



The Northeast Center  
for Risk Management Education



## Recognizing Women for Their Roles in Agriculture

January 27, 2005

Atlantic Sands Hotel & Conference Center

Rehoboth Beach, Delaware

Presented by:

University of Delaware Cooperative Extension

## Contributors

Welcome to the 4th Annual Women in Agriculture Conference.

We are delighted to have all of you here to enjoy this day-long conference designed to recognize you, as ag women, and the contributions you make to agriculture. This day is yours. Please take every opportunity to relax, learn, network, pamper yourself, and enjoy the scenic view of the Atlantic Ocean.

We are fortunate to have nationally known, Colleen Callahan join us this year to begin our day with a motivational presentation. In addition, we have carefully chosen workshop topics based on your requests. The topics are intended to help you with your skills, confidence and ability to make informed decisions that affect your business and family. The speakers welcome questions, please ask.

As part of our tradition, in addition to engaging your mind, we offer you an opportunity for health screening, or to enjoy a massage, or dip your hands in warm paraffin,. Please visit these “specials” between workshops or after lunch. Konrad, Jaime and the nurses from Beebe Medical Center will be here until 2:30 p.m. They are located in the Crane Room on the 4th floor.

It is a pleasure for us to have all of you here today! Thank you for taking the time from your busy lives to attend this conference. It would not be a success without you. We hope you enjoy your day. In addition we hope that as you begin your journey home, you are refreshed , energized and ready to continue facing challenges and seeking opportunities in agriculture.

Sincerely,

Laurie G. Wolinski  
Extension Associate

We extend a very special thank you to our conference sponsors. Many of them are represented here today, please be sure to thank them!

Maggie Moor-Orth of Delaware State University has worked hard to find sponsors to fill your “goodie bags”. Please thank her for her wonderful efforts, too!

Beebe Medical Center	J.W. Jung Seed Company
BodyMind Center for Massage & BodyWork	Janet Hughes and Associates
DE FFA Alumni Association	Johnny Selected Seeds
DE FFA Foundation	Kate Rokosz
DE Herb Growers & Marketers Assoc.	Kraft Foods
Delaware Department of Agriculture	Mid-Atlantic Farm Credit
Delaware Farm Bureau, Inc.	Nancy Pettit - Southern Living at Home
Delaware State University CARS	Nationwide Agribusiness, Fetterman Agency
Delmarvelous Chestnuts	Northeast Center for Risk Management Education
DE-MD AgrAbility	Sharon Cohee
Division of Public Health: Food Regulations	Small Business Administration
Division of Public Health: Office of Drinking Water	Small Business Development Center
Dr. Julie Hattier	Tom Dix, Kent County Master Gardener
Ernst Conservation Seeds	Upcountry Products
Evelyn Greenwood	van Bourgondien
FFA State Association	Wilmington Trust
Gardener's Supply	YMCA
Indiana Berry & Plant Company	

## Workshop Speakers, cont.

**Dr. Janice Seitz** In 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.

**Lynn Sheridan**, co-owner of BuildConsult, sells and builds modular homes. Lynn is also an instructor at Delaware Technical & Community College, teaching home-repair.

**Donna Trader**, CFSP, is a Health Program Coordinator for the Delaware Division of Public Health (DPH), Office of Food Protection. She received her BS in Food and Nutrition from Illinois State University and currently holds the credential of Certified Food Safety Professional (CFSP). Donna works in the area of developing food safety education and planning and implementation of Delaware's retail food regulatory program. She provides technical support and expertise in all areas of food safety programs to partners in Federal, State, and Municipal governments and to food service industry professionals. She participates in the creation and revision of regulations to maximize the efficacy of Delaware's food safety program. Donna co-chairs the Governor's Award for Excellence in Retail Food Safety, sponsored by DPH and the Delaware Food Safety Council.

**Robin Way** raises chickens, turkeys, cows, rabbits, ducks and goats on pasture at Rumbleway Farm, her family's 62-acre certified organic grass based farm located in Cecil County, Maryland. They sell products directly from the farm year round, and at two natural food cooperatives located in Delaware. In 1998 they installed an on-site processing area. In 2002 the processing area was enclosed, and a commercial kitchen was added. The county, state and US Department of Agriculture certify the kitchen and processing area. They sell canned products like jams and jellies, sauerkraut and applesauce, and catered dinners on the farm started in 2001.

**Roxane Whittaker** is an Extension Educator, Family and Consumer Sciences, with 22 years at the University of Delaware Cooperative Extension located in Kent County. She provides research-based educational programming in the areas of Financial Management, Foods and Nutrition, Food Safety and Family Life. She has her B.S. degree from Ohio University and her M.S. from The Ohio State University.

**Mary Wilcoxon** is an Extension Educator, Family and Consumer Sciences, with the University of Delaware Cooperative Extension located in Sussex county. She provides research-based educational programming in the areas of Financial Management, Foods and Nutrition, Food Safety and Family Life. She has her B.S. degree from Iowa State University and her M.S. from Kansas State University. She has worked in some field of Family and Consumer Sciences education for 32 years.

## Keynote Speaker

**Colleen Callahan** is the former Farm Director for WMBD Radio in Peoria, Illinois. She was responsible for agribusiness programming on CBS 31 TV and Channel 3, WCIA, both in Illinois from 1974-1997. Her 2-5 minute programs, aired Monday - Friday, featured local and national individuals involved in agricultural vocations and avocations. Colleen grew up on a purebred Hampshire hog and Angus cattle/grain farm near Milford, Illinois. She was the first woman on the Illinois State 4-H Livestock Judging Team and the only woman on the University of Illinois Livestock Judging Team in 1972. She graduated from the U of I in 1973 with a degree in Agricultural Communications.

Colleen is married to Dick Burns, also a 1973 University of Illinois agriculture graduate. Dick is a regional sales manager for Burrus Seed and raises purebred Angus Cattle on their farm near Kickapoo. They have a daughter, Brittney, who is a Law student at DePaul University. Colleen and her mother, Elaine Callahan, are the co-chairs of the Fighting Illini Pork Club, founded by her father, Fran Callahan, nearly 30 years ago. The Club financially supports the U of I animal sciences department and the athletic scholarship fund. Colleen is still working part-time at WMBD Radio as Senior AgriBusiness Consultant.

Colleen has recently begun her own business - Colleen Callahan Communications. Communicating to her television and radio audience for 30 years, she has honed her communication skills, and is now breaking into the world of public speaking - giving motivational speeches, facilitating meetings and debates, and connecting people to enable them to develop a strong professional relationship.

Colleen offers a very lively **motivational presentation** backed by her life experiences. Many points of the presentation begin with the letter "E."

**"E's of Life" Tidbits and Testimonials**

## Workshop Speakers, cont.

### Conference Agenda

8:15 - 9:00 am	Registration Continental Breakfast
9:00 am	Greeting - Laurie Wolinski Welcome - Dr. Jan Seitz
9:15 am	Keynote Address - Colleen Callahan
10:15 am	Workshop Session 1
12:00 Noon	Lunch - Swan Ballroom
1:00 pm	Workshop Session 2
2:30 pm	Workshop Session 3
4:00 pm	Closing - Dr. Robin Morgan

Mallard Room - 2nd Floor

Osprey Room - 2nd Floor

Swan Ballroom - 3rd Floor

Dolphin Room - 4th Floor

Crane Room - 4th Floor

Restrooms are located on the 2nd and 3rd floors.

**Dr. Robin Morgan** has served as dean for the College of Agriculture and Natural Resources at the University of Delaware—and as director of its Agricultural Experiment Station—since July 1, 2002. She has served as associate dean for research and associate director of the Agricultural Experiment Station. Before these assignments, Dr. Morgan was assistant chair and professor in the Department of Animal and Food Sciences. She had joint appointments in the Department of Chemistry and Biochemistry and also the Department of Biology at the University. Dr. Morgan received her bachelor's degree in biology from Meredith College in Raleigh, North Carolina, in 1977 and her doctorate in biology in 1982 from The Johns Hopkins University in Baltimore, Maryland. She was a post-doctoral fellow in biochemistry at the University of California at Berkeley, California. Dr. Morgan is an accomplished research scientist and excellent teacher. She has an international reputation in the area of Marek's disease, an avian virus that affects poultry. Dean Morgan has three patents from her work in this area. She is also known for her work in genomics. Graduate and undergraduate students work with her on the cutting edge of discovery. Her laboratory is located at the Delaware Biotechnology Institute. She has volunteered her time working with organizations such as the Delaware Humanities Forum, American Association of University Women, and Chesapeake Bay Girl Scout Council.

**Nancy Pettit** is the co-owner of the only commercial chestnut farm in the East. Her farm and chestnuts products have been featured on the *Food Network*, in *Southern Living*, *Real Simple*, and *Philadelphia* magazines, in addition to local and regional newspapers. Nancy has appeared on live TV for CNS Good Morning, where she cooked chestnut soup. She is an officer of the Northern Nut Growers Association and director in the Pennsylvania Nut Growers Association. She holds memberships in the Mid-west Nut Producers Council and the Western Chestnut Organization. Nancy has lectured on chestnuts throughout the country. Her talks at Michigan State University, the University of Vermont, the Society of Agronomists and the American Chestnut Foundation, Future Harvest CASA, PASA, the Pennsylvania Farm Show and the Delaware Vegetable Growers meetings are spreading exciting news about the domestic chestnut industry. Nancy is also a Delaware Master Gardener.

**Maria Pippidis** has worked for the University of Delaware Cooperative Extension since 1992. She provides research-based educational programming in the areas of Financial Management, Foods and Nutrition, Food Safety, Personal Development, Community Development and Adult Education and Evaluation. Her first love is teaching others about personal financial management. She earned her master's degree in Family Resources Management and Consumer Economics from Cornell University in Ithaca, New York and her bachelor's degree in Consumer Economics from the University of Delaware. Her hobbies are reading, gardening, and cooking.

**Ginny Rosencranz** is an Extension Educator, Commercial Horticulture, with the University of Maryland Cooperative Extension Service in Wicomico, Worcester & Somerset Counties. Ginny is also an adjunct instructor in the Landscape Technology Program at Wor-Wic Community College. She teaches Plant Pest Management, Landscape Design, & Herbaceous Perennials. She created the Total Plant Management/Integrated Pest Management Programs for nurseries, greenhouse, and landscaper contractors on the lower Eastern Shore.

**Jennie Schmidt** is a Registered Dietitian and a farmer from Queen Anne's County, Maryland. She works for the Maryland Agricultural Education Foundation leading workshops on agricultural education, farm to table nutrition, and food and agricultural biotechnology. Jennie is a graduate of the University of Delaware with a master's degree in Human Nutrition.

## Workshop Speakers

**Carlotta Catullo** is a Business Development Specialist with the Delaware District Office of the U.S. Small Business Administration. Her responsibilities include serving as Women Business Ownership Representative to assist women with SBA programs and services available to them in starting or growing a business, in addition to other local area resources. She is also active in Delaware women's business organizations.

**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. 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. Bob is also actively involved in a 1600 acre family farming operation in southwestern Minnesota. He has a B.S. degree in Animal Science and an M.S. degree in Agricultural Economics from the University of Minnesota.

**Carl German** is an Extension Specialist, Crop Marketing, at the University of Delaware. Carl earned his M.S. from Southern Illinois University. Carl's interests include price analysis, farm retail marketing, and teaching farmers to use futures and options.

**Sharon Gray** is a business advisor for the Delaware Technical & Community College Small Business Development Center in Georgetown. Sharon is a graduate of Wilmington College, having earned a bachelor's degree in Business Management in 2002, and is a member of Sigma Beta Delta. She has previously worked for DuPont and John W. Rollins & Associates on their executive staff. She owned and operated Gray Construction, Inc. for 12 years. Her memberships include: Delaware Technical & Community College Campus Crusade for Christ, Sussex Academy of Arts & Sciences Executive Board, Southern Delaware Center for Arts and Humanities Board of Directors, Safe Haven Animal Sanctuary Board of Directors, and Resort Beaches Women in Business.

**Dr. Julie Hattier** earned her doctorate from the West Virginia School of Osteopathic Medicine in 1987. She completed her Family Practice Residency in Dallas, Texas and became Board Certified in Family Practice in 1995. She is currently working toward her second Board Certification in the new specialty of Anti-aging Medicine through the American Academy of Anti-Aging Medicine, also known as A4M. Dr. Hattier has recently relocated from the mountains of Utah to Bethany Beach, Delaware where she practices Anti-aging medicine and skin rejuvenation. Dr. Hattier sees patients on an appointment basis in a private practice setting.

**Robert Hoffner** is an Environmental Health Specialist Manager for the Food Protection Program with the State of Delaware, Division of Public Health. He earned his bachelor degree in Business Administration and an associate degree in Biology. Robert has worked for the Department of Health for 9 years. Prior to this, he served in the U.S. Navy as a Medical Service Corps Officer for 15 years, and 8 years in Military Prevention Medicine, also with the U.S. Navy.

**Kim Klabe** has been the Physical Director at the Sussex Family YMCA for 11 years and a yoga practitioner for 8 years. She is a 2005 graduate of the University of Delaware. Kim lives in Rehoboth and is a mother of two.

## Workshop Locations

### Workshop Session 1

### Room

Home Improvement Tips

OSPREY

Grandma's Yellow Pie Plate

DOPLPHIN

Marketing on a Budget/Marketing Value  
Added Agriculture

MALLARD

### Workshop Session 2

Winning the Game

OSPREY

Protecting your Privacy and Financial  
Information

DOPHIN

Small Business Advice/Food Preparation  
Regulations

MALLARD

### Workshop Session 3

Winning the Game

OSPREY

Menopause/Yoga

DOLPHIN

Edible Flowers/Ag Education on Your Farm

MALLARD

## Workshop Descriptions

### Session 1 10:15 - 11:45

*Home Improvement Tips* - Do you know your tools? Which tools are needed for which jobs? Drywall repair, the right way!

**Lynn Sheridan**

*Grandma's Yellow Pie Plate: A guide to passing on personal possessions* - You will find this guide helpful as you consider inheritance issues following a death or a family crisis, during a move to an apartment or nursing home, as you prepare a will, or when you carry out the wishes of a loved one.

**Roxane Whittaker and Mary Wilcoxon**

*Marketing on a Budget/Marketing Value Added Ag Products* - Learn inexpensive ways to market your farm products while faced with tight budget. Looking for ways to market your value added product? Listen to a producer's experiences.

**Nancy Pettit/Robin Way**

### Session 2 1:00 - 2:15

*Winning the Game* (double session) - Practice your grain marketing skills. Review an actual marketing plan, learning how crop insurance and target dates and prices can help you more consistently secure a good average price for your crop. Should have basic knowledge of grain marketing.

**Robert Craven and Carl German**

*Protecting You Privacy and Financial Information* - Financial fraud is out there and many are concerned about it. This session will review strategies for protecting your identity and financial information as well as discuss what to do if you're identity has been stolen.

**Maria Pippidis**

*SBA and SBDC Resources and Programs for Small Business Success/Food Preparation Regulations* - The Small Business Administration has many programs available to help and encourage new or established small businesses. Considering selling home-based food products from your farm? Do you know the regulations?

**Carlotta Catullo and Sharon Gray/Robert Hoffner and Donna Trader**

## Workshop Description cont.

### Session 3 2:30 - 3:45

*Winning the Game* - continuing from session 2. See description on previous page.

**Robert Craven and Carl German**

*Menopause/Yoga*

Nearing the age of menopause, or in the midst of it? Learn about the latest treatments, including bio-identical. Bring your questions! Follow up with a Yoga session to relax at the end of the day.

**Dr. Julie Hattier/Kim Klabe**

*Edible Flowers/Ag Education* - Exciting production opportunity. Find out what is involved in producing and marketing edible flowers. Are you inviting the public to your farm, take the opportunity to educate your customers, too. Learn fun ways to teach agriculture on the farm, at school and to the public.

**Ginny Rosencranz/Jennie Schmidt**

### Notes

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