

Arkansas Women in Agriculture Conference



March 3-4, 2005

Hot Springs Convention Center

UofA
UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE

Thank You Sponsors

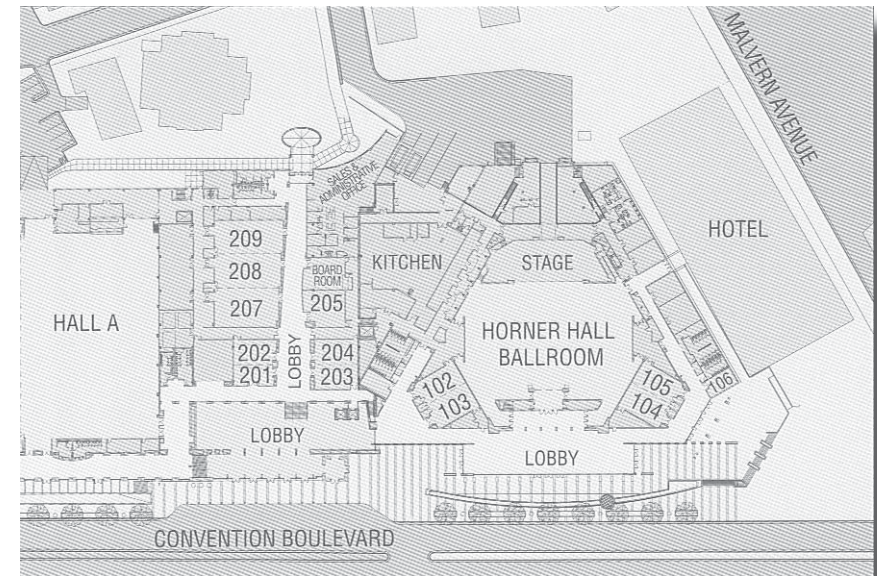
Women's Giving Circle

Farm Bureau	Sustainable Agriculture Research & Education
University of Arkansas Division of Agriculture - Extension Family and Consumer Science	Tyson Foods, Inc.
University of Arkansas Division of Agriculture - Extension Environmental and Natural Resources	Winrock International
University of Arkansas Division of Agriculture - Extension Public Policies and Issue Education	The Cash-Bilberry Farm Partnership
University of Arkansas Division of Agriculture	White Co. Farm Bureau
Farm Credit Services of Western Arkansas	North Logan Co. Farm Bureau
Farm Credit Midsouth, ACA	Parish Equipment and Supply
AgHeritage, Farm Credit Services	First National Bank of McGehee
	Hampton Pugh Company, LLC, McGehee
	The Montgomery Firm, CPA's, P.A., McGehee
	Miller Co. Farm Bureau
	Kimberly Freeman and A.C. Freeman
	Sigma Alpha Alumni

Steering Committee

Ann Cash	Heather Richardson
Laura Connerly	Lynn Russell
Tracey Dunbar	Debbie Sheppard
Janie Hipp	Betty Shipman
Judy LaGrone	Dana Stewart
Denelda Michaelis	Brenda Vassaur Taylor
Vivian Pope	Tina Gray Teague
Jennie Popp	Harry Willems
Charlene Reed	Penny Wolf

Convention Center Map



Sessions

What Every Woman Should Know About Agriculture and the Law, by Dr. Janie Hipp and Dr. Tamara Walkingstick

Discussions concerning contract and property law basics, remedies for breach of contract, torts, trespass, nuisance, right-to-farm, equine law, employment law, environmental law and other emerging legal trends every ag woman needs to know!

Dr. Janie Hipp serves as an Assistant Professor of Agricultural Law & Agriculture and Natural Resources

Public Policy Specialist, University of Arkansas Division of Agriculture Cooperative Extension Service and Department of Agricultural Economics and AgriBusiness. Previously, Ms. Hipp was with the National Center for Agricultural Law Research and Information, serving as Interim Director, Associate Director & Staff Attorney, and as Assistant Research Professor of Law, University of Arkansas School of Law.

Dr. Tamara Walkingstick is a Forestry Specialist with the University of Arkansas Cooperative Extension Service.

Vendors

Arkansas Cattle Women's Association
U.S. Small Business Administration
Department of Ag Economics & Ag
Bumpers College Recruiting & Alumni
Farm Credit Services
eDoc America
Coldwell Banker
Toy Chest
Winrock International
Arkansas Forage and Grassland Council
Farm Bureau
Timberline International, Inc.
Public Policy and Issues Education Center

Mississippi Association of Cooperatives
UA Division of Ag - Extension Ag Economics & Community Development
Horticulture Business Resources
UA Division of Ag - Extension Family and Consumer Sciences
Nutrient Management Education in NW Arkansas
Gross Funeral Home
USDA Farm Service Agency
American Express Financial Advisors
USDA Natural Resources Conservation Services
Southern Region Sustainable Agriculture Research and Education
Conway Sewing Center
Life Line Screenings

Welcome

Greetings! Welcome to the first ever statewide Arkansas Women in Agriculture Conference. We are so pleased that you can be a part of this special event.

Our steering committee (comprised of 18 people from many facets of agriculture) identified a list of important needs for women in agriculture in Arkansas. While we may not have been able to fulfill all of them, this program is our best effort to address those needs. To better serve you in the future, you will be asked to fill out a couple of surveys. The information you provide will contribute to next year's program and the success of future conferences. Please take just a moment to complete these surveys – the information you can provide is priceless.

Please feel free to attend any of the sessions that interest you. We have a sewing room set up so that you may take a break from sessions and contribute to a great cause. All of the baby quilts sewn during the conference will be given to Arkansas Children's Hospital. As another service, an Osteoporosis screening by Life Line Screenings will be provided on Friday morning for \$35 per person. Your results will be kept confidential and will be mailed to you following the conference. Also note that a vendor area is set up in Exhibit Hall A, and you are encouraged to visit the booths there as well.

We hope that you enjoy every moment of the conference and take the opportunity to meet other ladies like yourself. Enjoy the Conference!

-Jennie, Janie, and Dana

Thursday, March 3

11:00-12:15	Registration, Convention Center Mezzanine		
12:30-1:20	Welcome and Introduction of Sponsors, Room 208		
1:30-2:15	Room 207 Estate Planning By Brenda Vassaur Taylor	Room 208 Genealogy 101 By Marcia Connors	Room 209 Surprising Ways to Bring More Joy and Meaning to Family Life By Dr. Wally Goddard
2:15-2:40	Break, Exhibit Hall A		
2:40-3:20	Room 207 The Parenting Journey By Dr. Steve Dennis	Room 208 Arkansas Nutrient Regulations By Tom Riley	Room 209 Clothing for Today's Woman By Allison Penn
3:20-3:45	Break, Exhibit Hall A		
3:45-4:25	Room 207 Methamphetamine Problems in Rural Areas By Susan Takigiku	Room 208 Lobbying Your Members of the General Assembly By Rodney Baker	Room 209 Ag Cooperatives 101 By Annett Pagan & Donna Uptagrafft
4:25-5:00	Break, Exhibit Hall A		
5:00-5:45	Cooking With Don Bingham, Exhibit Hall A		
6:00-7:30	Dinner, Horner Hall		

A shuttle sponsored by Tyson Foods will run to and from the Hot Springs Convention Center and the Arlington Hotel from 11:00-8:00 on Thursday and from 7:00-6:00 on Friday

Speakers and Sessions

Marketing 101: The Basics, by Dr. Ron Rainey

We'll discuss what goes into creating a great marketing approach for new products and how to get rolling in creating new markets for existing products. The basic points for success in marketing ag and ag-based products will be covered.

Ron Rainey has worked for University of Arkansas Division of Agriculture, Cooperative Extension Service since 1993. Ron specializes in cooperatives and farm management. Currently, his work primarily focuses on developing resources to serve the horticulture industry.

Methamphetamine Problems in Rural Areas, by Dr. Susan Takigiku

This presentation is a general overview of facts, information, and social problems related to methamphetamine abuse in rural areas. Special attention will be given to signs, symptoms, and predictors of methamphetamine use.

Susan Takigiku is an assistant professor at the University of Arkansas. Her area of research focuses on substance abuse and families. Dr. Takigiku is currently working on a pilot study of methamphetamine abuse among rural women in Northwest Arkansas funded by the Northwest Arkansas Mental Health Association.

The Parenting Journey, by Dr. Steve Dennis

The Parenting Journey has twists and turns and an occasional detour. But with travel guides and a good map, both parents and children can enjoy the journey and the destination. This workshop introduces the Parenting Journey, which is an educational map that guides parents through six "communities" based on the National Extension Parent Education Model.

Dr. Steven Dennis is an Extension Family Life Specialist with the University of Arkansas Cooperative Extension Service. He has received graduate training in both instructional technology and family science from Utah State University. Steve and his wife Anne have four children and enjoy camping, gardening, theater, Dutch-oven cooking and building things that require power tools or chocolate chips!

Tax, Asset and Successful Planning, by Brenda Vassaur Taylor

Learn how to preserve and protect your assets during your lifetime, while gaining control over how your assets are administered on behalf of future generations.

Brenda Vassaur Taylor is the principal in the Arkansas law firm of Brenda Vassaur Taylor, P.A.

Speakers and Sessions

Genealogy, by Marcia Connors

This session will introduce students to the exciting hobby of genealogy and the benefits of learning your family history. This session will teach the first, most basic steps for beginners and provide the forms necessary to begin.

Ms. Marcia Connors has been a genealogist for the past 25 years and has belonged to the Daughters of the American Revolution (DAR) for 13 years. In addition to helping DAR members research their lineage, Ms. Connors is also a professional genealogist. She has taught the skill of genealogy for 10 years.

Horticulture with Janet Carson

Mrs. Carson is an Extension Horticulture Specialist at the State office of the Cooperative Extension Service. She serves as the Master Gardener Statewide Coordinator, and gives state leadership to the program of consumer horticulture. She is responsible for providing information to the 75 counties for all areas of horticulture related to home gardening, with an emphasis on ornamentals. Mrs. Carson also writes weekly gardening columns in the Arkansas Democrat-Gazette and monthly columns in Arkansas Gardener magazine. Janet is responsible for starting the Master Gardener volunteer program in 1988.

Farm Business Analysis, by Scott Stiles

An appropriate record-keeping system can determine the success or failure of a new business. Good record-keeping systems can increase the chances of long-term growth and survival for existing business as well. Complete and accurate records will keep business managers in touch with their past performance and assist in identifying problems before they occur.

Scott Stiles has been employed as an Extension Agricultural Economist with the University of Arkansas Cooperative Extension Service for about 5 years. He is based in Jonesboro at the Arkansas State University campus. His primary job is working one-on-one with ag producers on a variety of farm business decisions.

Lobbying Your Members of the General Assembly, by Rodney Baker

This session will provide you with information you need to have a voice in the legislature.

Mr. Rodney Baker is director of Governmental Affairs for Arkansas Farm Bureau. He has served in this position since 1998 and is responsible for oversight and direction of all lobbying activities for the organization. He is also responsible for development of Farm Bureau policy at all levels.

8:00-9:30

9:30-10:00

10:00-10:40

10:40-11:05

11:05-11:45

11:45-12:00

12:00-1:00

1:10-1:55

1:55-2:20

Friday, March 4

"The Top Ten Stupid Things Families Do To Break Up Their Farm Operations," Jolene Brown

Break, Exhibit Hall A

Room 207
Tax, Asset and Successful Planning
By Brenda Vassaur Taylor

Room 208
Marketing 101: The Basics
By Ron Rainey

Room 209
The Dietary Guidelines for Americans 2005
By Rosemary Rodibaugh

Break, Exhibit Hall A

Room 207
The Ag Loan Process
By Carol Johnson, Christy Case, and Andrea Leding

Room 208
Financial Assistance for Sustainable Land Management Practices
by Becky McPeake

Room 104-105
Fun, Simple, Creative Ideas for the Classroom
By Debbie Sheppard (Please note room)

Break, Exhibit Hall A

Lunch, Horner Hall
Round Table Farmer Discussions

Room 207
Horticulture
By Janet Carson

Room 208
What Every Woman Should Know about Agriculture and the Law By Janie Hipp, Tamara Walkingstick, & Becky McPeake

Room 209
Farm Business Analysis
By Scott Stiles

Break, Exhibit Hall A

Friday, March 4

2:20-3:05	Room 207 Arkansas Volunteer Premises ID System and the National Animal ID System By Tom Troxel	Room 208 Aging Gracefully By Russ Kennedy	Room 209 Fruits, Vegetables and Direct Marketing By Ron Rainey
3:05-3:30	Break, Exhibit Hall A		
3:30-4:15	"Who's Hiding the Humor?" Jolene Brown		
4:15-4:30	Closing Remarks		

Please remember to turn in your surveys before you leave.

All proceedings will be available on the web at www.arwomeninag.com after the conference.

Have a safe trip home!

Sessions and Speakers

Estate Planning for the Farm Family, by Brenda Vassaur Taylor

A comprehensive presentation concerning the value of goal oriented strategic planning, uniquely tailored to the needs of the farm family.

Brenda Vassaur Taylor is the principal in the Arkansas law firm of Brenda Vassaur Taylor, P.A. She became certified as a CPA in 1978. Mrs. Taylor received her Juris Doctor degree from the University of Arkansas at Little Rock School of Law in 1978.

Financial Assistance for Sustainable Land Management Practices, by Becky McPeake

This session is an overview of the many state and federal programs that provide financial assistance for implementing conservation practices on marginal crop, pasture, and forest lands in Arkansas.

Rebecca (Becky) McPeake is Wildlife Specialist for the University of Arkansas Cooperative Extension Service in Little Rock. She received her B.S. degree from the University of Missouri - Columbia, M.S. degree from Michigan State University, and Ph.D. from Texas A&M University in fisheries and wildlife. She, her husband Stan, 4 year-old son, and 2 year-old daughter reside in Benton.

Fruits, Vegetables and Direct Marketing, by Dr. Ron Rainey

We'll discuss what the fruit and vegetable marketing industry looks like today, the different types of direct marketing avenues with proven successes and an outline of the legal issues that a direct marketer should contemplate.

Dr. Ron Rainey is an Assistant Professor with the University of Arkansas Division of Agriculture, Cooperative Extension Service (CES). He has worked for CES since 1993 and is currently working as an Economist within the Agriculture Economics and Community Development Department.

Fun, Simple, Creative Activities for the Classroom, by Debbie Sheppard

Need Ideas for the Classroom? Look no further than Arkansas' crops and animals. Learn to make simple hands-on projects that are sure to be a hit with the students. Projects include Rice Wax Candle, Bird Nest Builder, Cotton/Wool Bracelet, and Soybean Plastic.

Debbie completed LEADAR, a rural and agriculture leadership program, in 1994. She volunteered to organize her first field trip for students in 1999 and now has a full time job organizing field trips, classroom presentations, conducting summer camps, and workshops for thousands of students in Arkansas.

Sessions and Speakers

Upon graduation from Arkansas State University with a degree in Agribusiness, she began as CSR; then was promoted to loan officer. Christy grew up on a 5000 acre rice and soybean farm in Jackson County near Grubbs, Arkansas. Christy and her husband Chris reside in Jonesboro.

Arkansas Nutrient Regulation, by Tom Riley

This session will outline the regulations that control nutrient application to lands in Arkansas, the science behind those regulations, and the requirements for record keeping that landowners must be aware of in order to control excess nutrients in Arkansas waters.

Tom Riley is the section leader for the Environmental and Natural Resources section of the University of Arkansas Division of Agriculture Extension Service. In addition to his duties as an Environmental Specialist, he is the center director for the Public Issues Education Center.

Arkansas Volunteer Premises ID System and the National Animal ID System, by Dr. Tom Troxel

In this session, participants will learn about the goal of the National Animal Identification System. The key

data elements for this system are a uniform premises identification system, such as the Arkansas Volunteer Premises Identification system, and a uniform, nationally recognizable numbering system for animal identification and movement.

As Beef Cattle Specialist, Dr. Troxel is responsible for supporting the work of county Extension agents of Arkansas. Planning, executing and evaluating beef cattle programs in order to strengthen and improve county Extension efforts are some of his major responsibilities.

The Dietary Guidelines for Americans 2005 - Finding Your Way to a Healthier You, by Dr. Rosemary Rodibaugh

The Dietary Guidelines, based on the latest scientific information including medical knowledge, provides authoritative advice for people two years and older about how proper dietary habits can promote health and reduce risk for major chronic diseases. Learn action steps to reach achievable goals in weight control, stronger muscles and bones, and balanced nutrition to help prevent chronic diseases.

Dr. Rosemary Rodibaugh has been a Nutrition Specialist with the University of Arkansas Cooperative Extension Service since 1989. Rosemary chairs the Extension's Healthy Weight for Arkansans.

Key Note Speakers

Janet Huckabee

Janet McCain Huckabee, First Lady of Arkansas, spent her childhood in Hope, Arkansas, graduated from Hope High School in 1973, and has a Bachelor of Science degree in Organizational Management from John Brown University in Siloam Springs, Arkansas. The first lady and her husband, Arkansas governor, Mike Huckabee, share a priority in making meaningful contributions to the lives of families and children in the state of Arkansas.

Ginger Graham

Ginger L. Graham is President and Chief Executive Officer of Amylin Pharmaceuticals, Inc. Amylin Pharmaceuticals is a biopharmaceutical company dedicated to developing innovative medicines to improve the lives of people with diabetes and other metabolic diseases.

A native of Springdale, Arkansas, Ginger received a Bachelor of Science in agricultural economics from the University of Arkansas. She also holds a Master of Business Administration degree from Harvard University. Ginger and her husband have contributed to the Arkansas Women in Agriculture conference through their donations to the University of Arkansas Foundation by sponsoring a Graham Fellow to assist in the conference development.

Don Bingham

Chef Bingham is certified with the American Culinary Federation and, as Chairman of the Board for the Central Arkansas Chapter of the American Culinary Federation, Chef Bingham is active in training and education in the culinary arts. A former Arkansas Chef of the Year, Chef Bingham hosts "The ABC's of Cooking" on PBS affiliate AETN, channel 2, in Little Rock. He can currently be seen each Wednesday afternoon at 1:00 CST on WB-affiliate KKYK channel 22's Arkansas View with hosts Tracy Douglas and Sheryl Lackey. Along with his wife Nancy, Chef Bingham is the co-author of two cookbooks, *Celebrate with Cooking* and *Celebrate the Holidays*. He has also produced a cooking video *Holiday Cooking with Don Bingham*. Chef Bingham is a conference speaker and entertainer. He was the keynote speaker for the National Association of Church Food Services and presents seminars and demonstrations for churches, civic groups and political functions. Chef Bingham is the Governor's Mansion Administrator for the Mansion in Little Rock where he serves as host, event planner and executor of the day-to-day operations of the Governor's Mansion. He and wife Nancy are the parents of five children and reside in Conway, Arkansas.

Key Note Speakers

Jolene Brown

Jolene Brown will have you laughing while you learn! She's fun and funny, long-legged but not long-winded, and so insightful audiences accuse her of sleeping under their beds. The positive impact of her work is well documented by the accolades of those who have had her speak for their events. Coming from West Branch, Iowa this real "Farmer Brown" uniquely understands the hearts, homes and the business of agriculture. Through humor, hope, and helpful ideas her messages are guaranteed to bring us ideas to put into action and something good to talk about in the days to come.

As a professional speaker, Jolene is an honored recipient of the Certified Speaking Professional (CSP) award. This is the highest earned designation of speaking achievement from the National Speakers Association.

Along with her professional speaking, Jolene blends many different roles: farm partner with husband Keith, Mom of two daughters, and an avid supporter of community and church activities. Her real life stories have been gathered from every day life and shared with people throughout the United States, Canada, and Australia.

Whether it's for keynotes, concurrent sessions, training seminars or partner programs, she will work with you to make your event successful. From friendly greeting to final farewell, Jolene Brown will exceed your expectations.

*"The Top Ten Stupid Things Families Do To
Break Up Their Farm Operations"*

The "Top Ten Stupid Things Families Do To Break Up Their Business"™ is for members of all generations who wish to or are working together. It provides great insight and practical ideas to improve family communications. It provides tools to conduct productive family business meetings so we can get the work done in spite of egos and emotions.

"Who's Hiding the Humor?"

All folks have a sense of humor; it's just that some folks have a bad one! They haven't learned that the rewards of laughter and a good sense of humor extend to better health, positive relationships and productive results. During this fun-filled presentation we'll learn how to deal with "skunk" people and discover three steps to keep perspective and maintain sanity in this crazy world.

Sessions and Speakers

Aging Gracefully, by Dr. Russ Kennedy

Women as the traditional caregiver have assumed other responsibilities outside the family environment. "Aging Gracefully" examines some of the challenges and health issues facing women today and explores strategies for dealing with them.

Dr. Russ Kennedy is Assistant Professor, Extension Health and Aging Specialist for the University of Arkansas, Cooperative Extension Service. Dr. Kennedy's focus is disease prevention, physical activity, and issues of aging.

Ag Cooperatives 101, by Annette Pagan and Donna Uptagrafft

We will discuss the guiding principles of agricultural cooperatives, how to create a cooperative, what it means to be a member or a director, the advantages of cooperative businesses and examples of successful cooperatives.

Annett Pagan is currently the Managing Director of Winrock International's U.S. Program Office and the Arkansas Rural Enterprise Center. As managing director, she oversees all aspects of Winrock International's presence in the U.S. and in Arkansas.

Donna Uptagrafft is currently a program officer in Winrock International's U.S. Programs field office. As program officer, Donna is responsible for conceptualizing, funding and implementing community and economic development programs .

The Ag Loan Process, by Andrea Leding, Carol Johnson, and Christy Case

The Ag Loan Process will be discussed by three women loan officers from the three Farm Credit Services Associations in Arkansas. In this presentation, we'll examine the 2002 Ag Census data and corresponding farm debt market in Arkansas. We discuss ag lending principles from our perspective at Farm Credit Services. The Five C's of Credit (Character, Capital, Capacity, Collateral and Conditions) are then explained. We also instruct how to better prepare for the loan process.

Andrea Leding joined Farm Credit as a summer intern in 2000 and worked part-time before graduating from Arkansas Tech University. Andrea is a native of Paris, Arkansas grew up on a small farm there.

Carol Johnson joined Farm Credit in 1997 and has worked for FCS Western Arkansas prior to joining AgHeritage. She holds a degree in Agribusiness from Arkansas State University. She is a native of Cleburne County and resides near Quitman, Arkansas, with husband Eric and their two children on their family farm.

Christy Case began her Farm Credit career also as an intern with Farm Credit.

Continued on next page