

MID-SOUTH AGRICULTURAL FINANCE CONFERENCE

CONFERENCE SITE

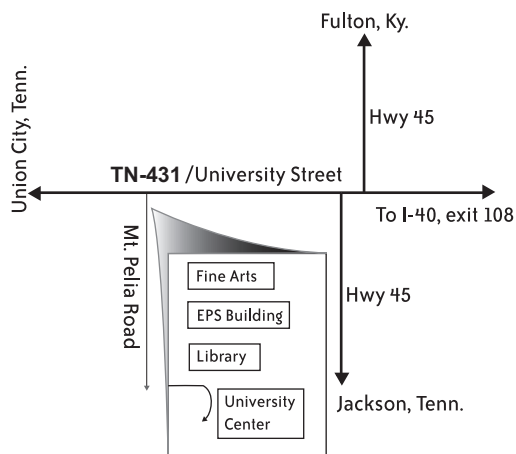
**The University of Tennessee at Martin
University Center
Martin, TN 38238**

From Nashville, Tennessee

Take Interstate-40 west, exit onto Highway 22 at Parker's Crossroads (Exit 108 north), at Martin, Hwy. 22 becomes TN-431

From Memphis, Tennessee

Take Interstate-40 east to Jackson, exit onto Highway 45 By-Pass (Exit 80B-north), follow Highway 45E to Martin



WHO SHOULD ATTEND?

All ag lenders, farmers, producers, and farm-related business owners. Bankers, farm credit and farm service agency representatives, other financial providers and ag-related professionals at all levels will benefit from the conference. Spouses, business associates, and employees are also welcome!

Be sure to invite your ag customers!

CONFERENCE SCHEDULE Wednesday, August 3, 2011

- 8:00 a.m.** Registration and Continental Breakfast
- 8:20 a.m.** Welcome and Introduction
- 8:30 a.m.** **How to Stay on the Survival Island of Agriculture**
Producers and lenders are dealing with more uncertainty than ever as they work to sustain profits in today's turbulent economic times. Global changes are affecting your bottom line and no one connects the dots between those trends and your local community, farm operation, or lending institution better than Dr. Kohl. Dave will provide specific financial and economic benchmarks to manage and build your financial fortress. Agrilenders and producers will not want to miss this informative session on surviving the "new normal" for the U.S. economy and the structural changes taking place in agriculture.

- 9:30 a.m.** **Ten Golden Rules of Ag Management**
Rising input costs, volatile commodity prices, and uncertainty over land values can threaten your net worth and operational cash flow. Dr. Kohl's straight-forward, no-holds barred, presentation will provide the financial tools needed to identify red flags and positive marketing opportunities. Dave's "Ten Golden Rules" will help the producer/lender team strengthen their financial positions. Drawing on his experience as an agricultural economist and operator of his own farming operation, Dr. Kohl will provide financial scoring measures for large and small customers. Producers will learn what today's lenders are looking for in financially healthy farm operations. Whether you are a producer, lender, or other ag service provider, you will benefit from this nuts and bolts session delivered in Dave's attention-grabbing style!

- 10:45 a.m.** **The Impact of Government Policy on Your Farming Operation**
Government policies have fundamentally changed the business model of agriculture. New programs, regulations, and incentives can make or break even the most efficient farm operations. As a leading expert in the field of agricultural and food policy, Dr. Joe Outlaw will share important information from his work with congressional leaders and other policymakers on issues ranging from the next farm bill, to commodity programs and direct payments, to land values, to bio-fuel policies. If you are looking for the best insight into where farm policy is going and how it will affect your operation - you need to look no further than Joe Outlaw!

- 11:45** Lunch
- 1:15 p.m.** **Commodity Prices and Sustained Profitability in the Livestock Industry**

Worldwide demand for food, fuel, and other inputs has changed the financial landscape for crop and livestock producers. A new addition to

the Mid-South Ag Finance Conference, nationally renowned expert Dr. Tom Elam will provide attendees with a fresh perspective on commodity prices, feeding costs, and major meat price trends. If you are not managing risk you are taking it and Tom's up-to-date session will provide livestock producers with an understanding of the primary drivers of commodity prices and volatility. The "takeaway" tools from this session will also include today's most effective methods for hedging price risk.

- 2:30 p.m.** **Question and Answer Session**
Our distinguished panel of experts will engage in an interactive and lively Q&A session with the audience.
- 3:00 p.m.** **Door Prizes and Adjourn**

HOTEL ACCOMMODATIONS

Hampton Inn
5575 Skyhawk Parkway
Martin, TN 38237
(731) 587-5800
(800) 426-7866

Days Inn
800 University St.
Martin, TN 38237
(731) 587-9577
(800) DAYSINN

For additional information, please contact:

Dr. Tom Payne
Horace and Sara Dunagan Chair of
Excellence in Banking
The University of Tennessee at Martin
Phone: (731) 881-7324
Fax: (731) 881-7323
Email: tpayne@utm.edu
www.utm.edu/agconference



Thank you, Tennessee Farm Bureau and CoBank for sponsoring the Mid-South Agricultural Finance Conference.

CONFERENCE REGISTRATION

Seating capacity is limited so please register as soon as possible. Registration fees include all sessions, continental breakfast, refreshments throughout the day and lunch.

Name _____

Name _____

Name _____

Name _____

Company Name _____

Address _____

Phone _____

Email _____

REGISTRATION FEE

___ # Lenders and Ag Service Providers @ \$150 = _____

___ # Farmers and Producers @ \$75 = _____

___ # Spouses/students @ \$25 = _____

Total Registration Amount = _____

METHOD OF PAYMENT

- Check (payable to UT Martin) Discover
 Visa MasterCard

Credit Card No. _____ Exp. Date _____

Signature _____

Mail or Fax Payment to:

Dr. Tom H. Payne

Dunagan Chair of Excellence in Banking
College of Business and Public Affairs
The University of Tennessee at Martin
109 Business Administration Building
Martin, TN 38238

Phone: (731) 881-7324; Fax: (731) 881-7323

Email: tpayne@utm.edu; www.utm.edu/agconference

SPEAKER INFORMATION



David Kohl is an internationally renowned speaker and writer on agricultural issues. He is Professor Emeritus in the Department of Agricultural and Applied Economics at Virginia Tech and received his M.S. and Ph. D. degrees in Agricultural Economics from Cornell. Dave has conducted more than 5,000 workshops and seminars for agricultural groups such as bankers, Farm Credit, FSA, and regulators, as well as producer and agribusiness groups. He has published four books and over 500 articles on financial and business related topics in journals, extension, and other popular publications. Kohl writes for Farm Journal, Top Producer, Ag Lender, and Soybean Digest. Dr. Kohl was one of the leaders in establishing guidelines for the standardized reporting and analysis of agricultural producers' financial information on a national and international basis. Recently, a \$2 million endowed Chair of Agribusiness Management and Finance was established at Virginia Tech in the name of Dr. Kohl. Kohl's talks provide a big-picture-overview of the economic and business management techniques that can be used in business, family and personal lives. He has a fresh, unorthodox presentation style that you cannot miss and will not forget.



Joe Outlaw is a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. He also serves as the Co-Director of the Agricultural and Food Policy Center (AFPC) at Texas A&M University. In this role, Dr. Outlaw frequently interacts with members of Congress and key agricultural committee staff to provide feedback on the likely consequences of agricultural policy changes. His extension education and applied research activities are focused on assessing the impacts of farm programs, renewable energy, and climate change legislation on U.S. agricultural operations. Dr. Outlaw has received numerous awards in excellence for his policy education efforts from the American Agricultural Economics Association, the Southern Agricultural Economics Association, the National Public Policy Education Committee, USDA-FSA, and the Vice Chancellor in the College of Agriculture and Life Sciences at Texas A&M University. He is originally from Devine, Texas. He received his B.S. (1987), M.S. (1988), and Ph.D. (1992) degrees from Texas A&M University, all in agricultural economics.



Thomas Elam earned Master's and PhD degrees in Agricultural Economics at the University of Tennessee. He is also a graduate of the American Marketing Association Executive Strategic Planning course. Dr. Elam has been working in the area of grain and livestock economics for over 35 years. His professional career spans service to the University of Illinois, the Economic Research Service of USDA and Elanco Animal Health. In a 24 year career at Elanco Dr. Elam was primarily engaged in global market research and strategic planning. This contributed to his expertise in agricultural production, animal health economics and animal health industry structure. In recent years and as founder of his own company, FarmEcon LLC (www.FarmEcon.com), Dr. Elam has focused on the consequences of U.S. biofuels policies on grain and oilseed markets. FarmEcon LLC also focuses on agricultural market analysis and outlook, competitive intelligence, customer profiling, business interruption assessment and strategic planning.

Dr. Elam is a much sought after speaker on a variety of topics related to global animal health economics and agricultural economics and outlook. He has given talks on a wide range of agricultural issues in most of the countries of the world with significant animal production. In 2006 Dr. Elam was named as one of the top 20 consultants to the Poultry Industry by Poultry USA magazine. He has recently completed three major studies for the U.S. National Chicken Council. These studies addressed U.S. chicken demand, the competitive state of the U.S. market, and an analysis of the proposed GIPSA rules for poultry contracting.

A lifelong pilot, Dr. Elam proudly serves Indiana Civil Air Patrol as a search and rescue and disaster relief mission pilot. He is also Director of Operations for the Indianapolis Senior Squadron. He is married and has two daughters and four granddaughters.

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THE UNIVERSITY of
TENNESSEE 
MARTIN



A cooperative program sponsored by the University of Tennessee at Martin and the regional banking community.

August 3, 2011
The University of Tennessee at Martin
Martin, Tennessee

"...this program provides lenders and their customers alike with important up-to-date information and practical tools to make their business more profitable."

Brent Neal,
First Citizens National Bank,
Dyersburg, Tenn.