



Recognizing Women for Their Roles in Agriculture

February 6 & 7, 2004
Dover Downs Rollins Center

Dover, Delaware

Presented by:

University of Delaware Cooperative Extension

Rutgers, the State University of New Jersey Cooperative Extension

University of Maryland Cooperative Extension

Sponsored the USDA Risk Management Agency



Welcome

Welcome to the third annual Women in Agriculture Conference (February 6 & 7, 2004) designed to recognize you, as women, for the vital role you play. This year, the University of Delaware and Rutgers, the State University of New Jersey, received funding from the USDA Risk Management Agency to offer a regional conference, in cooperation with the University of Maryland. The goal of this year's conference is to provide you with risk management information and tools to enable you to make informed decisions concerning your agribusiness. Our hope is to empower you and to provide a relaxed atmosphere where you can build networks with other ag women. Please take this opportunity to visit with friends and make new acquaintances throughout the day and a half conference.

Please take a moment or two between workshops to visit the displays in the hallway. As in the past, we have "specials" to pamper the body and soul. Please try to visit with Kate to dip your hands in warm paraffin, Suzie for massage therapy, and Sandy from Christiana Care for bone density screening.

We welcome your comments and suggestions about this year's conference and workshops. In addition, we hope to plan future workshops and conferences, and we need your help. Please be sure to complete the evaluation forms found in your conference bag.

Thank you for participating in the conference. We hope that at the close of the conference on Saturday you will have gained the necessary knowledge to enhance your personal and business lives, and that you leave feeling informed, refreshed and eager to continue celebrating agriculture as "Women in Agriculture".

Sincerely,



Laurie G. Wolinski
Extension Associate
University of Delaware



David L. Lee
South Jersey Dairy Extension Agent
Rutgers, the State University of New Jersey

Sponsors

For complete list of sponsors, please see separate sheet available at the registration table.

We would to give special thanks to:

The USDA Risk Management Agency

the Northeast Center for Risk Management Education

for sponsoring this conference.

We would also like to extend our gratitude to the **Delaware Farm Bureau** and **Mid-Atlantic Farm Credit** for making it possible to have Michele Payn-Knoper join us and share her keynote "Celebrating Agriculture".

Notes

Keynote Speaker

Michele Payn-Knoper empowers agrifood organization to develop solutions for a changing marketplace. Her unique blend of professional experience in the agriculture, sales, marketing, and technology sectors led her to begin her own speaking and consulting business. Michele rallies agriculturists to celebrate their industry, embrace innovative sales techniques, and foster community relations.

Some of Michele's key roles have included:

- Selling more than \$5,000,000 in corporate sponsorships for the National FFA Foundation as a Regional Director.
- She also led the campaigns to develop a record high level of community support for the convention relocation in Louisville and the opening of the new National FFA Center in Indianapolis.
- Forging key e-business relationships with major agricultural partners as the Business Development & Alliance Manager for Farms.com.
- Marketing and selling dairy genetics to more than 25 countries as in the roles of marketing and advertising specialist at World-Wide Sires in California. In that role, she also presented training programs in developing countries and promoted U.S. dairy farms.
- Breeding and judging dairy cattle as registered Holstein breeder since she was nine.

Michele is active in a variety of community and professional organizations:

National Speakers Association – Indiana Chapter
Boone County 4-H Fair Board Publicity Chairperson, Dairy Judging Coach, and Project Leader
Lebanon First Presbyterian Church Elder and Finance Committee Chairperson
Indiana Agricultural Leadership Program Class 10
Mid-American Crop Protection Association Ambassador Speakers Program
Tri Kappa Service Sorority Scholarship & Fundraising Committees
National Dairy Judging Career Development Event Advisory Committee
National Agri-Marketing Association Member
Young Dairy Leaders Institute Graduate
National FFA Alumni Lifetime Member
National Sigma Alpha Professional Ag Sorority Alumni Lifetime Member

Personal

Michele and her husband, Bryan Knoper, reside on a historical Indiana farm today – complete with a round barn, a few Holsteins, numerous gardens, and several pets. They enjoy spending time with friends, traveling, judging dairy cattle, and cheering on the Michigan State Spartans!

Schedule Friday February 6, 2004

9:30 am	Registration and Continental Breakfast
10:00	Welcome – Laurie Wolinski Extension Associate, University of Delaware
10:05 – 10:10 am	Opening Remarks <i>Dr. Jan Seitz, Associate Dean & Director Delaware Cooperative Extension</i>
10:10 – 9:55 am	Keynote Address “Celebrating Agriculture” <i>Michele Payn-Knoper</i>
11am – 12:15pm	Workshop Session 1
12:30 – 1:15 pm	Buffet Lunch
1:30 – 2:45 pm	Workshop Session 2
3:00 – 4:15 pm	Workshop Session 3
6:30 – 8:00 pm	Evening at the Delaware Agriculture Museum and Village Light Dinner provided

Usset, Edward

Edward Usset serves as a marketing specialist for the Center for Farm Financial Management at the University of Minnesota. In this role he has organized and led the "Minnesota Master Marketer Program", a six-day program of intensive marketing training for grain producers. He has also created and presented one and two day workshops on "Developing a Pre-Harvest Marketing Plan", "Developing a Post-Harvest Marketing Plan", and "Advanced Futures and Options". He has also taught several courses at the University including "Grain Marketing Economics" and "Futures and Options Markets". He can be reached at usset001@umn.edu.

Wickerhauser, Olga

Olga Wickerhauser, Sustainable Agriculture Coordinator at Cook College, Rutgers University, has worked in the field of organic agriculture for the past 12 years in various capacities, including as a college instructor, researcher, organic farm inspector, project developer, and small commercial grower. She has a MS degree in horticultural science from Rutgers and serves on the Board of Directors of the Northeast Organic Farming Association of New Jersey.

Wright, Michelle

Michelle is the co-owner of Wright's Market with husband, Charles. Wright's Market is a family operation that has been in business for over 30 years. What started as a hobby with Charles' grandfather has now expanded to a retail farm market offering fresh fruits and vegetables grown on our farm, a bakery, gift shop, lawn & garden, and greenhouse sales. We offer fall field trips to schools, daycares, church groups, and to anyone wanting to learn about agriculture. Michelle worked at Perdue Farms, Inc. for 15 years before home to the market in 2000. Her experience at Perdue provided marketing, inventory control, customer service, and sales opportunities to use in their market.

Laurie Wolinski

Laurie, Extension Associate, University of Delaware Cooperative Extension, works in the area of farm risk management. Laurie organized the first Delaware Women in Agriculture conference in 2002, which has become an annual event. In 2003, Laurie was asked to serve on a National Women in Agriculture Programming Conference Committee, scheduled for February of 2004. From 1989-2002, Laurie responsibilities focused on farm financial management and computer record keeping. Laurie earned her BS and MS in Agricultural Economics (1988 and 2003, respectively) at the University of Delaware.

Richardson, Jesse, Jr.
 Jesse J. Richardson, Jr. is an Assistant Professor in the Department of Urban Affairs and Planning at Virginia Tech and an attorney in private sector. Prior to his appointment at Virginia Tech (1988), he practiced law in his hometown of Winchester, Virginia, both in a large law firm and later as a sole practitioner. He is admitted to practice in both Virginia and West Virginia. His teaching at Virginia Tech includes courses in Urban Growth Management, Land Use Law, Principles of Real Estate, and the Law of Critical Environmental Areas. He also serves as coordinator of the Real Estate Minor at Virginia Tech. His research focuses on upon land use law and environmental law issues. Specifically, he addresses farmland protection, conservation easements, growth management, karst issues, groundwater law and takings.

Romano, Laura
 Laura Romano, Extension Educator for Agriculture and Natural Resources in Worcester County, Maryland. Laura is responsible for general fruit and vegetable work in the tri-county area of the Lower Eastern Shore (Wicomico, Worcester, and Somerset). She also conducts organic research on traditional and ethnic vegetables, promotes small farms, alternative crops and innovative marketing for the University of Maryland Cooperative Extension.

Seitz, Jan, Ph. D.
 May 2003, Janice Seitz assumed the position of Associate Dean and Director of Extension, University of Delaware. In this role, she provides leadership for Extension programming in a wide range of areas including agriculture, community development, family and consumer sciences, 4-H youth development, horticulture and water and soil quality. Jan came to the position at UD having served as Assistant Dean and Director, University of Illinois Extension 4-H Youth Development. In this role, she provided overall leadership, direction and long-range program development for the Illinois 4-H program. Jan holds a bachelor's degree in elementary education from Bowling Green State University in Ohio and a special education credential from San Francisco State University. Following a 17 year teaching career in the public schools, as both a regular classroom and special education teacher, she completed both a master's degree and Ph.D. in leadership development, youth development and programming for youth from special populations at the University of Illinois at Urbana-Champaign (UIUC). Jan was a faculty member in the College of Education at the UIUC from 1991-97.

Strayhorn, Sandra
 Sandy was born and raised in Jones County, in the town of Maysville, North Carolina. After graduating from high school she moved to Raleigh, North Carolina where she attended Kings Business College. After several months of working for a local company, her father encouraged her to move to Washington, DC. She began her government service in July 28, 1970, with the United States General Accounting Office in Washington, DC. In January 1988 Sandy started working for Federal Crop Insurance Corporation, Raleigh Field Service Office. Since July 1995, she has been the Staff Assistant for the Raleigh Regional Office. She started working with Outreach in October 2001, and also works on several crop teams. Sandy is the coordinator for the office administrative staff, and the coordinator for Dairy Options Pilot Program from 1998 - 2002.

Treem, Toby
 Toby Treem serves as the Mediation Coordinator for FARM SENSE, the USDA certified agricultural mediation program for the state of Maryland. Prior to working at the Maryland Dept of AG, she was the Business Initiative Fellow at the Maryland Mediation and Conflict Resolution Office and worked for various community mediation centers throughout Maryland. Ms. Treem has experience facilitating and also serves as a roster mediator for the District Court of Maryland, Maryland Commission on Human Relations, and Anne Arundel Conflict Resolution

Center where she mediates small claims, employment, and community disputes. Licensed to practice law in the state of Maryland, Ms. Treem is a 2002 graduate of the University of Maryland School of Law.

Friday Workshop Rooms

	Sussex	Ballroom A-1	Ballroom A-2	Ballroom B
10:00-11:00				Keynote
11:00-12:15	Conflict Resolution	Pesticide/Farm Safety	Computer Record Keeping	Innovative Marketing Strategies
12:30-1:15				Lunch
1:30-2:45	Winning the Game	Crop Insurance	Spreadsheet Budgeting	Color My Farm
3:00-4:15	Winning the Game	How to Save the Farm	Innovative Marketing Panel	Health & Exercise
Evening Program				
6:30 – 8:00	Delaware Agricultural Museum and Village			

Saturday February 7, 2004

Schedule

8:00 am	Continental Breakfast and Market Clubs/Networking <small>Staying in touch & maintaining the network. Where do we go from here?</small>
8:30 – 9:45 am	Workshop Session 4
10:00 – 11:15 am	Workshop Session 5
11:30 – 12:00 pm	Closing Program “Laughing Matters” Judy Pugh

	Sussex	Kent	Ballroom A
8:00 – 8:30			Breakfast & Networking
8:30 – 9:45	Color My Farm	Organic	How to Save the Farm
10:00 – 11:15	Financial Priorities	Beyond Stress	Agritourism
11:30 – 12:00			Closing

Please fill out evaluations and leave at registration table.

Powell, Autumn

Autumn Powell graduated from Slippery Rock University with a BS in Exercise Science and a MS in Exercise Physiology from the University of Maryland, College Park. Following graduation, Autumn began working at the Peninsula Regional Medical Center as the Wellness Coordinator in the Cardiovascular and Pulmonary Rehabilitation Dept. Additionally, Autumn is a certified aerobics and cycling instructor and teaches classes at a local fitness center. She is also ACLS certified and a certified Exercise Specialist through the American Cancer Society and was the co-chair of the Relay for Life event in Wicomico County.

Pugh, Judy

Judy worked as an Extension Educator, Family and Consumer Science, in Cecil County, Maryland from 1979 until January 2003. During her tenure she received the Distinguished Service Award, the Continued Excellence Award, the Nutrition Education Research Award, and the General Foods Media Award from the National Extension Association of Family and Consumer Science. While her teaching topics included money management, human development, and health and nutrition, Judy broadened her health programs by adding laughter as a stress management tool, a means to improve health and a positive force in the workplace. "Laughing Matters" is a research-based program. During the last decade, she has reached more than 25,000 people with her humor, stress management, and conflict resolution techniques. Since her retirement she has enjoyed sharing her stress management programs in Maryland, Delaware, and Virginia. (She is looking for some offers in Hawaii!) Judy received her B.S. from West Virginia University and her M.S. from University of Maryland-College Park.

Rea, Diane D.

Diane Rea is married to Leslie, a third generation farmer. They grew process vegetables until 1995. In 1996, they opened Rea's farm market, growing flowers and vegetables. She manages the farm market and conducts farm tours and "ag in the classroom" programs. Community events are held on their 86 acre farm. Mrs. Rea holds a BS degree from Trenton State College and taught for 35 years, in addition to being a 4-H leader for 28 years and a Sunday School teacher for 30 years. Mrs. Rea has served on many county committees, including agriculture, 4-H, and Home-Ec over the years. She is past president of Cape May County Board of Agriculture and Cape May County representative to the NJFBW Committee.

Reddish, Dale

Ms. Reddish, a family practitioner, is the Director of the Women's Prevention and Wellness Programs at the Peninsula Regional Medical Center in Salisbury, MD. The services provided include well woman exams, hormonal management, preventative health assessment and testing, and diagnosis and treatment of common women's health conditions. The comprehensive program incorporates a multidisciplinary approach to care with recognition of the value of alternative and complementary therapies. Ms. Reddish has more than twenty years experience in the field of Women's Health. She received her Diploma in Nursing from the MacQueen Gibbs Willis School of Nursing in 1979. She completed her BSN in 1996 and MSN in 1998, both from Wilmington College in Georgetown. She holds multiple certifications and is a member of Sigma Theta Tau International Nursing Honor Society. Ms Reddish is the Eastern Shore Rep for the Nurse Practitioner Association of MD. She serves on the tri-county Fetal and Infant Mortality Review Board. And is a member of the Advisory Board for Women Supporting Women.

Linonis, Kim

<p>Kim Linonis came to Rutgers University after two degrees from the University of Connecticut. After taking a BA in Economics in 1992, Kim worked as a technical writer for Hamilton Standard and as a payroll and benefits administrator for Warren Corporation before returning to UCONN to take a MS in Animal Science. Kim has been employed by Rutgers Cooperative Extension of Salem County since September of 1999. She coordinated the Garden State Milk Quality Initiative until its completion in 2001 before coordinating the Garden State Crop Insurance Education Initiative.</p>
<p>Mack, Peggy A Delaware native, Peggy Mack is an advance practice nurse, who has worked in a variety of health care settings. Peggy has a master's degree in nursing from New York University and currently is pursuing her Ph.D., in Health Policy, at the University of Delaware. In addition, Peggy works as a board certified, clinical specialist in adult psychiatric mental health nursing. She is married to another Delaware native, Joe, and they have two teenagers.</p>
<p>McGarrity, Coleen Coleen has been a Program Associate, Farm Financial Management, for Rutgers Cooperative Extension of Salem County since June, 1999. Coleen holds her MS in Agricultural Economics from Texas A & M University (TAMU), and her BS from Rutgers, the State University of New Jersey. While at TAMU, Coleen managed several international development projects, and was a curriculum developer. Serving as an external consultant to AMOCO Corporation, Coleen managed comprehensive cross-cultural training programs. She has been a Zookeeper at Houston Zoological Gardens and a Peace Corps Volunteer (Veterinary Extension) in the Democratic Republic of the Congo (Zaire). Coleen has also served as an Animal Health Inspector for NJ Dept of Agriculture's Division of Animal Health.</p>
<p>Parman, Joan Joan has been a Delaware Master Gardener since 1988. She specializes in shade gardening, container gardening, and water gardens. Joan has had her gardens open for public viewing many times. A very busy lady, Joan learned how to create easy, colorful, and low maintenance gardens.</p>
<p>Petitt, Nancy Nancy lives with her husband Gary on a 30 acre chestnut orchard in Townsend, DE. They grow domestic chestnuts for sale their eCommerce web site. Nancy is a market farmer, selling fresh produce and value added goods at Delaware's Farmer's Markets. In addition to her agriculture enterprises, Nancy also does agricultural marketing consulting through her company, Blackbird Consultants. Nancy has spoken throughout the country on the subject of growing domestic chestnuts for profit. Nancy is also a Delaware Master Gardener.</p>
<p>Potter, Shannon Shannon is an Extension Educator Agriculture and Natural Resources in Talbot County, Maryland. She received her BS and MS from the University of Wyoming in Agriculture Business and Economics and has been employed with Maryland Cooperative Extension for 2 ½ years. Having grown up on the Eastern Shore, Shannon loves working with farmers and producers in the areas of marketing, business management, small farms and equine.</p>

Workshop Descriptions
(Arranged alphabetically)

- Agritourism Panel**
Producers who are creating destinations by making their farms a place to experience agriculture
- Beyond Stress**
Producers who are creating destinations by making their farms a place to experience agriculture
- Color My Farm**
How to make your farm look colorful with low maintenance plantings year-round.
- Computer Record keeping: Tips and Discussion**
Hands On: Learn new tools using Quicken and Quickbooks. Share tips and ask questions.
- Conflict Resolution**
Discuss issues of conflict resolution on the farm and business and learn tools to manage them. Includes discussion of legal issues and alternatives.
- Crop Insurance**
Overview. Does crop insurance really pay? Crop insurance as related to nurseries.
- Financial Priorities For Every Stage of Life**
Financial needs and risk change over time. Learn to identify financial priorities for different life stages.
- Health and Exercise: Women's Health Issues**
Take the time to familiarize yourself with women's health issues.
- How to Save the Farm: The Legal Perspective**
Duties and responsibilities to avoid unexpected due process. Tips for proactive safety management and business organization.
- Innovative Marketing Panel**
Active direct marketers share experiences and tips for effective marketing strategies.
- Innovative Marketing Strategies**
"Reap New Profits: Marketing Strategies for Farmers and Ranchers" (SARE). Tips from Direct Marketing Associations
- Organic Crop Production**
What makes organic, organic? Mandatory record keeping, research, and transitioning into organic.
- Pesticide and Farm Safety**
What are the side effects of pesticide use? Testimonial. Responding to farm emergencies.
- Spreadsheet Budgeting**
Hands On: Using a spreadsheet to budget your income and expenses
- Winning the Game**
Practice your **grain marketing** skills. Review an actual marketing plan, learning how crop insurance and target dates and target prices can help you more consistently secure a good average price for your crop.

Ambruster, Jeanne

In 1966, Larry and Jeanne Ambruster started a dairy farm with a herd of 30 cows and called it "Creamy Acres". Since, the family grew to include 4 children, and the herd grew to 100 cows. In 1985, the Ambruster's added a flower business that includes 20 greenhouses, serving both retail and wholesale customers. Their son, Ron and his wife Kim have become co-owners of the business and added entertainment for both fall and spring activities. Recently, the Ambruster's began to offer educational farm tours.

Brinsfield, Donna

Donna Brinsfield, an Accredited Financial Counselor, has worked as an Extension Educator for UM Cooperative Extension for 25 years, primarily in Caroline County. She teaches a variety of subjects from nutrition to child development, but her favorite area is finance. In 2002, she spoke at the National Council on Family Relations conference in Atlanta, GA on "Do You Want to Work Forever? - Planning Retirement for Family Child Care Providers". In November 2003, she and a co-worker presented a new program and website called "Maryland Saves" at the Association for Financial Counseling & Planning Education in Savannah, Ga. Donna grew up on a dairy and grain farm on the Eastern Shore of Md.

Craven, Robert H.

Robert Craven is an Extension Economist and Director of the Center for Farm Financial Management, Department of Applied Economics, University of Minnesota. He has been Director since 1997 and has held a position in the Center for 23 years. Areas of specialty include business management for farmers and credit analysis for agricultural lenders with emphasis on financial planning and analysis. His work for the Center has focused on development of FINPACK, a nationally recognized computer program for whole farm financial planning and analysis. In the past several years he has worked to develop the crop marketing programs at the Center. One of the successful programs in this area is the "Winning the Game" series of workshops. He also played a key role in the development of the National Risk Management Education Library, a nationally funded web site for risk management educational materials. Mr. Craven is also actively involved in a 1600-acre family farming operation in southwestern Minnesota, where he has been the primary manager for the past fifteen years. He has a B.S. degree in Animal Science and an M.S. degree in Agricultural Economics from the University of Minnesota.

Dudas, Sherry

Sherry Dudas is the Farm Planner for the Watershed Organic Farm CSA in Pennington, NJ. She has a degree in paralegal studies and a BS in Environmental Planning and Design from Rutgers University, Cook College. Prior to working at the CSA, Sherry worked over 14 years for non-profit and governmental land conservancies, Rutgers University, Cook College, private land use law firms and the New Jersey State Agriculture Development Committee, where she developed the New Jersey Farm Link, Agricultural Mediation, Right to Farm, and Farmland Stewardship Programs. At the CSA, she is responsible for managing the CSA's marketing and promotion, employee recruitment, community outreach, social action coordination, agricultural advocacy and related farm business and land use planning activities.

Fox, Nadine

Nadine is the secretary of the Pennsylvania Farm Vacation Associations, Inc. The organization has been around for 41 years. The mission of the association is to provide farm vacations to people and also to help farmers find another means of income. Nadine has been a member for about 15 years. She and her husband have operated Buck Valley Ranch, LLC, in Warfordsburg, PA for 20 years. In addition, Nadine has taught high school special needs students for the last 29 years.

Jester, Ronald C., P.E.

Ron is the Extension Safety Specialist for the University of Delaware Cooperative Extension since 1975. He is the past president of the National Institute for Farm Safety. Ron provides leadership for farm safety programs on Delmarva, the Delaware Agricultural safety and Health Center Delaware Safe Kids Coalition, Delmarva Safety Association, and other safety activities. He is the PI for Delaware-Maryland Agrability Project (DMAP). Ron has taught "Safety and Health in the Workplace at the U of DE. Ron has served as Camp Director for two Progressive Farmer "Farm Safety Camps", and he works closely with leaders of Farm Bureau and Grange to deliver farm safety programs.

Johnson, Dale

Dale Johnson has served 18 years as Farm Management Specialist for the Maryland Cooperative Extension and Adjunct Faculty member with the University of Maryland Department of Agricultural and Resource Economics. He has conducted over 400 workshops and authored over 80 publications on business planning, record keeping and financial analysis, computer applications and other farm management topics. He has counseled numerous individual farmers on management problems. He teaches AREC 306 Farm Management undergraduate course at the University.

King, Susan Whitney Ph. D.

Susan is an Extension Specialist III, Pesticides, and the Pesticide Safety Education Coordinator at the University of Delaware. In addition, Susan is the Pesticide Information Network Liaison, IR-4 Minor-Use Pesticides Liaison, and Urban Entomologist studying termite control. Susan served as Interim National Program Leader – Pesticide Education from 2/92- 8/92. From Oct 1986 – October 1989, Susan was a Pesticide Education Specialist at the University of Florida, Gainesville. Susan is currently chair of the Delaware Governor's Pesticide Advisory Committee, a Technical Advisor for the Delaware Pest Control Association, and a member of the American Association of Pesticide Safety Educators. Susan received her Ph. D. from North Carolina State University, in Entomology in 1986. She earned an M.A., Biology, in 1972 and a B.S., Zoology, in 1967, both from Kent State University.

Kline, Shirley

Shirley is owner-operator of Happy Valley Berry Farm. They use a combination of greenhouses, high tunnels, and outdoor production to produce bramble crops nearly year round. With the greenhouses and high tunnels they are able to produce quality raspberries with a long shelf life. They also produce hanging strawberry baskets for springtime sales – available from mid-April through May. They use a variety of marketing sources.

Lee, David L.

Dave is a professor in the Dept of Agricultural and Resource Management at Cook College, Rutgers, The State University. His professional employment focus is as South Jersey Dairy Agent; Department Head. Dave's areas of responsibilities are for dairy, livestock, forage, and market development. His major program activities include: Garden State Re-Engineering Initiative, Garden State Milk Quality Initiative, Water Quality Initiative, and Risk Management and Crop Insurance. Dave received a M.S. in Animal Industries, 1979, from The Pennsylvania State University. In 1974, Dave earned a B.S. degree in Animal Husbandry from Delaware Valley College.