OUTSTANDING IN YOUR FIELD, AND OURS TOO.

Are you looking for a lender that understands you and your dreams? One who knows that you’re not like your neighbor, even if you are in the same business or on the same street?

Look no further than Farm Credit. We’re the largest agricultural and rural lender on the East Coast. We know that there’s a difference between dairy farmers and chicken growers. Between a CSA and a large agribusiness transporting product across the country.

Other lenders may know that each industry has its own needs and challenges. At Farm Credit, we know that you are an individual, with individual goals and individual challenges. If you’re looking for someone to help you jump over the challenges, and get where you want to be, give us a call today.

888.339.3334 | mafc.com  |  

FARM CREDIT
Lending support to rural America®
Greetings and thank you for attending the 14th Annual Women in Agriculture Conference!

The objective of this conference is to empower you with the risk management tools to help your farm business; whether you are happy with where you are now or if you want to grow and/or diversify your farming operation. This conference offers you a relaxed learning experience with keynote and general speakers, formal presentations and the opportunity to network with other women in agriculture. We hope you will find significant management tools, knowledge and resources to add to your farm toolbox.

The planning committee has worked very hard to put together a dynamic program of speakers and topics. Please choose the sessions that most interest you. We challenge you to step out of your comfort zone and attend other sessions that may offer you a new opportunity.

On behalf of the Conference Committee, we thank you again for joining us at the 2015 Women in Agriculture Conference. You are the reason this conference has been so successful over the years. Please take every opportunity to engage in learning opportunities, network with the women in agriculture, visit our sponsor’s exhibits and enjoy our featured speaker’s presentations.

Sincerely,

Conference Co-Chairs

Visit us on social media and get real time updates throughout the WIA Conference #womeninag

Follow us on Facebook: www.facebook.com/MidAtlanticWomenInAgriculture

Pinterest: www.pinterest.com/womeninagma

Twitter: @MidAtlanticWIA

Instagram:@MidAtlanticWIA
Opening Speaker
Jennifer Schmidt,
Maryland Farmer & Registered Dietitian

A Taste of GMO

This presentation will cover the basics of biotechnology, the science, safety, and labeling controversy. What is GMO compared to other plant breeding techniques? What does it do? What foods are GMO? Is it safe? Shouldn’t it be labeled? What’s in the pipeline?

Jennifer lives on a family farm with her husband and two children. Schmidt Farms is a 3rd generational, large and diverse family farm, including grains, vegetables, hay and wine grapes on the Eastern Shore of Maryland.

In addition to her work on the family farm, Jennie is also the managing partner of a custom vineyard management company providing services to the region’s vineyard industry. When she’s not found on a tractor or in a vineyard, Jennie spends her time as an “Ag-vocate”, telling the story of agriculture and family farming to consumers, dietitians, and legislators. She is active on social media and with “CommonGround”, a volunteer farm women’s group dedicated to sharing authentic and transparent stories about food and farming. Jennie is Vice President, and the first (and only) female on the Maryland Grain Producers board of directors. She also represents the state of Maryland on the U.S. Wheat Foods Council. She is passionate about connecting people with food and with farming and highlighting the importance of family farming in our food supply.

Jennie holds a Bachelor of Science degree in Human Nutrition and International Agriculture from the University of Massachusetts and completed her Master of Science degree at the University of Delaware in Human Nutrition and Food and Agricultural Biotechnology.

http://thefoodiefarmer.blogspot.com/

Table Vendors

- Ag Concepts
- Agricultural Law Education Initiative
- Beginning Farmer Success
- BG LABORATORY, Inc.
- Choptank Electric Cooperative
- Coalition of Agricultural Mediation Programs for Maryland, New Jersey and Virginia
- Crow Insurance Agency
- Delaware Department of Agriculture
- Delaware USDA / FSA / NRCS / RD
- Delmarva Farmer
- Farm Family Insurance Company
- King Crop Insurance
- Maryland Soybean Board (CommonGround)
- MD Ad and Resource Based Ind. Dev. Corp. (MARBIDCO)
- MDA- Crop Insurance Education
- MidAtlantic Farm Credit
- PNC Bank
- Wall Irrigation, Inc.
- Weller & Associates, LLC
Continue Your Learning Throughout the Year!
On the 2nd and 4th Wednesday of each month MidAtlantic Women In Agriculture will host Wednesday Webinars. The cost is FREE, and they are open to everyone!

<table>
<thead>
<tr>
<th>Date</th>
<th>Webinar Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 25</td>
<td>Migrant, Seasonal and H2-A Visa Workers</td>
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<tr>
<td>March 11</td>
<td>Procrastinator’s Farm Bill</td>
</tr>
<tr>
<td>March 25</td>
<td>What Social Media Platform is Right for You?</td>
</tr>
<tr>
<td>April 8</td>
<td>Twitter for Newbies</td>
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<tr>
<td>April 22</td>
<td>Twitter—Tier Two</td>
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<tr>
<td>May 13</td>
<td>Creating a Social Media Platform for Your Business</td>
</tr>
<tr>
<td>May 27</td>
<td>Personal or Professional Branding on Social Media</td>
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<tr>
<td>June 10</td>
<td>Linkedin</td>
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<tr>
<td>June 24</td>
<td>Social Media Privacy</td>
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<tr>
<td>July 8</td>
<td>Analytics</td>
</tr>
<tr>
<td>July 22</td>
<td>Enterprise Budgeting</td>
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<tr>
<td>August 12</td>
<td>Editorial Calendars</td>
</tr>
<tr>
<td>August 26</td>
<td>Newsletters</td>
</tr>
<tr>
<td>September 9</td>
<td>How to Create a WordPress Blog</td>
</tr>
<tr>
<td>September 23</td>
<td>Agvocacy</td>
</tr>
<tr>
<td>October 14</td>
<td>Figuring out Facebook Pages</td>
</tr>
<tr>
<td>October 28</td>
<td>Snap It, then App It</td>
</tr>
<tr>
<td>November 11</td>
<td>CSA Operators</td>
</tr>
<tr>
<td>November 25</td>
<td>No Webinar—Happy Thanksgiving!</td>
</tr>
<tr>
<td>December 9</td>
<td>Market Research</td>
</tr>
<tr>
<td>December 23</td>
<td>No Webinar—Merry Christmas!</td>
</tr>
</tbody>
</table>

www.wiawebinars.eventbrite.com

Archived Webinars can be found at: www.extension.umd.edu/womeninag/webinars

Luncheon Speaker
Justin Berk

I have a little obsession with snow (Faith-in-the-Flakes), but my love of weather extends to all seasons. Despite my career on TV and how much of my personal experience I infuse in the weather, I really don’t like to talk to much about myself. In a nutshell I am a weather nut. I was born in The Bronx, NY and grow up between New York City and the northern suburbs. I moved a lot early and ended up in Maryland in 1997. It has become home for me and I can’t imagine living outside this region. The advent of the iPhone keeps me connected to technology, but I love the outdoors- especially snow! I have two awesome boys ages 4 and 8. They are an integral part of what I do. We also have a dog and cat that have amazing personalities and enjoy the outdoors as well.

http://www.justinweather.com/
Nothing
Presenters

Jennifer Rodammer
Jennifer Rodammer is a 2013 graduate from the University of Delaware with a Bachelor’s degree in both Agriculture and Natural Resources and Spanish. She started working at the UDairy Creamery as a student in 2010 before the storefront opened, she was a UDairy Creamery intern during her undergrad at UD and was hired as the full time Assistant Manager in January of 2014. Jen was an integral member in integrating the Moo Mobile into the UDairy Creamery and is primarily responsible for managing any Moo Mobile events. She also helps make sure the storefront runs smoothly and takes part in developing new creamery projects. This past summer she was featured alongside Melinda on the Food Networks “Eating America with Anthony Anderson.”

Nan Stenzel
Nan Stenzel is the East Region IT Coordinator for University of Maryland Extension. She has a BS degree in Computer Science as well as a MS in Management Information Systems. She has worked for University of Maryland Extension since 1999. Prior to that, she was a local computer consultant and an adjunct faculty member at Chesapeake College, teaching Computer Information Systems and Continuing Education and Workforce Development courses. She has presented and taught many sessions for the AG community including Annie’s Project, WIA Conference, and Microsoft Excel for Farmers, as well as some others.

Robin Talley
Robin Talley serves as a District Director with Farm Service Agency (FSA) in Delaware. In this position, she is responsible for leadership of county office operations and loan programs in Delaware. She especially enjoys interacting with farmers and agricultural organizations to provide information and guidance about federal farm programs. She has been with FSA for over 30 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.

Kasey Taylor
Kasey Taylor serves as the State Conservationist of Delaware. Kasey joins Delaware from Rochester, Minnesota where she served as an Assistant State Conservationist for Field Operations. In this role, she provided leadership, technical guidance and programmatic overview for 14 Field Service Center Offices in South Eastern, MN. She has worked in Minnesota for the past nine years. Prior to her arrival in Minnesota, she worked in Arkansas as a District Conservationist in multiple locations within the State. Kasey has served in multiple details, committees and teams which included detailed assignments at both the National and State levels. A native of Illinois, Kasey graduated from The University of Arkansas at Pine Bluff.

Entrepreneurial Coach
Ginger S. Myers

One-on-One Entrepreneur's Coaching Session
Are you and entrepreneur with a business idea? Would you benefit from having a sounding board for those ideas and dreams and a trustworthy "reality check" in your business planning process to help avoid wasting time and resources throughout the development and launch of your enterprise? Then consider signing up for a one-on-one entrepreneur's coaching session with a trained business planning coach. Sign up sheet located at main registration desk.

Ginger S. Myers is the Director of the Maryland Rural Enterprise Development Center and Extension Marketing Specialist, College of Agriculture & Natural Resources, University of Maryland Extension. Ginger brings over 30 years of experience in production agriculture, agri-business and consulting to these positions. She currently works with rural entrepreneurs and new and beginning farmers, helps to develop new markets and networking opportunities, and assists with business development and business planning. She also publishes several newsletters, maintains both a rural business development and a marketing website, and is a regular contributor to the agricultural press.

www.extension.umd.edu/mredc
www.extension.umd.edu/agmarketing
### Conference Schedule—Friday, February 13, 2015

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<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am –</td>
<td>Ballroom</td>
<td>Delaware</td>
</tr>
<tr>
<td>8:00 am –</td>
<td></td>
<td>Chesapeake</td>
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<tr>
<td>8:30 am –</td>
<td></td>
<td>Silver Lake</td>
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<tr>
<td>9:00 am –</td>
<td></td>
<td>Kent</td>
</tr>
<tr>
<td>9:30 am –</td>
<td></td>
<td>Diamond</td>
</tr>
<tr>
<td>9:40 am –</td>
<td>Ballroom</td>
<td>1. Farm Food Safety: Are Germs Hiding on Your Farm? Meredith Melendez</td>
</tr>
<tr>
<td>10:00 am –</td>
<td></td>
<td>Selecting Marketing Strategies that Work for YOUR Farm Ginger Myers</td>
</tr>
<tr>
<td>10:40 am –</td>
<td>Lunch</td>
<td>I know what you did last summer – The Woes of Social Media Privacy Christy Mantering</td>
</tr>
<tr>
<td>10:50 am –</td>
<td></td>
<td>Comprehensive Financial &amp; Estate Planning for the Family Farm Clay Henry John Cogar</td>
</tr>
<tr>
<td>11:40 am –</td>
<td>Lunch</td>
<td>What’s your Personality Color? Jessie Flores</td>
</tr>
<tr>
<td>12:00 pm –</td>
<td></td>
<td>Lunch</td>
</tr>
<tr>
<td>12:30 pm –</td>
<td></td>
<td>Lunch</td>
</tr>
<tr>
<td>1:40 pm –</td>
<td></td>
<td>Miniature Gardening Mary Noel Tracy Wootten</td>
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<tr>
<td>2:00 pm –</td>
<td></td>
<td>Snap It, App It—The Magic of Digital Photography Michele Wolfred</td>
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<tr>
<td>2:40 pm –</td>
<td></td>
<td>Enterprise Budgets-Taking the Guess work out of Growing Profits Kim Morgan</td>
</tr>
<tr>
<td>3:30 pm –</td>
<td></td>
<td>How does the 2014 Farm Bill Apply to You? Paul Goeringer</td>
</tr>
<tr>
<td>4:00 pm –</td>
<td></td>
<td>4. Computer Maintenance, Security &amp; Safety Nan Stenzel</td>
</tr>
<tr>
<td>4:30 pm –</td>
<td></td>
<td>50 Marketing Tips for Agritourism Holly Porter</td>
</tr>
<tr>
<td>5:00 pm –</td>
<td></td>
<td>Agency Update Linda Slacum Robin Talley Kasey Taylor</td>
</tr>
<tr>
<td>5:30 pm –</td>
<td></td>
<td>IPM Basics Joanne Whalen</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>Closing</td>
<td>Kate Ziehm, President Morning Ag Clips, LLC</td>
</tr>
</tbody>
</table>

#### Luncheon Presenters

- **Holly Porter, Deputy Principal Assistant, Delaware Department of Agriculture**
- **Mary Ellen Setting, Deputy Secretary, Maryland Department of Agriculture**

### Presenters

#### Mary Noel

Mary Noel is a Sussex County Master Gardener since 2007 and the current Vice President. Mary enjoys all types of gardening and loves sharing her knowledge with others. She retired from First Energy in NJ and moved to Bridgeville in 2005. Mary and her husband established a railroad garden in the back yard of their home that is enjoyed by friends, grandchildren, and great granddaughters. Along with the MG's Mary is a member of the Spade & Trowel Garden Club, the Shoreline Railroad Garden Club, the UUMW and volunteers at the Nanticoke Hospital.

#### Holly Porter

Holly Porter recently became the Delaware Department of Agriculture (DDA) Deputy Principal Assistant, a position that works on strategy, policy and legislation. She joined DDA in June 2013 as a Marketing Specialist. There she worked in several areas including urban agriculture, agritourism, wineries, and as an instructor with the LEADelaware program. She also sits on the Kent County Food Innovation District committee, part of Kent County Economic Development, and on the Delaware Food Bank’s Coalition to End Hunger.

Prior to joining DDA, she worked at MidAtlantic Farm Credit for 12 years in the marketing department, where she was responsible for event planning, strategic planning, advertising, internal communications, market research, social media and more.

She is a graduate of Marymount University in Arlington, Va., with a BA in communications, is a LEAD Maryland Class VII alumni, and currently sits on the Mid-Atlantic Regional Women in Ag conference committee.

Holly was raised on a part-time cash grain farm and spent many summers baling hay and straw with her family. She now spends her summers going to the beach, running or spending time with her two young daughters and husband.

#### Linda Slacum

Linda Slacum is a native of Maryland's Eastern Shore. She began her 31 year USDA career as an FSA Program Assistant in Franklin County, Indiana, where she also was involved in a family farm for many years. Returning to Maryland in the late 1980s, Linda worked first as a Program Assistant in the Queen Anne’s County office, then as a COT trainee, and finally as the County's CED from 1991-2007. In 2007, Linda was named the Executive Officer in the Maryland State Office. During her tenure as the EO, Linda served as Acting CED three times including her recent Acting position until this new appointment.

She is a graduate of Marymount University in Arlington, Va., with a BA in communications, is a LEAD Maryland Class VII alumni, and currently sits on the Mid-Atlantic Regional Women in Ag conference committee.

Linda enjoys all types of gardening and loves sharing her knowledge with others. She lives with her husband Meyer in Dorchester County and is the proud mother of two grown children.

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Linda enjoys all types of gardening and loves sharing her knowledge with others. She lives with her husband Meyer in Dorchester County and is the proud mother of two grown children.
**Presiders**

**Christy Mannering**  
Christy Mannering (@bringmeupmusic) is a web developer at the University of Delaware and the Chief Administrative Officer for the 3B Brae’s Brown Bags Foundation. She has been working in the field of web development and digital media for 12 years. More importantly, Christy is also a Mom to three young children (ages 2, 5 and 11) who already know a lot about how technology works and how to access things online as well as share things online. For these reasons she stays updated on internet trends and social media management practices. Christy believes it is vital to know just where we stand online and what might pop up if someone searches our name.

**Meredith Melendez**  
Meredith Melendez is the Senior Program Coordinator for agricultural programming at Rutgers Cooperative Extension of Mercer County. She has been a Senior Program Coordinator for four years and has worked for Rutgers Cooperative Extension since 2006. Meredith is responsible for agricultural educational outreach and research in Mercer County. Her research areas include diversified farm operations, organic production systems and on-farm food safety. Meredith is a member of the Rutgers On-Farm Food Safety Team, the New Jersey Food Safety Task Force, the Rutgers Vegetable Working Group, the NJAES Agritourism Working Group and Annie’s Project NJ.

**Jarrod Miller, Ph.D.**  
Jarrod grew up on a dairy farm in Maryland before going to Virginia Tech to get degrees in Environmental Science and Crop and Soil Science. He received my Ph.D. at the University of Kentucky studying soils affected by coal mining. After that he worked for the USDA-ARS in South Carolina on soil and water research before becoming an Extension Educator for the University of Maryland on the Lower Eastern Shore.

**Kimberly Morgan, Ph.D.**  
Dr. Kimberly Morgan joined the Agricultural and Applied Economics Department at Virginia Tech in July 2013 as an Extension Agricultural Economist and Junior Faculty Fellow for the Kohl Centre. She teaches undergraduate courses including Agricultural Financial Management, Economics of the Food and Fiber System, Food & Agribusiness Marketing, Foundations in Agribusiness and the Kohl Centre Experiential Learning Project Team course. Her extension program goal is to pursue multi-disciplinary, research-based, grant-funded research that serves to drive extension programs, such as Market Ready Training, Annie’s Project, the eXtension All About Blueberries Community of Practice, and the Market Maker portal. Dr. Morgan is passionate about working collaboratively with stakeholders, students, colleagues, and advisors. Kim’s research program goals are centered on measurable real-world needs and wants communicated by Virginia’s rural, natural resource, and agribusiness owners, managers and consumers. Specific research objectives include: understanding significant factors which influence specialty crop producers to adoption new technologies and/or pursue new marketing channels, determining the physical, behavioral and demographic characteristics of consumers motivated to seek out food and food products sold directly from the farm, and assessing the economic impacts of natural or man-made hazards on the private and public sectors of the state.

Dr. Kimberly Morgan earned a BS in 1993 in Animal Science, a M.S. in Food & Resource Economics in 1997, and a Ph.D. in Food & Resource Economics in 2007, all from the University of Florida. She worked with the University of Florida's Agricultural Market Research Center as an Economic Analyst from 2000-08. From July 2008-2013, Dr. Morgan was an Extension Agricultural Economist in the Agricultural Economics Department at Mississippi State University. Kim enjoys riding horses and spending time with her three children.

### Workshop Sessions—February 13, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Ballroom C</th>
<th>Delaware</th>
<th>Chesapeake</th>
<th>Silver Lake</th>
<th>Kent</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registration, Continental Breakfast and Visit Sponsor Tables</td>
<td>Welcome:</td>
<td>Dr. Rodgers, University of Delaware</td>
<td>Dr. Wright, University of Maryland</td>
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<tr>
<td>8:30</td>
<td>Opening Presentation: Jennifer Schmidt</td>
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<tr>
<td>9:40 – 10:40</td>
<td>Farm Food Safety</td>
<td>Selecting Marketing Strategies</td>
<td>You Earned It, Now Let’s Measure It</td>
<td>Introduction to Soil Health</td>
<td></td>
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<tr>
<td>10:50 – 11:50</td>
<td>From Cow to Cone</td>
<td>Social Media Privacy</td>
<td>Financial &amp; Estate Planning</td>
<td>What's Your Personality Color?</td>
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<tr>
<td>11:00 - 3:00</td>
<td>Entrepreneurial Coaching: See page 7 for description. Sign up sheet located at the Registration Table</td>
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<tr>
<td>12:00-1:30</td>
<td>Buffet Lunch and Visit Sponsor Tables</td>
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<td></td>
<td>Mary Ellen Setting, Maryland Department of Agriculture</td>
<td>Holly Porter, Deputy Principle Assistant, Delaware Department of Agriculture</td>
<td>Sponsor PSAs</td>
<td>Luncheon Session: Justin Berk</td>
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<tr>
<td>1:40 – 2:40</td>
<td>Miniature Gardening</td>
<td>Digital Photography</td>
<td>Enterprise Budgets – Growing Profits</td>
<td>How does the 2014 Farm Bill Apply to You?</td>
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<tr>
<td>2:50 – 3:50</td>
<td>Computer Maintenance</td>
<td>50 Marketing Tips for Agritourism</td>
<td>Agency Update</td>
<td>IPM Basics</td>
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<tr>
<td>4:00 – 5:00</td>
<td>Closing Session: Kate Ziehn</td>
<td>Post Conference Evaluation – Reminder of paper surveys and reception.</td>
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</table>

*Closing Session will be held in the Diamond Lounge with refreshments served.*
We live in a digital age where new technologies are being developed on a daily basis. There are extensive on farm sampling for generic E. coli and Salmonella has taken place in the mid-Atlantic region since 2012. This session will discuss the results of that sampling, including results from both small and large farms and organic and conventional operations. Additionally information regarding the Food Safety Modernization Acts proposed produce rule will be presented.

**Selecting Marketing Strategies that Work for YOUR Farm**
It takes careful planning and a comprehensive understanding of the marketplace in order to develop a marketing strategy that will ensure success. These factors should be identified in a well-prepared marketing plan. This presentation addresses the four major components of a marketing plan and walks through how to make selective marketing strategies that are right for your farm.

**Introduction to Soil Health**
Maintaining soil health requires an understanding of how to support soil biology through quality organic matter. This session will breakdown the simpler connections between soil properties and how proper management them creates a better agricultural environment.

**Breakout Session 1**
**Farm Food Safety: Are Germs Hiding on Your Farm?**
Extensive on farm sampling for generic E. coli and Salmonella has taken place in the mid-Atlantic region since 2012. This session will discuss the results of that sampling, including results from both small and large farms and organic and conventional operations. Additionally information regarding the Food Safety Modernization Acts proposed produce rule will be presented.

**You Earned it, Now Let’s Measure it!**
Is an outline of the financial reporting tools you should Utilize to gain a better financial understanding of your operation. These tools are currently being used by your lenders to determine the financial success of you of your operation.

**Breakout Session 2**
**From the Cow to the Cone**
Explore the business of ice cream “From the Cow to the Cone”. Learn about the history of the University of Delaware’s UDairy Creamery and how it has grown to become a thriving business that is owned by a non-profit business that is owned by a University as well as the unique management structure. And discover the "mobile" side of the UDairy Creamery’s Moo Mobile.

**I Know What You Did Last Summer – The Woes of Social Media Privacy**
We live in a digital age where new technologies are being developed on a daily basis. There are dozens of social media platforms which you can update 24/7 on your laptop or on your mobile phone. Find out what the world already knows about you and how to keep your profiles as private (or as public) as possible.

**Breakout Session Descriptions**

**Breakout Session 1**
9:40 a.m. - 10:40 a.m.
Farm Food Safety: Are Germs Hiding on Your Farm?
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**Presenters**

**John Cogar**
John A. Cogar is Senior Vice President and Director of Wealth Planning for the Greater Maryland Region of PNC Bank, N.A. His focus is on comprehensive trust and estate planning to identify and achieve the wealth accumulation, wealth preservation, and wealth transfer goals of our clients. Prior to its merger with PNC Bank, N.A., Mr. Cogar was the Manager of Wealth and Estate Planning for Mercantile-Safe Deposit and Trust Company. Before joining Mercantile in 1994, Mr. Cogar engaged in the private practice of law for over 20 years, concentrating in the fields of business, tax, and estate planning law, with a particular focus on development of business continuity plans for closely held, family businesses. Mr. Cogar received his bachelor’s degree from DePauw University and his law degrees (Juris Doctor and Masters of Law in Taxation) from Boston University School of Law. He is a Fellow of the American College of Trust and Estate Counsel, a past Chair of the Maryland State Bar Association’s Estates and Trust Law Section, and current Chair of the Trust Committee of the Maryland Bankers Association.

**Jessica Flores**
Jessica Flores is an Agriculture Faculty Extension Assistant with the University of Maryland Extension on Maryland’s Lower Eastern Shore. She focuses her programming on topics including beginning farmers, business management, equine, poultry, agronomy, and pesticide recertification. Raised on her grandparents commercial poultry farm, Jessica knows the day to day tasks that are involved with operating a farm business along with the joys (and sometimes struggles) of working with the family. In her spare time, she competes throughout the East Coast on her Quarter Horses in Cowboy Mounted Shooting.

**Paul Goeringer**
Paul Goeringer is the Extension Legal Specialist at the University of Maryland. He grew up on his family’s wheat and cattle operation in Western Oklahoma. Upon graduating from high school, Paul attended Oklahoma State University and graduated with a Bachelor of Science in Agricultural Economics. After graduating from OSU, Paul received a LL.M in Agricultural Law and a Master of Science in Agricultural Economics from the University of Arkansas, and is licensed to practice in Oklahoma. After law school, Paul received a LL.M in Agricultural Law and a Master of Science in Agricultural Economics from the University of Arkansas, and is licensed to practice in Oklahoma. Paul is an active member of the American Agricultural Law Association, Agriculture Law Section of the Maryland State Bar Association, and Southern Agricultural Economics Association and a member of the Agricultural & Applied Economics Association.

**Clay Henry**
Clay Henry is a Senior Vice President and Senior Wealth Planner with PNC Wealth Management (a division of PNC Bank). He is a Certified Financial Planner™ (CFP®) and has been engaged in the Wealth Management business for nearly 25 years. Clay holds a BS in Mechanical Engineering from the U.S. Naval Academy and an MBA in Finance from the Wharton School of Business at the University of Pennsylvania. Clay is a retired Commander in the U.S. Naval Reserve. He is a board member and treasurer of Goodwill Industries of the Chesapeake and a member of the Advisory Council for the Perdue School of Business at Salisbury University. He is married with three grown daughters and lives near Salisbury, Maryland.

**Melinda Lithinas**
Melinda Lithinas is a 2006 graduate of Syracuse University with a Bachelor’s degree in Food Service and Hospitality Management. Melinda is the UDairy Creamery Manager where she was hired to open the Creamery storefront in late 2010. Under the management of Melinda, the UDairy Creamery opened its doors in April 2011 and since added a mobile truck and a full service café. In July of 2014, Melinda was honored as a White House’s Champion of Change for the Future of Agriculture for her work training students in the agribusiness field.
### Comprehensive Financial and Estate Planning for the Family Farm

We'll talk about effective estate planning, succession planning, and retirement/investment planning for farm business owners and their family that will help them achieve their financial and personal goals.

### What's Your Personality Color?

**bossy** - temperamental - impatient - direct - emotional. Every person had their own unique personality. This can pose a challenge when working with co-workers, farm customers, or family members day to day on the farm. Learning about your own personality "color" will increase understanding and communication with others. Discover how to recognize, accept, and learn the value of the four main personality types of people.

### Miniature Gardening

Miniature gardening can be as simple as a basil plant potted in a container on your windowsill. You are only limited by your imagination. Just because a garden is small, it doesn’t automatically have to become a fairyland with hobbits and fairies. Consider the miniature garden as a three-dimensional canvas that, like any other work of art, reflects your passion in life. In this session we will define miniature gardening and how to plant and grow a miniature garden.

### Snap It, App It – The Magic of Digital Photography

Learn how to optimize your photographs for your website, business, social media, printed materials and more. Learn how to take amazing photos with your mobile device, and how to correct or jazz up a boring photo! We’ll cover photo storage best practices and some interesting ways to show off your gallery on the Internet! We’ll review the basics of DSLRs & mobile devices. If you’d like, bring your phone, tablet or camera with you! For those with mobile devices, we’ll be using a free photo app called SNAPSEED, available for iOS and Android. Feel free to download ahead of time!

### Enterprise Budgets – Taking the Guesswork out of Growing Profits

Farm business managers create and analyze budgets to test out ideas on paper before committing resources and to analyze alternatives using economic principles. The purpose of agribusiness budgets is to estimate the profitability of a plan and the impact of a proposed change in a plan. In this talk, we will review the four types of agribusiness budgets (whole farm, partial, cash flow and enterprise) and discuss how these budgets can be used by agribusiness managers.

### How Does the 2014 Farm Bill Apply to You?

The 2014 Farm Bill changes many aspects of US agricultural policy. The new farm bill puts many decisions on producers in order to pick the best risk management tools that work for his/her operation. This session will focus in on the new commodity programs and changes in risk management programs that will benefit women producers.
Breakout Session Descriptions

Breakout Session 4  2:50 p.m. - 3:50 p.m.
Computer Maintenance, Security, and Safety
Almost every week, the news highlights a new malware floating around or another credit card information leak. This session will review methods to keep your computer and your personal and or business information safe and secure. We’ll discuss computer maintenance, data backup, online security, and malware prevention. I’ll also highlight some free or low cost options keeping your computer running safe and secure.

50 Marketing Tips for Agritourism
Marketing is a lot more than the 4Ps – Product, Placement, Pricing and Promotion. We’ll discuss some key tips that you may want to consider for your operation, and you’ll even leave with a checklist of what you already do, and what you might want to consider.

Agency Update and Roundtable
Federal agencies will discuss implications of the 2014 Farm Bill, priorities and funding eligibility for new and expanded programs. This session will provide you with brief updates so that you can make decisions for your farm and land.

IPM Basics
Integrated pest management (IPM) is an important component of agriculture production in the Mid-Atlantic region. IPM programs use a number of strategies to manage insect, disease and weed pests to reduce losses from pest damage while also protecting the environment. This session will review the basic principles of IPM, and provide examples of current IPM programs and practical examples for session participants to use in their operations.