

# MID-SOUTH AGRICULTURAL FINANCE CONFERENCE

## CONFERENCE SITE

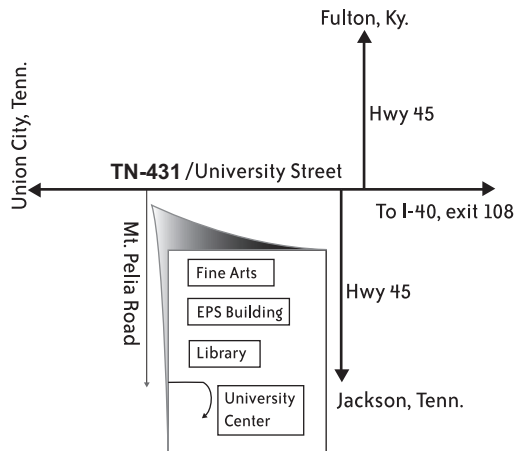
**The University of Tennessee at Martin  
Boling University Center  
Martin, TN 38238**

### 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 5, 2015

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

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

**8:30 – 9:45 a.m. Agriculture in a Changing Environment  
Dr. David Kohl, Professor Emeritus, Virginia Tech University**

Economics has been turned upside down for many sectors of the agricultural industry. Strategic planners in the agribusiness industry must be aware of the global economic and emerging trends that will impact the financial health of their agribusinesses. What will be the duration of these economic cycles? This session will provide insight into factors and trends that one must consider in positioning the business to proactively capitalize on a changing landscape that has a surprise around every corner. This information will be up-to-date and practical for producers and small business owners who are lifelong learners attempting to gain a cutting edge.

**10:00 – 11:00 a.m. Traits of Top Managers  
Dr. Steve Isaacs, University of Kentucky**

When prices are high and yields are good, almost everyone looks like a good manager. It's in the tougher times when good managers shine. Over a 40 year career as a practitioner and professor of farm management, Dr. Steve Isaacs has assembled a rather unscientific list of Ten Traits of Top Managers. This session will be a discussion of those ten traits and will be beneficial to managers at all stages of life and farm size.

**11:00 – 11:50 a.m. Using Marketing Risk Management Tools in Down Times  
Mike Mock, The Andersons**

As market prices become more volatile it is important for producers to understand the marketing tools that are available to help minimize downside risk and increase profits for the farm. Drawing from his 35 year career in the grain business, Mr. Mock will provide insight into the latest techniques used by producers to market their crop. These tools will be beneficial to producers especially in down markets.

**12:00 – 12:50 p.m. Luncheon**

**1:00 – 2:30 Commodity Prices and Marketing Outlook: Major Trends Affecting Your Bottom Line  
Richard Brock, President, Brock Associates**

Continued uncertainty in the domestic and global economies associated with input costs, developing nation demand, and government policies are shaking up the commodity markets. Richard Brock's straight-forward analysis will help get lenders and producers on the same page as they manage risk and make operational and financial decisions. Mr. Brock's up-to-date forecast of corn, soybean, and cotton price trends will provide a basis for decision making in the coming year.

**2:30-3:15 p.m. Closing Panel Q&A and Adjourn**

*A service of the Horace and Sara Dunagan  
Chair of Excellence in Banking*

## 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:**

Horace and Sara Dunagan Chair of  
Excellence in Banking  
The University of Tennessee at Martin  
Phone: (731) 881-7324  
Fax: (731) 881-7323  
Email: [jschlicht@utm.edu](mailto:jschlicht@utm.edu)  
[www.utm.edu/agconference](http://www.utm.edu/agconference)



Thank you, Tennessee Farm Bureau, CoBank, Tennessee Soybean Association, Farmer Mac and Carroll Bank and Trust for sponsoring the Mid-South Agricultural Finance Conference.

**THE UNIVERSITY OF TENNESSEE  
MARTIN**

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## 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.

**NOTE:** If more than 10, please call to register.

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:*

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

Phone: (731) 881-7324; Fax: (731) 881-7323  
 Email: jschlicht@utm.edu; www.utm.edu/agconference

## SPEAKER INFORMATION



David Kohl is Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech. Kohl received his M.S. and Ph.D. degrees in Agricultural Economics from Cornell University. Kohl has traveled over 8 million miles throughout his professional career! He has conducted more than 6,000 workshops and seminars for agricultural groups such as bankers, Farm Credit, FSA, and regulators, as well as producer and agribusiness groups. Kohl has addressed the American Bankers Agricultural Conference for over 30 consecutive years, and has appeared before numerous state bankers' schools and conferences throughout the U.S., Canada, Mexico, and the world. He has also been one of the top rated instructors at the LSU and Colorado Graduate Schools of Banking, and is Chancellor of Farm Credit University, which has trained over 700 lenders using an online and face-to-face educational approach. Kohl is currently President of AgriVisions, LLC, a knowledge-based consulting business providing cutting-edge programs to leading agricultural organizations worldwide. He is also a business coach and part owner of Homestead Creamery, a value added dairy business in the Blue Ridge Mountains.



Steve Isaacs serves the University of Kentucky College of Agriculture as an Extension Professor in Agricultural Economics, Co-Director of the Kentucky Agricultural Leadership Program, and Director of the UK Income Tax Seminar Program. Steve has been at the University of Kentucky since 1992. He has a BS ('76) and PhD ('92) from the University of Tennessee. He teaches Ag Management Principles and Human Resource Management at UK and has been active in undergraduate curriculum development and student advising. Steve has received Extension and teaching awards at the state, regional, and national level. He has international farm management experience in Africa, Europe, New Zealand, and South America. He has chaired both the Southern and North Central Farm Management Extension committees and served on the national FFA Farm Business Management committee.



With 35 years in the grain business and a relationship with The Andersons that goes back to childhood, Mike Mock has become a key figure at the company. He is currently the Senior Risk Manager for the Grain Group and continues to work with the company's largest producer and consumer customers as well serving on many in-house committees assisting in the management of the company's internal risk. Mike is passionate about the growth and development of the next generation of professionals in the ag industry and dedicates a large portion of his time mentoring The Andersons "early in career." With a degree from The University of Toledo in Logistics and a career that has included jobs in The Andersons Lawn Fertilizer and Central Transportation Departments and a key role in the creation of the AgVantage Crop Insurance Agency, Mike brings a complete view of risk management to any conversation.



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. His 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. Brock is on retainer with several agri-business firms for his input on strategic planning. He writes a monthly column for two agriculture magazines and speaks at over 50 conventions and conferences per year. Brock grew up on the family grain and pork farm in central Indiana. He received his Bachelor of Science Degree in Agricultural Economics from Purdue University and his Master's Degree from Cornell University. He lives in Milwaukee, WI and Destin, Fla.

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MARTIN



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

**August 5, 2015**  
**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.