

# MID-SOUTH AGRICULTURAL FINANCE CONFERENCE

## CONFERENCE SITE

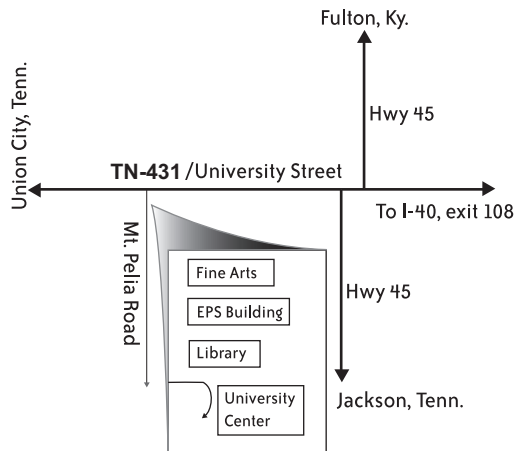
**The University of Tennessee at Martin  
Boling University Center  
Martin, TN 38238**

### 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 1, 2012

**8:00 a.m. Registration and Continental Breakfast**

**8:20 a.m. Welcome and Introduction**

**8:30 a.m. Global Dashboard Indicators for Value Added Producers and Lenders**

Agricultural operations throughout the Mid-South are more exposed than ever to major shifts in the global and U.S. economies. Global and domestic economic forces are quickly dividing winners and losers in the agricultural markets. Trends in interest rates, employment, and demand for energy and other commodities will directly affect the bottom line. The best lenders and producers must know how to track and interpret key economic indicators in order to sustain profit and manage risk. This session will provide you with the tools needed to "keep score" of the economy and effectively manage your farm operation and loan portfolio. This session presented by Dr. Dave Kohl is a "must see" for farmers and lenders seeking to gain an edge in these turbulent economic times.

**9:30 a.m. Effective Traits of a Winning Ag Lender-Producer Team**

This session will focus on how you can become a cut-above lender-producer team. 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 Golden Rules will help strengthen financial positions and provide insights on how producers and lenders can build stronger "win-win" partnerships. 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. Got Rain? Is El Nino on the Way?**

There have been two years of La Nina induced weather extremes across the U.S. and globe. This has resulted in a general drying pattern across the Southern U.S. Now, will El Nino reverse the trend and be the next topic of weather conversation? Will it be the next driver of global weather? These patterns will affect prices and operational decisions - including irrigation planning, during the next few years and it is time to start talking about it as the shift to El Nino appears ready to happen. You will want to tune in for this long range weather forecast provided by Chief Meteorologist Allen Motew!

**11:45 Lunch**

**1:15 p.m. Super-Cycle or Bust: Where is the World Headed and What it Means for Commodity Prices?**

European nations are going broke and the Eurozone economy has

stalled. Growth in China and the "BRICS" is slowing dramatically. The U.S. economy continues to struggle, the ethanol industry has peaked, and revolutionary changes are taking place in natural gas exploration and extraction. With this backdrop, what will the impact be on corn, soybean and cotton prices? How will energy prices move in the coming year? How will all of this affect farmland prices and capitalization rates? And, what economic and political forces present the greatest risk to farm cash flows and values? Richard Brock, renowned expert in commodity prices and marketing, will cover these topics and more in this informative and enjoyable presentation.

**2:30 p.m. Question and Answer Session**

Our panel of experts will engage in an interactive and lively Q&A session with the audience

**3:00 p.m. Door Prizes and Adjoin**

## 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

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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 \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### REGISTRATION FEE

\_\_\_ # Lenders and Ag Service Providers @ \$150 = \_\_\_\_\_

\_\_\_ # Farmers and Producers @ \$75 = \_\_\_\_\_

\_\_\_ # Spouses/students @ \$25 = \_\_\_\_\_

\_\_\_ # Pre-Conference Session (see insert) @ \$30 = \_\_\_\_\_

**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 president of AgriVisions, LLC, a knowledge-based consulting business providing cutting-edge programs to leading agricultural organizations worldwide. Dave is business coach and part owner of Homestead Creamery, a value added dairy business in the Blue Ridge Mountains. He also serves as Professor Emeritus in the Department of Agricultural and Applied Economics at Virginia Tech where the Kohl Agribusiness Centre has been established in

honor of his long-term commitment to practical teaching, research, and extension. Dr. Kohl received his M.S. and Ph. D. degrees in Agricultural Economics from Cornell. Dave has conducted more than 6,000 workshops and seminars for bankers, Farm Credit, FSA, and regulators, as well as producer and agribusiness groups. He has addressed the American Bankers Agricultural Conference for over 30 consecutive years, and is one of the top rated instructors at the LSU and Colorado Graduate Schools of Banking. He serves as Chancellor of Farm Credit University, which has trained over 700 lenders. He has published four books and over 1,200 articles and regularly writes for Corn and Soybean Digest and other ag lending publications. Dr. Kohl was a leader in establishing guidelines for the standardized reporting and analysis of agricultural producers' financial information on a national and international basis. Dr. 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 should not miss and will not forget.



Allen Motew is Chief Meteorologist for QT Information Systems. He has been an expert weather analyst for more than 35 years having forecasted global weather conditions for United Airlines at their World Headquarters in Elk Grove Village, Illinois, WTVT Television in Tampa, Florida, Agromet, Inc., Palo Alto, California and QT Information Systems, Chicago, Illinois. Mr. Motew has earned his Seal of Approval for Broadcasters from the American Meteorological Society. Allen specializes in global weather prediction, synoptic scale and

mesonet analysis, and severe weather events. He is trained in forecasting hurricanes, tropical cyclones and international weather events for government and private industry interests from around the globe. Allen has his B.S. in Meteorology from the University of Wisconsin. A Chicago native, he currently broadcasts his local, domestic, and international commodity weather forecasts from the Chicago Board of Trade.



Richard Brock is owner and president of Brock Associates, an agricultural marketing advisory service and publisher of The Brock Report, a 24-page weekly fundamental and technical newsletter. He also publishes the popular Pork Profit Edge newsletter. Mr. Brock's firm manages grain sales on over 400,000 acres throughout the U.S. and is an advisor on purchasing strategies for many large poultry, pork, dairy and food companies. He is on retainer with several agri-business firms for his input on strategic planning.

He writes a monthly column for two agriculture magazines and appears regularly on both the Ag Day television show and U.S. Farm Report. In addition, he speaks at over 50 conventions and conferences annually. Richard grew up on the family grain and pork farm in central Indiana. He received his Bachelors of Science Degree in Agricultural Economics from Purdue University and his Master's Degree from Cornell University. He lives in Milwaukee, WI and Destin, FL

## MID-SOUTH AGRICULTURAL FINANCE CONFERENCE

THE UNIVERSITY of  
**TENNESSEE**   
**MARTIN**



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

**August 1, 2012**  
**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.