state of Maryland from 1979 – 1991. Many would say that farming flows freely throughout her veins, as does the desire to help people. She is very happy to be working for the Maryland Food Bank as Food Solicitor for the “Farm to Food Bank Program.”