

May 3-5, 2017
 Flamingo Resort & Spa
 Santa Rosa, CA



CONFERENCE AGENDA

WEDNESDAY, May 3		
2:00 p.m. – 5:00 p.m.	Registration	Lobby
3:00 p.m. – 5:00 p.m.	Exhibit Booth Setup	Empire Room
5:00 p.m. – 6:00 p.m.	Welcome Reception	Empire Room
6:00 p.m.	Dinner on your own	
THURSDAY, May 4		
7:00 a.m. – 10:00 a.m.	Registration	Lobby
7:30 a.m. – 8:00 a.m.	Breakfast	Empire Room
8:00 a.m. – 8:30 a.m.	Morning Meeting	Empire Room
	The Beginning Farmer Track	The Established Farmer Track
8:30 a.m. – 9:30 a.m.	<i>The Nitty Gritty of Farming</i> Courtyard I So you want to get into farming? Here's what you need to know.	<i>I'm the Boss – Now What?</i> Courtyard II Labor Management, Time Management, and Contract Management
9:30 a.m. – 10:30 a.m.	<i>Maximizing Your GI Bill</i> Courtyard I How to maximize your GI Bill for an education in agriculture. Ag colleges that accept the GI Bill.	<i>Healthy Farms, Healthy People</i> Courtyard II Composting, hedgerows, buffer zones, IPM, climate mitigation, and much more.
10:30 a.m. – 10:45 a.m.	Break	Courtyard I
10:45 a.m. – 11:45 a.m.	<i>Farming Financials</i> Courtyard I FSA loans and what you need to do to know to successfully secure your farm loan.	<i>Farming is Risky Business</i> Courtyard II Crop insurance, organic programs and certification, and Beginning farmers and ranchers and veteran benefits.

THURSDAY, May 4										
12:00 p.m. – 1:30 p.m.	Lunch <i>Mickey Willenbring: US Army Veteran, Owner of Dot Ranch in Scio, Oregon</i>	Empire Room								
1:45 p.m. – 3:00 p.m.	<table border="0"> <tr> <td><i>Business Plans and Budgets</i></td> <td>Courtyard I</td> <td><i>Marketing</i></td> <td>Courtyard II</td> </tr> <tr> <td colspan="2">The one-page business plan book and an introduction to AgPlan.</td> <td colspan="2">How to market your products to restaurants, grocery stores and farmers markets.</td> </tr> </table>	<i>Business Plans and Budgets</i>	Courtyard I	<i>Marketing</i>	Courtyard II	The one-page business plan book and an introduction to AgPlan.		How to market your products to restaurants, grocery stores and farmers markets.		
<i>Business Plans and Budgets</i>	Courtyard I	<i>Marketing</i>	Courtyard II							
The one-page business plan book and an introduction to AgPlan.		How to market your products to restaurants, grocery stores and farmers markets.								
3:00 p.m. – 3:15 p.m.	Break	Courtyard I								
3:15 p.m. – 4:45 p.m.	Round Table Discussions An opportunity to further investigate those topics discussed earlier. Participants will be able to talk one-on-one with experts about their specific needs.	Courtyard I & II								
5:00 p.m. – 6:00 p.m.	Reception	Empire Room								
6:00 p.m. – 8:00 p.m.	Dinner <i>Michael O’Gorman, Executive Director, Farmer Veteran Coalition</i> <i>Karen Ross, Secretary of the California Department of Food and Agriculture</i>	Empire Room								
FRIDAY, May 5										
7:30 a.m. – 8:00 a.m.	Breakfast	Empire Room								
8:00 a.m. – 8:30 a.m.	Morning Meeting	Empire Room								
8:45 a.m. – 12:00 p.m.	Farm Tour Shone Farm: <i>Santa Rosa Junior College’s Agriculture/Natural Resources Department is unique with the Shone Farm providing an outdoor educational laboratory. The 365 acres of diversified agricultural enterprises provide an opportunity to experience real-life, hands-on training relevant to their career choice.</i>	Lobby								
12:15 p.m. – 1:30 p.m.	Lunch – Closing Remarks	Empire Room								