



## 2017 CLASS SCHEDULE AND GUEST SPEAKERS

### CLASS 1 – February 7, 2017

TIME	SPEAKER/TOPIC
6:15 – 7:00 PM	Jessie Flores – Welcome and Course Outline  Overview of University of Maryland Extension
7:00 – 7:15 PM	Break
7:15 – 8:00 PM	Jessie Flores – Personality Assessment
8:00 – 8:45 PM	Joe Giordano – NxLevel Agricultural Business Plan Understand and develop a mission statement, goals, and objectives
8:45 – 9:00 PM	Joe Giordano - Wrap Up and homework assignments

### CLASS 2 – February 14, 2017

TIME	SPEAKER/TOPIC
6:00 – 6:15 PM	Joe Giordano – Review homework assignments
6:15 – 7:15 PM	Joe Giordano – Business Planning Process
7:15 – 7:30 PM	Break
7:30 – 8:30 PM	Joe Giordano – Developing Customer Profiles
8:30 – 9:00 PM	Joe Giordano – Wrap Up and homework assignments



**CLASS 3 – February 21 , 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review
6:15 – 6:45 PM	Agriculture Insurance – Kerri Todd (Avery Hall)
6:45 – 7:00 PM	Break
7:00 – 7:45 PM	The 4 Business Entities (Sarah Everhart MD Law Initiatives)
7:45 – 8:30 PM	Group Exercise – Defining Customer Profiles
8:30 – 9:00 PM	Joe Giordano – Wrap Up and homework assignments

**CLASS 4 – February 28, 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review homework assignments
6:15 – 7:15 PM	Market Research and Analysis (Jen Layton)
7:15 – 7:30 PM	Break
7:30 – 8:00 PM	Importance Recordkeeping (Jarrod Miller)
8:00 – 8:30	Elevator Pitch Group Exercise
8:30 – 9:00 PM	Joe Giordano – Wrap Up and homework assignments

**CLASS 5 – March 7, 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review
6:15 – 7:00 PM	Steve Mc Henry - MARBIDCO Presentation
7:00 – 7:15 PM	Break
7:15 – 8:15 PM	Commercial Lending (Allison Farm Credit)
8:15 – 8:30 PM	Joe Giordano - Budgeting

8:30 – 9:00 PM Joe Giordano – Wrap Up and homework assignments

**CLASS 6 – March 14, 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review
6:15 – 7:30 PM	Jessie Flores – 4 P’s
7:30 – 7:45 PM	Break
7:45 – 8:30 PM	Joe Giordano – Goal Setting
8:30 – 9:0 PM	Joe Giordano – Wrap up and homework assignments

**CLASS 7 – March 21, 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review
6:15 – 7:30 PM	Cash Flow Cycle (Charlie CPA)
7:30 – 7:45 PM	Break
7:45 – 8:30 PM	Individual Business Plan Presentations
8:30 – 9:00 PM	Joe Giordano – Wrap Up and homework assignments

**CLASS 8 – March 28, 2017**

<b>TIME</b>	<b>SPEAKER/TOPIC</b>
6:00 – 6:15 PM	Joe Giordano – Review
6:15 – 6:45 PM	Social Media 101 – Jessica Flores
6:45 – 7:00 PM	Break
7:00 – 7:45 PM	Web Design 101 – Michael Giordano, Spotlight Web Design
<b>7:45 – 8:30 PM</b>	<b>Individual Business Plan Presentations</b>

8:30 – 9:00 PM

Joe Giordano – Wrap Up and homework assignments

April 4 , 2017

TIME

SPEAKER/TOPIC

6:30 – 8:30 PM

GRADUATION CEREMONY

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