

How To Register!

Complete the attached registration and mail with your check or money order to:

Texas AgriLife Extension Center
Attn: Jane Planchon
6500 Amarillo Blvd. West
Amarillo, Texas 79106-1796.

Please make checks payable to Texas AgriLife Account #222100-60021.

If you would like to use a credit card and register over the internet, please go to the following internet address:
<http://AgriLifeevents.tamu.edu>.

Sponsored By

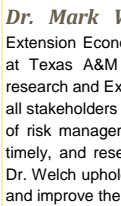


Risk Management Agency/USDA

Speakers



Dr. Stephen H Amosson is a Regents Fellow, Professor and Extension Economist - Management for Texas A&M University. He covers the economic issues important to today's agribusiness operator from marketing commodities, alternative irrigation systems, waste management to water quality. He is co-director of the Master Marketer Educational System and co-organizer of the Personnel Management Conference.



Dr. Mark Welch is an Assistant Professor and Texas AgriLife Extension Economist in the Department of Agricultural Economics at Texas A&M University specializing in grain marketing. His research and Extension appointment are focused on the interests of all stakeholders in the Texas grain industry, particularly in the areas of risk management and market analysis. By providing relevant, timely, and research-based market and management information, Dr. Welch upholds the mission of Texas AgriLife Extension to serve and improve the lives of the people of Texas.



Dr. G.A. Barnaby, Jr. is a Professor of Agricultural Economics at Kansas State University in Manhattan, Kansas. His program emphasis includes financial planning, government commodity programs, risk, and crop insurance. Dr. Barnaby has worked extensively with the private crop insurance industry, FCIC, and farm commodity groups on crop insurance issues.



Alan Brugler has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was DTN Director of Market Analysis and spent 10 years as a research and commodity strategist. His Brugler Cycle Indicator (BCI) is available on DTN Pro Series and DTNstant services. He is a regular guest analyst on US Farm Report and the PBS network TV program Market-to-Market and is a Consulting Analyst for DTN.



Dr. S.E. Taylor is an Extension Climatologist at Iowa State University. He is well known for his analysis of weather influence upon crop yields. He is widely recognized for his clear explanations of the complexities of long-term weather variability. Before moving to Iowa in 1979, he was a meteorologist with the National Weather Service in Alabama. He has published more than 200 articles reporting his research in plant response to weather conditions.



Darrell D. Holaday is a private marketing/management consultant. Prior to his current position, he served as Manager of the Kansas Agricultural Marketing Association for Kansas Farm Bureau. He also directed the association's FB TAX and Accounting Service. While at Kansas Farm Bureau, Mr. Holaday developed educational programs on marketing and management; published *Market Sense*, a weekly market information newsletter; and advised producers within Kansas Farm Bureau's individualized consulting service, Market Sentry.



Hotel Information

Ask for the Texas AgriLife Extension group rates at the following hotels close to our center:

Drury Inn & Suites
8540 W. Interstate 40
Amarillo, TX 79124
806-351-1111

La Quinta Inn
Amarillo West Medical Center
2108 Coulter Drive
Amarillo, TX 79106
806-352-6311



Educational programs of the Texas AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Co-operating.

2010

Advanced Topic Series



Texas AgriLife Extension Service
6500 Amarillo Blvd. West
Amarillo, Texas 79106

January 19-20, 2010 January 29, 2010
February 8-9, 2010 February 26, 2010



For More Information
Contact Jane Planchon at
(806) 677-5600 or
japlanchon@ag.tamu.edu

ATS Short Courses

The volatility in all markets is creating an opportunity for agricultural producers to make profits or, on the other hand, put their operations in financial peril. The price volatility that has arisen puts an even a greater emphasis on a producer's marketing skills. In an effort to enhance producer's risk management skills, an Advanced Topic Series (ATS) which are one- and two-day short courses that will be offered during January and February 2010 in Amarillo.

Each of the instructors for the ATS courses was selected based on their expertise and communication skills. Never before has a faculty of this expertise level been assembled to teach short courses to producers in Texas. They were given the freedom to develop their course based on what they believe producers needed to know to improve their profitability. We are so confident that you will enjoy and learn techniques to improve your profitability that each course comes with a money back guarantee. The ATS was made possible from a grant from RMA/RME.

Courses will start promptly at 8:30 a. m. and end at 3:30p.m. The registration fee is \$75 for the one-day courses and \$125 for the two-day courses. The registration fee includes the cost of instruction, materials, lunch and all breaks. Registration is limited to 50 participants on a first come basis and pre-registration is required. All courses will be held at the Texas AgriLife Research and Extension Center, 6500 Amarillo Blvd. West, Amarillo.



For more information, contact Jane Planchon 806-677-5600.

Schedule and Course Fees

January 19 & 20, 2010 **\$125.00**
8 : 3 0 a . m . - 3 : 3 0 p . m .

Developing This Year's Marketing Plan for Feedgrains — Mark Welch and Steve Amosson
 Volatility in the stock, oil, ethanol and commodity prices are creating one of the most challenging years producers have ever faced. The objective of this two-day workshop is to gain a better understanding of the fundamentals affecting the feedgrains market for the upcoming year. Specific topics include: developing a marketing plan, cost of production, current fundamentals including ethanol, feed use and exchange rates – exports, basis, technical analysis tools, cash and contract seasonality and marketing strategies. The ultimate goal of the workshop is to develop a written marketing plan for the 2010 crop.

January 29, 2010 **\$75.00**
8:30 a.m.- 3:30 p.m.

Profit Maximizing: Crop Insurance and Risk Management Decisions — Art Barnaby

Making the right decisions on the type/level of crop insurance, as well as, participation in the new risk management programs SURE and ACRE can be critical to profitability. In this course, participants will learn about the pros and cons of the different crop insurance products available including the most cost effective levels of participation. In addition, time will be spent discussing the new risk management programs SURE and ACRE and explaining the tradeoffs/interactions between this complex new system of FSA programs and crop insurance. The workshop will include some "hands on" exercises to help participants to fully understand the best risk strategy that fits their farm.



February 8 & 9, 2010 **\$125.00**
8:30 a.m.- 3:30 p.m.

Selecting, Developing & Working a Technically Based Marketing Plan — Alan Brugler

The focus of this course is learning how to select an appropriate marketing plan for your operation and guidelines for executing the plan. It will include a discussion on different types of marketing plans, the drawbacks of each, and development of rules on when to abandon or modify the plan. There will be extensive discussion of time and price based targets, seasonal tendencies, probability ranges and price charts among other things. Also, how to interpret CFTC data, the role of index funds and swaps dealers in the markets today and how to identify their footprints will be discussed.

February 23, 2010 **\$75.00**
8:30 a.m.- 3:30 p.m.

Identifying Weather Risk and Incorporating It Into Your Marketing Plan — S. E. Taylor

Weather is always a critical factor in the success of a farm operation. In this course participants will gain a better understanding on how to identify long range weather patterns and their potential impacts on crop yields. Yield trends, a balance sheet approach and the use of growing degree days will be discussed. The effect of high temperatures, low precipitation and how you evaluate stress impact will be addressed. Finally, a unique approach incorporating weather and market risk into a marketing strategy will be presented.

February 26, 2010 **\$75.00**
8:30 a.m.- 3:30 p.m.

Advanced Marketing Tools and Strategies for Producers — Darrell Holaday

In this course, you will learn some of Darrell's favorite marketing strategies and gain an understanding of how and when to utilize some advanced marketing tools such as covered calls, storage hedges, synthetic options and OTC swaps to improve your marketing. In addition, Darrell will spend time improving your understanding of the intricacies of the new market place including money flow, participants and the impact of electronic trading. Finally, he will discuss flexible marketing strategies and selective hedging.

2010 Registration Form

Company Name

Address

E-Mail Address

Phone Fax

Participant Names	Date	Registration Fee

Total \$

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