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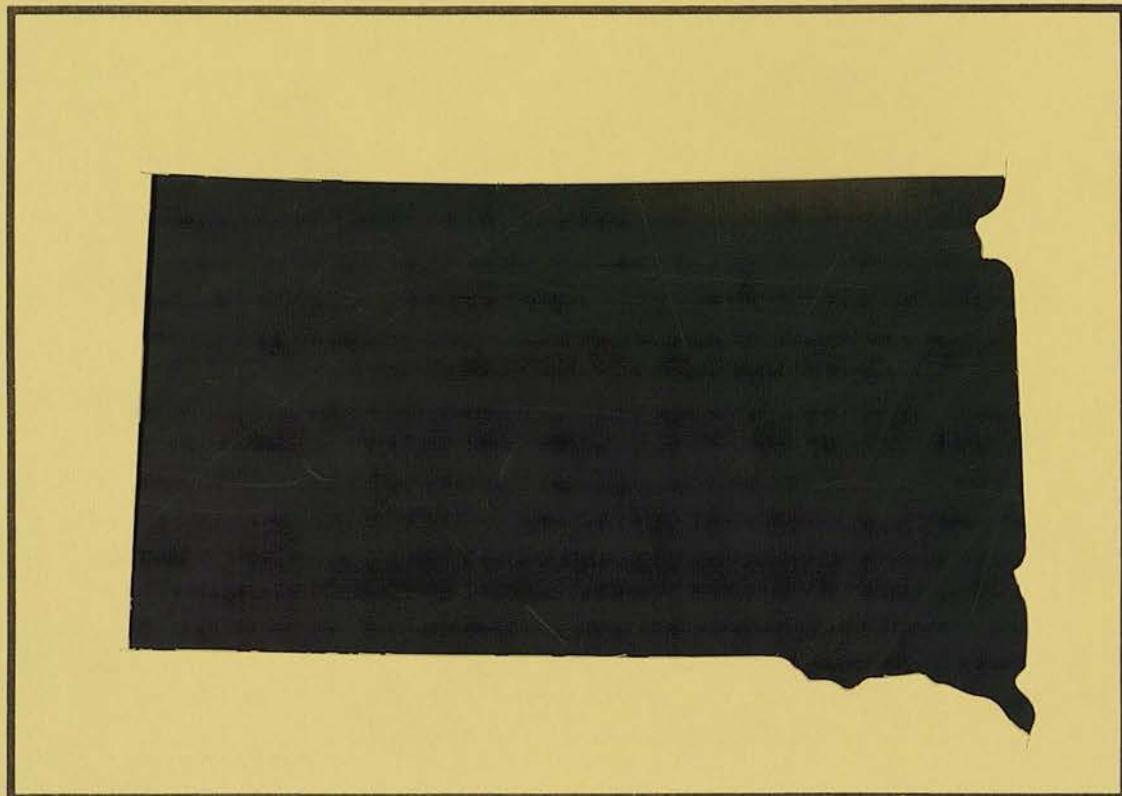
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Brookings, South Dakota

Women In Agriculture:
Challenging The Future

Summary of The 1990 Conference

By
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and
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Economics Staff Paper Series No. 90-3

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**Women In Agriculture:
Challenging The Future**

March 1990

Part 1

The first "Women In Agriculture" conference (WIA) was held in South Dakota in March, 1990. The conference was designed to enhance the woman's role as part of the farm/ranch management team. The conference was well attended and the final evaluations reveal a high level of satisfaction and a desire for continuation of the program. Two counties in South Dakota have created "spin-offs" from the program. Hutchinson county has a support group of farm women that gather on a regular basis. Davison county is currently planning a program that is also designed to enhance farm management skills directed specifically at women.

This report summarizes the conference. Included in the report is a description of the conference, the history of the conferences' development, conference workings and a summary of the conference evaluation forms that were completed by participants at the conclusion of the conference. Finally the report expresses a desire by the participants to continue the "Women In Agriculture" program.

Brookings and Rapid City were chosen as the sites for the conference to allow for as many women as possible to attend. The Brookings conference was held March 3-4 at the Holiday Inn convention center. The Rapid City conference was held March 24-25 at the Howard Johnson convention center. Locations and times were chosen on the basis of population, trade centers and on a

schedule that would work around field and ranch work schedules.

The Brookings conference had 121 women in attendance and the Rapid City conference had 85 women attend. A total of 210 women pre-registered for the conferences, but due to a spring snow storm the day before the Rapid City conference, there were some women that chose not to attend.

Several speakers conducted workshops or spoke to the women on various issues. The workshops that were conducted in the 1990 conference were; 1) Estate Planning, 2) Understanding Government Farm Programs, 3) The Computer's Role on The Farm, 4) Financial Management, and 5) Book Keeping. The keynote speakers addressed stress management and research on the woman's role in agricultural as well as a humorous view of life on the farm or ranch. Each of the speakers were experts in their fields from extension, research and the private sector.

Evaluation of the "Women In Agriculture" conference

During the course of the conference participants were asked to evaluate the workshop, the conference facility, speakers, topics and make suggestions for future conferences. The responses were tabulated and will be beneficial to the development of a second WIA program. This section of the report overviews each of the workshops and some of the comments made by women from their evaluation of the individual workshops.

Understanding Government Farm Programs - Dr. Richard Shane

Dr. Shane addressed the workshop "Understanding Government Farm Programs" at both conferences. He explained some of the terminology needed to understand the current programs (target

prices, loan rates and acreage reduction) and the effects that each of these concepts has on farm or ranch income. Dr. Shane also explained the proposals for the 1990 farm bill and how each of the proposals could effect the operation of farms and ranches.

The women attending the workshop found the workshop to be very helpful. Some of the comments that were made on the workshop evaluation were:

It helped me to understand more about the deficiency payments.

Never being in the program, this gave me incentives to study more about government programs.

My knowledge of this subject is not good. We need more workshops on this topic.

Recommendations for the future in the area of understanding government farm programs would be to divide the group by their level of understanding. This could be accomplished by offering one program that develops the basic terminology, entitled "Basic Farm Programs", while the second program would offered more advanced material and entitled "Advanced Farm Programs".

Financial Management

The Financial Management workshop was conducted by Christine Schirber, president of the Dewey County Bank and past president of the South Dakota Bankers Association. Christine shared with women attending the conference the reasoning behind bank regulations and their requirements for obtaining credit. The workshop explained the types of forms and why women are required to sign the documents.

Some of the comments that were offered by women attending the conference were:

Very interesting-informative for a women and how to understand our financial situations.

I wasn't aware of all that goes into taking out a long term loan.

I felt the workshop was well done and informative, easy to follow, worthwhile

Helpful: I feel that I can now approach a banker more intelligently.

Gave me some new ideas to improve financial planning.

As a recent widow, I know how important this information is.

I was always involved in the complete farm/ranch business, and know every woman should be involved.

I acquired a better understanding of bank required signatures and responsibilities.

This workshop generated enthusiasm among the people that attended. The attendants agreed that this topic should be taught at the next conference.

Estate Planning

The Estate Planning workshop was taught by attorney's Jack Delaney (Brookings conference) and Rich Hoffman (Rapid City conference) of Banks, Johnson, Johnson, Colbath and Hoffman of Rapid City. The workshop helped participants to understand some of the complexities of estate planning when agricultural assets are involved. They explained the problems associated with multi-party ownership of personal and real property and the legal consequences of farm holdings including personal and real property.

Some of the comments that were offered by the women attending the workshop were:

Mr. Delaney answered many questions we never ask about estate planning.

I learned allot that I could relate to my own operation. The information was very relevant and useful. It will help in determining our estate planning.

He made me aware of my need to become more informed on particular areas discussed.

It was suggested by the women that this workshop should be held again next year. The workshop offered useful information and left the women wanting to know more specifics on estate planning. It is recommended that this program be divided into two sections to allow for differing levels of understanding.

Book Keeping

The book keeping workshop was conducted by Chris Rasmussen. Mr. Rasmussen is an instructor at South Dakota State University and a private CPA. The goal of this workshop was to help women understand record keeping from an accountant's point of view. He offered suggestions as to how farm records could be maintained for income tax purposes.

Some of the comments the women made about the workshop were:

Very well understood. I learned something new about keeping records.

Gave us all a lot of good information and I have a better understanding of taxes and record keeping.

This workshop should help our business.

Made me more aware of tax requirements.

Made it seem like I can do much better on preparing for my taxes.

The information will be a great asset.

The workshop was a benefit to myself and the business.

Since women do the majority of book keeping on farms and ranches in South Dakota, it was felt that this might be the most difficult workshop to teach. The comments made both during and after the conferences were very positive and pointed to both excellent content and speaker.

Computer

The computer workshop was an optional workshop that was conducted by Burton Pflueger. Dr. Pflueger, Extension Financial Management

Specialist at South Dakota State University, has assisted farm and ranch managers in using FINPACK computerized financial records on their operations for the past 5 years. The workshop was designed to give women a basic understanding of the types of hardware and software to look for when beginning a computerized farm records system.

Some of the comments from the women attending the workshop were:

Explained some of the basic computer terminology - I didn't know hardware from software.

Good workshop for those of use who are not familiar with computers.

We don't have a computer but will consider getting one for better records.

This workshop was very timely as we are seriously considering a computer purchase this year.

After completing the Brookings conference it was found that this group needed to be split into two groups to facilitate a better learning environment. Those who already owned a computer wanted more specific information about the software that is currently available. The women that did not own a computer wanted more basic information about purchasing a computer and what type of software would best fit their operation.

Program Changes

There were some program changes that were made from the Brookings conference to the Rapid City conference. The computer workshop was made an optional conference at the Rapid City conference and a computer room was added to allow women to view some of the computer software that is currently available for managing their operations. The optional computer workshop ex-

amined the more basic concepts about the computer and its capabilities for farm management. The government farm program workshop was also made optional and targeted those women who had a basic understanding of the farm programs and were interested in understanding the new farm program for 1991. The stress workshop was lengthened to allow for greater interaction among the attendants.

While the length of time between the conferences did not allow for major changes, there was enough time to make small changes that enhanced the second conference. This was especially noted in the overall evaluation that was completed at the end of the conference by attendants. These comments have been summarized and a copy can be obtained from the author of this report. Copies of the program that were handed out at pre-registration are included at the end of this report.

Special Topics

During the course of the conference, special speakers spoke on additional topics that were of interest to women. Dr. Linda Baer, professor in the Rural Sociology Department at South Dakota State University, offered her presentation entitled "Sisters of Invisibility". The slide presentation examined the historical and present roles of women involved in agricultural production and management. Priscilla Adams, instructor in the Nursing Department at South Dakota State University, has focused her specialty on the mental well-being of women and offered the women useful ways in which they could better deal with the stress of being a woman living on a farm or ranch. This portion of the conference was

found to be of particular interest to the women, thus this section of the conference was lengthened from the first to second conference to allow for greater time for interaction. The evaluation of topic indicates that this topic should be included in any subsequent conferences. Cheryl Tevis, the senior farm issues editor from Successful Farming, shared her thoughts on the changes that have occurred with the woman's role in farming and ranching. Jan Rasmussen, a ranch woman from Belvidere, South Dakota shared in a humorous manner the trials of living on a ranch in South Dakota. Ms. Rasmussen spoke after lunch at the Brookings conference and after dinner at the Rapid City conference. Kay Snyder, a ranch woman from Sturgis, South Dakota, spoke after lunch at the Rapid City conference.

Each of these special speakers offered the whole group insight into who farm and ranch women are and their perception of the special challenges for women involved in agricultural production and management.

Overall Evaluation of The Conference

Overall, the conference was found to be a great success and the women that attended that program found the information useful, timely, and beneficial to their operation. On the final evaluation the women were asked what they felt they gained from the conference, what could be done to improve the conference and what workshop topics they felt should be offered at the next conference. Listed below are some of the numerous comments that were offered.

What topics would you like to see at the next conference?

Managing hired help
More in-depth computer ideas
Farm Safety
Marketing
Managing stress
Estate/Tax planning
Multi-generation farm management
Machinery maintenance
Chemical use and safety

There were a number of other topics mentioned, and a complete list is available from the author.

What could be done to improve the conference?

More time on subjects and with the speakers.
More handout with specific information.
More publicity and media coverage.
Possibly having a one day seminar vs. and two day commitment.
One more day of mini-sessions.

What do you feel you have gained from the conference?

I met allot of wonderful people and gained a lot of knowledge.
An understanding of income tax and government programs, and the importance of humor in daily life in dealing with stress.
I enjoyed each workshop and feel that they could be repeated and could learn more again.
I feel better prepared to help in the operation of the ranch.
In each workshop I gained knowledge about something I never knew.
I have gained information on estate planning and bookkeeping. It was great to share thought with other farm women.
Much better understanding of the business in running a farm and sharing with others in the work force.
I gained an interest in estate planning that I just really didn't think about before. I'm resolved to do records every month.

The "Women In Agriculture" conference was found to be well accepted and well attended by the farm/ranch women of South

Dakota. Each of the women found the information to be beneficial to themselves and to their operations.

Funding for continuation of the program is not on an annual basis. The program relies on special project funds and thus the program cannot be promised to occur on an annual basis. Plans are however, currently being formed for the second program to be held in Pierre, SD in March of 1991.

The conference was supported well through the private sector in 1990. All of the breaks at the conference were sponsored by organizations. Approximately forty percent of the women attending the Brookings conference were sponsored by their local banks. Five of the women attending the Rapid City conference were sponsored by their local banks. There was one contribution that was made to assist in speaker fees. It is clear that through the support received from the community that they believe that special educational programming is of interest to their businesses.

The need for this type of programming continues to exist and thus the program should continue to provide this specialized audience with a variety of workshops designed to meet those needs. As the program continues, it is suggested that the workshops be segmented to offer women a chance to achieve a higher level of understanding at each conference. One example might be a Basic Marketing and Advanced Marketing, where Advanced would be a more complex workshop than Basic.

Currently South Dakota State University is conducting a research project that examines the role of women living on farms and ranches in South Dakota. The project will examine the types

of tasks that women perform and the types of decisions they make as a sole proprietor, partner or part of a corporation. The results of the research will be presented at the 1991 "Women In Agriculture" program to be held in Pierre in March of that year.

The 1991 "Women In Agriculture" program will address the need for women to balance both family and farm together. The workshop currently being planned will address; 1) Basic Marketing, 2) Farm Safety, 3) Estate/Tax Planning 1, 4) Intergenerational Farm Management, 5) Managing Hired Help, 6) Family Communication, 7) Stress Management, and 8) Understanding Financial Statements. These topics were chosen from the list of suggested topics derived from the post-evaluation of the 1990 "Women In Ag." program. A complete description of the program will be available in October, 1990.

Conclusion

The "Women In Agriculture - Challenging the Future" conference was found to be a complete success. The program provided a unique opportunity for farm and ranch women to enhance their skills in an intensive two day conference. Women attending the conference found the educational opportunity to be rewarding, the material presented timely and they gained a renewed enthusiasm for their role in agricultural production and management. The conference was well supported by the private sector through their donations. Financial organizations encouraged their customers to attend and paid the registration fee. It is concluded that the program benefited farm and ranch women as well as the community as a whole.

Part 2

Program Development

Prior to initiating the WIA program, research was conducted on the types of programs that were currently being offered by the state and surrounding states to gain insight into the development of WIA. The following section of this report deals with the development of the 1990 "Women In Agriculture" program.

Identification of Need

American agriculture has become one of the most competitive industries in the nation. Due to the nature of supply and demand for agricultural products, producers are required to closely examine the costs of their inputs, use effective marketing skills and closely plan their operation to reduce costs and widen the margin between what they receive for their product and the costs involved in production. Producers have sought to improve their operation by changing the way they manage their operation or by making changes within their family lives to live within the current farm income (farm is used as a generic term referring to both farm and ranch operations).

Historically, farming has provided a "good" life for those who chose agricultural production as a career. Farming provided not only a fairly steady income, but provided a way of life that has been looked at by many in society as one of the best places to raise a family and to live. Producers were able to provide for their families both financially and emotionally.

Farm management has become increasingly complex over the past 10-20 years. Increases in technology have required farm

managers to make a variety of choices and decisions that were previously unavailable or had little negative consequences of wrong choice. These choices include: seed variety, choice and use of chemicals, machinery sizing and implement selection, marketing techniques and monetary factors such as debt load and selection of lenders. Farm families now share day to day in the management of the operation. Farm women have become involved in areas of management that were formerly held by the primary manager. These areas may include marketing, book keeping, keeping livestock and crop production records, financial analysis and deciding cropping patterns.

Despite the interest in the changing economic roles of women in the United States, relatively little is known about the contemporary farm woman and her participation in agricultural production (Ross, 1985). If little is known about the woman's level of participation in agricultural production and management, and how educators can provide women with the types of educational programming they need. The cooperative extension service has identified nine national initiatives to provide a new focus for its educational efforts. Those that apply to this program are; 1) Competitive and profitability of Agriculture, 2) Revitalizing Rural America, and 3) Family and Economic Well Being. South Dakota has not ignored 1989 program contacts as approximately 21% of its extension clientele are women participators.

The South Dakota Cooperative Extension Service within the Economic Department at South Dakota State University wanted to develop a program that would meet the goals set by the national

initiative. The balance of this report documents the development and implementation of the "Women In Agriculture" program that was held in South Dakota in March of 1990.

Program Development For WIA

Developing the program was initially divided into three stages. The first stage would examine women's programming that is currently being conducted or has been recently conducted by surrounding states in the area of farm and family management. The goal of this stage would be to examine all programs directed at enhancing the woman's skills as a farm manager. The second stage would consist of a survey to women living in South Dakota to determine the types of educational programs they would like offered. This information would be utilized in developing South Dakota's first "Women In Agriculture" program.

Stage 1: Surrounding State Programming

Surrounding states have found that there is a growing need to target programming money into the area of women as partners in farm management or as sole proprietors of farming operations. It was found that of the states responding, only Nebraska offered a comprehensive farm management program for women.

Farm Management specialists in surrounding states were contacted to request an overview of the types of programming they are currently implementing or that has been recently implemented. It was anticipated that this information would prove very valuable as a learning tool for developing a program to meet the needs of South Dakota women. Only a few states offered information concerning their programming. The following is a summary of

Ohio State University has offered two different programs in 1986 and 1987. Both of these programs were directed primarily at women in the area of Dairy Farm Management. The 1986 program concentrated on planning, financing, and marketing dairy products. The 1987 program concentrated on people, cows and the future. Each of these programs were designed to enhance dairy farm management skills.

The University of Missouri-Columbia offered two programs in 1989, while not specifically directed at women, were heavily attended by women. The first program, "Computers On The Farm", second program, "Management Information Records:Mail-In-Records", was designed to inform attendants of current farm management concepts and their relationship to the mail-in-records system.

The University of Wisconsin offers one program in the area of farm/family record keeping. The program is not directed specifically at women, but has found that due to the nature of the topic women attend with their husbands. The program was directed specifically at women during the 1960's, but found that they were able to offer it successfully to both men and women during the last few years.

The University of Nebraska, Economics Department, offers a successful program directed specifically at farm/ranch women entitled, "Women In Agriculture". The two day conference has grown from 200 women their first year to 400 women attending in 1989. The conference offers women a variety of topics in the areas of farm management and family development. The program is sponsored by local banks, implement dealers, farm supply organi-

zations and other interested individuals. This program has been in existence for the past five years.

Stage 2: State Analysis of Programming Needs

In August, 1989, 643 women were surveyed in the state of South Dakota to propose the "Women In Agriculture" program, request their assistance in deciding the types of workshops to be held during the conference, and to request feelings about the Cooperative Extension Service implementing a conference of this type. The balance of this section of the report is a summary of the results of that survey.

The women surveyed offered several comments about the program that we had proposed. Listed below are a few of the comments that were taken from the survey:

- 1). I think this program would be invaluable to our operation. The number of farmers are dwindling and those of us left need to hone our skills so that the family farm continues for our children and the coming generations.
- 2). This program would be very important for all people. It would help improve the community as a whole.
- 3). This program would be very beneficial as I feel that many farm women would and could take a more active part if they were educated in the farm industry. 4).
- 4). Definitely. So often I have wished that farm wives who are actively involved in the operation could have an opportunity to educate themselves and enhance their productivity and responsibilities. Farm "wifery" should be treated as a profession too!
- 5). I feel helping farm women to become more knowledgeable can only benefit agriculture in South Dakota. Many young farm wives, such as myself, need education in the areas you have suggested.
- 6). I feel very excited about this kind of a program. The active farm women are moving away from the home makers to a equal partner on the farm. Any assistance to helping them adapt with the stress and new knowledge needed to be important partner is truly important to agriculture today.

Of the 643 women that were mailed the survey instrument during the summer of 1989, 349 women responded (54%). A copy of the survey is included in the appendix of this report. During the development of the program particular interest was taken in the types of workshops the women felt would be most beneficial to farm/ranch women. The topics they felt would be most beneficial were; stress management, understanding government farm programs, financial management, farm record keeping, and computers. These programs were rated the highest by the women and were determined to be the first programs to be offered during South Dakota WIA program.

Conclusion:

The South Dakota "Women In Agriculture" program was successful due to the efforts of the conference coordinators, speakers, and the women that participated in the conference. The women felt that this was a unique opportunity for them to upgrade their farm management skills in an intensive two day conference. The sponsors of the conference felt that they also benefited by the enhancement of their customers farm management skills. It is concluded that the program benefited farm and ranch women as well as the community as a whole. Each of the women expressed a concern over the continuation of the program and vowed to support the continuation through their attendance.

APPENDICES

Women In Agriculture



A Conference for Women Involved In
Farm and Ranch Management Presents:

"Challenging The Future"

March 3 & 4, 1990
Holiday Inn
Brookings, South Dakota

March 24 & 25, 1990
Howard Johnson
Rapid City, South Dakota

Sponsored by:
South Dakota Cooperative Extension Service
Department of Agricultural Economics
South Dakota State University

Challenging The Future

Women have been involved in agriculture since the first plow cut the sod many years ago. The involvement may include keeping farm record books, working in the fields, managing the livestock herd, milking, managing the farm/ranch, or any combination of the above activities. Many farm women have chosen careers off the farm and are balancing the career with the demands of the farm. Whatever the involvement, women are a necessary part of the farm and ranch.

Early last year the Cooperative Extension Service with South Dakota State University began researching and developing an educational program that would help the farm woman to further develop those skills she must use on a daily basis.

This conference will emphasize improving those skills that are used on an everyday basis. The focus will be on the role as a manager or partner in management.

WHO SHOULD ATTEND?

- * All farm and ranch women who are interested in learning more about farm/ranch management.
- * Women who are involved in the day-to-day farm and family decisions.
- * Lady land owners.

KEY BENEFITS:

- * Learn practical management skills
- * Improve your ability to deal with lenders and understand the governments role in production
- * Understand womens' historical role in agriculture and challenges for the future
- * Improve family relationships
- * Feel better about yourself

Agenda

Saturday, March 3, Brookings
March 24, Rapid City

Sunday, March 4, Brookings
March 25, Rapid City

9:00 - 9:30 - Registration	8:00 - 10:00 - Time allotted for church attendance
9:30 - 9:45 - Welcome	
9:45 - 10:15 - Keynote Speaker, Linda Baer	9:30 - 10:00 - Rolls and coffee
10:15 - 10:45 - Break	10:00 - 10:15 - Opening remarks
10:45 - 12:15 - Workshop #1	10:15 - 11:00 - Keynote speaker - Carmen Westwick and Priscilla Adams
12:15 - 1:30 - Lunch	11:00 - 12:30 - Workshop #4 - Government Farm Programs
1:30 - 3:00 - Workshop #2	12:30 - 1:30 - Lunch and speaker
3:00 - 3:30 - Break	
3:30 - 5:00 - Workshop #3	
5:00 - 6:00 - computer usage on the farm. (optional workshop)	
6:30 - 8:00 - Dinner and speaker	
	Cheryl Tevis in Brookings and Jan Rasmussen in Rapid City

KEYNOTE SPEAKERS

Linda Baer - Is currently a professor in rural sociology and currently Director for the SDSU Center for Innovation, Technology and Entrepreneurship. She has been at SDSU since 1983 when she received her doctorate degree in Sociology.

Dr. Baer's expertise include demography, gender issues, women in development and rural issues. She has a strong interest in women's involvement in agriculture and has studied that involvement both in the United States and abroad.

Cheryl Tevis - Cheryl is the senior farm issues editor for Successful Farming and has been with the magazine since 1979. Previously she worked as an associate editor for Farm Wife News. She received her B.S. from Morningside College in Sioux City, IA and her M.S. of Arts in journalism from the University of Missouri.

Cheryl grew up on a grain and livestock farm in Iowa. Together with her husband, Stan Lingren, and daughter, Allison, they have a hog operation near Pilot Mound, IA.

Carmen R. Westwick, R.N., Ph.D. - Carmen is Dean and Professor of the College of Nursing at South Dakota State University. Among other activities, she is a member of the South Dakota Office of Rural Health Advisory Council, the Brookings Women's Center Board and the Brookings Domestic Abuse Shelter Board.

She also is involved in the Women's History Month Task Force which is planning a program for March 20-21, 1990

Priscilla L. Adams, Instructor, South Dakota State University - Ms. Adams is active in research related to mental health promotion for women with grants from Sioux Valley Hospital and South Dakota State University. She is focusing primarily on rural women and has counseled many of them during her fourteen years in nursing.

Jan Rasmussen - Jan graduated from South Dakota State University with her B.S. degree in journalism. After working for a short time she and her husband, Skee, began working the ranch that was homesteaded by her parents in 1914.

Together they have raised two daughters and one son that is currently ranching with his parents. Jan brings to the conference many experiences from the ranch to share.

WORKSHOPS

Financial Management: "What you've always wanted to know about bankers but were afraid to ask".

Christine Schriber - President, Dewey County Bank.

- * Learn what a security agreement is and why bankers want you to sign it.
- * Understand what regulators ask of bankers
- * Understand why bankers require producers to fill out a cash flow statement.

Record Keeping Concepts

Chris Rasmussen, B.A., CPA, Instructor, Economics Department, South Dakota State University.

- * Learn how to maintain records for income tax preparation purposes
- * Become acquainted with the value of quality records for year end planning
- * Get to know the value of quality records during the IRS audit

Estate Planning

Jack Delaney, Attorney with Banks Johnson, Johnson, Colbath and Hoffman, P.C. of Rapid City

- * Learn the concepts associated with estate planning for those involved in agriculture
- * Understand the problems associated with multi-party ownership of personal and real property
- * Become acquainted with the legal consequences of farm holdings including personal and real property

Government Farm Programs

Dr. Dick Shane, Extension Grain Marketing Specialist

- * Understand how target prices, loan rates, and acreage reduction effects your farm income
- * Discuss the 1990 farm bill and possible changes to your farm or ranch
- * Review the 1990 farm program

Computer Program Selection for the Farm or Ranch

TBA, SDSU Extension Service

- * Understand the computers place on the farm or ranch
- * Learn how to select a computer program for your operation
- * Master your "computer fear"

Women In Agriculture

WOMEN IN AGRICULTURE: CHALLENGING THE FUTURE

Brookings Holiday Inn
Brookings, South Dakota
March 3-4, 1990
(605) 692-9471

Rapid City Howard Johnsons
Rapid City, South Dakota
March 24-25, 1990
(605) 343-8550

Two Ways to Register for "Women In Agriculture"

1. Register by Mail. To ensure your enrollment in the conference, complete and return the registration form with your check to:

Women In Agriculture
Economics Department
Scobey Hall, Box 504A
South Dakota State University
Brookings, SD 57007

2. Register by Phone. Call (605) 688-4873 and register. We will bill you for the registration fee.

Registration Information:

Registration Fee: The fee for the day and half conference is \$30.00 per person. This fee includes workshop materials, registration, breaks, lunch and dinner on Saturday and lunch on Sunday.

Registration Form: -----

Name: _____
(last) _____ (First) _____ (M.I.) _____

Address: _____ City: _____

State: _____ Zipcode: _____ County: _____

Telephone: _____

I will be attending the _____ Brookings or _____ Rapid City.
____ Enclosed is my check for \$30.00 for the conference and meals.
____ I will need child care service for _____ children, ages _____.
Child care will be provided at the conference site.

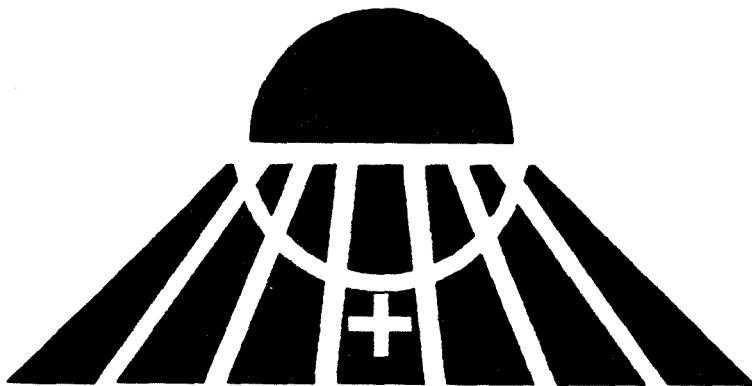
South Dakota State University
Economics Department
Women In Agriculture
Scobey Hall, Box 504A
Brookings, SD 57007

Registration Deadline: February 17, 1990 for the Brookings conference and March 10, 1990 for the Rapid City conference.

Cancellations: The registration fee is fully refundable at all times. Because of the nature of your business, we realize that problems do arise that may prevent you from attending. If this happens, please contact us and we will gladly refund your money.

Lodging: A block of 50 rooms have been reserved at each conference site for this conference. A list of other motels can be obtained by calling (605) 688-4873. Please contact the motel to make your own reservation. Child care can also be arranged, please indicate your need on the registration form.

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Sponsored by:
South Dakota Cooperative Extension Service
Department of Agricultural Economics
South Dakota State University

CHALLENGING THE FUTURE

Dear Friend,

The Women In Agriculture conference is dedicated to women who are making a difference on their operations. This program is designed to provide you with practical tools that you can take home and use today.

Whether your role is marketer, manager, homemaker, tractor driver, "gopher", record keeper, vice president, president, nurturer, or any combination of these, you are making a difference to your farm, ranch and community.

During the conference we ask that you recognize the contributions that you are making to your operation. Through our speakers and workshops you will be given the opportunity to expand your abilities, skills, and confidence in dealing with the issues that affect you and your operation.

This year's conference will provide you to enhance your abilities in four areas of farm management. You will be given a chance to attend each in a small group setting and encouraged to ask questions. This is YOUR conference and has been designed to meet your special needs and interests.

Thank you for coming. I hope that you will be able to return to the farm or ranch rejuvenated, enthusiastic about agriculture, and determined to challenge the future.

Sincerely,


Rebecca Lafferty,
Coordinator

AGENDA

Saturday, March 24, 1990

9:00 - 9:30 - Registration
9:30 - 9:45 - Welcome
9:45 - 10:15 - Keynote Address - Dr. Linda Baer
10:15 - 10:45 - Break
10:45 - 12:15 - Workshop: Financial Management
12:15 - 1:30 - Lunch
1:30 - 3:00 - Workshop
3:00 - 3:30 - Break
3:30 - 5:00 - Workshop
5:00 - 6:00 - Computer Room Open - Legion # 1
6:30 - 8:00 - Dinner and speaker - Jan Rasmussen

Sunday, March 25, 1990

Workshop Instructions:

On the front of the packet there is a series of two numbers designating the order in which you will attend the workshops on Saturday (1,2 or 2,1). This will enable the staff to comfortably seat all participants in each workshop and allow for interaction between the speaker and participants. On Sunday you will need to make a choice of whether to attend the program on Government Farm Programs or the Computer Program workshops.

At the end of each workshop you will be asked to fill out a workshop evaluation. Please take the time to fill out the evaluation prior to leaving the workshop. This information will help us when we begin programming the next conference.

Financial Management: "What you've always wanted to know about bankers but were afraid to ask"

Christine Schirber - Christine is the president of the Dewey County Bank and past president of the South Dakota Bankers Association. At this workshop you will learn what a security agreement is and why bankers want you to sign it. She will also help you to understand what regulators ask of bankers and why bankers require producers to fill out a cash flow statement. This workshop will be held in room B.

Workshop #1: Estate Planning

Richard Huffman - Richard, an attorney with Banks, Johnson, Johnson, Colbath and Huffman of Rapid City, will help workshop attendants understand estate planning. Participants will gain an understanding of the concepts associated with estate planning for those involved in agriculture. He will explain the problems associated with multi-party ownership of personal and real property and the legal consequences of farm holdings including personal and real property. This workshop will be held in the Sylvan Room #2.

Workshop #2: Record Keeping Concepts

Chris Rasmussen - Chris is a CPA and instructor at South Dakota State University. He will help women understand record keeping from the accountants point of view. You will gain an understanding of how to maintain records for income tax preparation purposes. Chris will acquaint you with the value of quality records for year end planning. This workshop will be held in Sylvan room #1.

Understanding Government Programs:

Dr. Richard Shane - Dick, Extension Grain Marketing Specialist at South Dakota State University, will help you understand the government farm programs for the current year. He will explain how target prices, loan rates, and acreage reduction affects your farm or ranch income. Dick has a good idea of what is currently being proposed for the 1990 farm bill and will share how those changes will affect your farm or ranch. This workshop will be held in the Sylvan room #1 on Sunday.

Women In Agriculture

Computer usage on the farm

Dr. Burton Pflueger - Burt is an extension specialist for the state and FINPACK coordinator for South Dakota. He has assisted farmers in using FINPACK computerized financial records on their operations. Workshop attendees will gain an understanding of what to look for in computer software to meet the needs of their operation. You might even find that your computer "fears" will be lessened by the end of the session. This workshop will be held in Sylvan room #2 on Sunday.

KEYNOTE SPEAKERS

Dr. Linda Baer

Dr. Baer is a Professor in the Rural Sociology Department at South Dakota State University and director for the SDSU Center for Innovation, Technology and Entrepreneurship. She has studied the women's involvement in agriculture in the United States and abroad.

Her presentation entitled "Sisters of Invisibility" will examine the historical and present roles of women involved in agricultural production. She feels that even though the majority of farm women's work goes unrecognized, it is important for them to acknowledge their own contributions to agriculture.

Priscilla Adams

Priscilla Adams is an instructor in the nursing department and has focused on the mental well-being of rural women. She will be presenting a program on dealing with stress. Her philosophy is if you are alive you are experiencing stress.

Have you often wondered how you could deal with the stress you are experiencing more effectively? Priscilla will be offering some positive ways you can use to help deal with your stress.

DINNER SPEAKER

Jan Rasmussen

Jan is a ranch woman from Belvidere. She resides on land that has been in her family since it was homesteaded in 1914. She will share her experiences and views on ranch living with a humorous twist. She feels that this attitude has helped herself and others handle the stress they face as farm and ranch women. Jan has a philosophy to share with farm and ranch women why we love the country life.

SPONSORS

The following organizations sponsored women to participate in the conference:

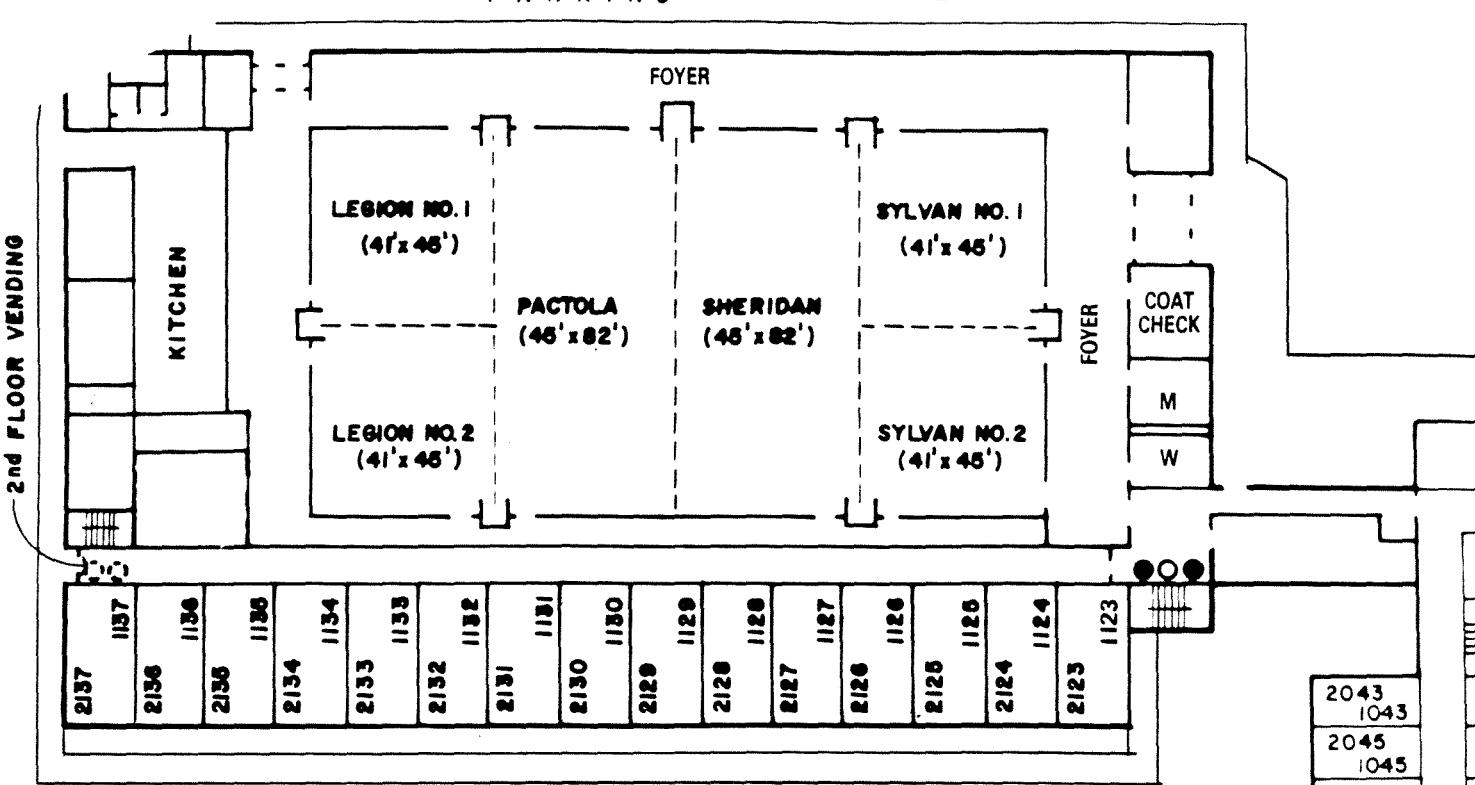
Farm Credit Services of South Dakota
First Western Bank of Sturgis and Belle Fourche
Bank West of Vivian, Kadoka, Onida, Kennebec and Selby

The following organization made a donation to the conference:

Live Stock State Bank, Mitchell, SD

The following organizations sponsored breaks for the conference:

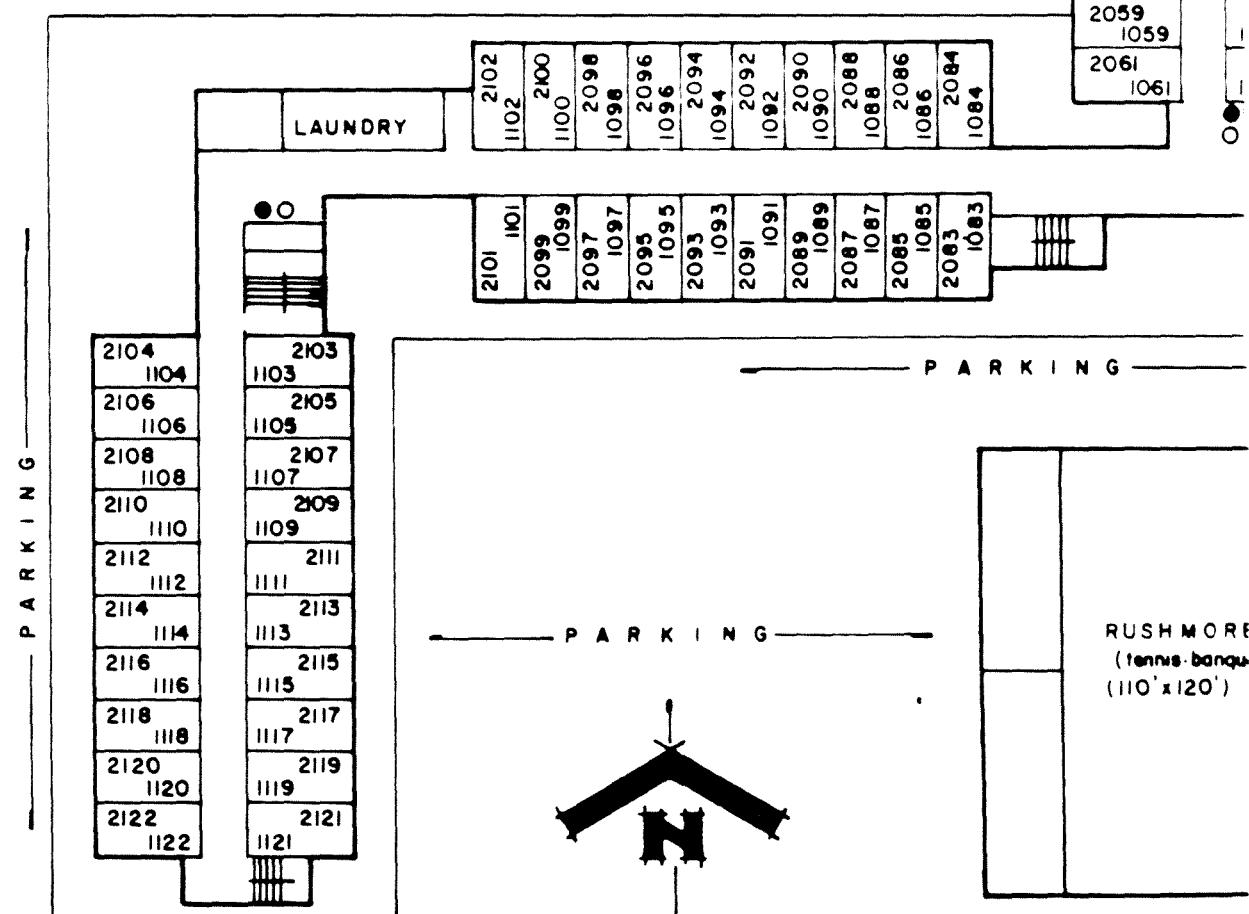
First Western Bank of Sturgis and Belle Fourche
Farm Credit Services of South Dakota
South Dakota Farmers Union



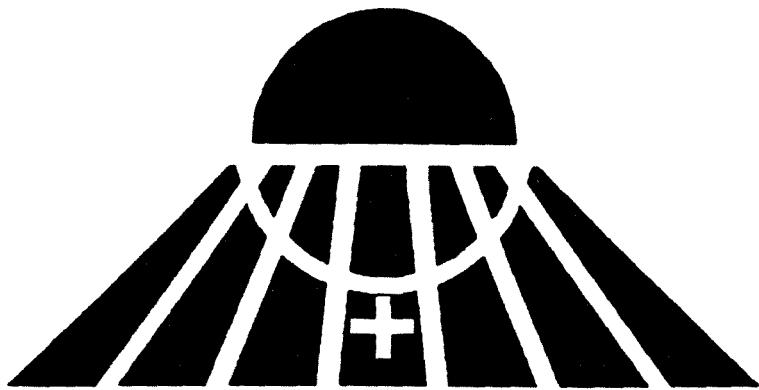
Howard Johnson Lodge & Convention Center

I-90, Exit 59 ■ 2211 N. LaCrosse St.
 P.O. Box 1795 ■ Rapid City, South Dakota 57709
 (605) 343-8550 ■ Toll Free Reservations 1-800-654-2000

- POP
- ICE
- CANDY
- MEETING ROOMS



Women In Agriculture



A Conference for Women Involved In
Farm and Ranch Management Presents:

"Challenging The Future"

March 3 & 4, 1990
Holiday Inn
Brookings, South Dakota

March 24 & 25, 1990
Howard Johnson
Rapid City, South Dakota

Sponsored by:
South Dakota Cooperative Extension Service
Department of Agricultural Economics
South Dakota State University

CHALLENGING THE FUTURE

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This years conference will provide you the chance to enhance your abilities in four areas of farm management. You will be given a chance to attend workshops in a small group setting and encouraged to ask questions. This is YOUR conference and it has been designed to meet your special needs and interests.

Thank you for coming. I hope that you will return to the farm or ranch rejuvenated, enthusiastic about agriculture, and determined to challenge the future.

Sincerely,

Rebecca Lafferty,
Coordinator

AGENDA

Saturday, March 3, 1990

9:00 - 9:30 - Registration
9:30 - 9:45 - Welcome
9:45 - 10:15 - Keynote Address - Dr. Linda Baer
10:15 - 10:45 - Break
10:45 - 12:15 - Workshop
12:15 - 1:30 - Lunch
1:30 - 3:00 - Workshop
3:00 - 3:30 - Break
3:30 - 5:00 - Workshop
5:00 - 6:00 - Optional computer usage workshop
6:30 - 8:00 - Dinner and speaker - Cheryl Tevis

Sunday, March 4, 1990

8:00 - 10:00 - Time allotted for church attendance.
9:30 - 10:00 - Rolls and coffee
10:00 - 10:15 - Opening remarks
10:15 - 11:00 - Keynote speakers - Carmen Westwick and Priscilla Adams
11:00 - 12:30 - Government Farm Programs - Dr. Richard Shane
12:30 - 1:30 - Lunch and speaker - Jan Rasmussen

Workshop Instructions:

On the front of the packet there is a series of numbers designating the order in which you will attend the workshops (1,2,3 or 2,3,1 or 3,1,2). This will enable the staff to comfortably seat all participants in each workshop and allow for interaction between the speaker and participants.

At the end of each workshop you will be asked to fill out a workshop evaluation. Please take the time to fill out the evaluation prior to leaving the workshop. This information will help us when we begin programming the next conference.

Workshop #1: Financial Management: "What you've always wanted to know about bankers but were afraid to ask"

Christine Schirber - Christine is the president of the Dewey County Bank and past president of the South Dakota Bankers Association. At this workshop you will learn what a security agreement is and why bankers want you to sign it. She will also help you to understand what regulators ask of bankers and why bankers require producers to fill out a cash flow statement. This workshop will be held in room B.

Workshop #2: Estate Planning

Jack Delaney - Jack, an attorney with Banks, Johnson, Johnson, Colbath and Hoffman of Rapid City, will help workshop attendants understand estate planning. Participants will gain an understanding of the concepts associated with estate planning for those involved in agriculture. Jack will explain the problems associated with multi-party ownership of personal and real property and the legal consequences of farm holdings including personal and real property. This workshop will be held in room A.

Workshop #3: Record Keeping Concepts

Chris Rasmussen - Chris is a CPA and instructor at South Dakota State University. He will help women understand record keeping from the accountants point of view. You will gain an understanding of how to maintain records for income tax preparation purposes. Chris will acquaint you with the value of quality records for year end planning. This workshop will be held in the Brookings Room.

Understanding Government Programs: Sunday workshop

Dr. Richard Shane - Dick, Extension Grain Marketing Specialist at South Dakota State University, will help you understand the government farm programs for the current year. He will explain how target prices, loan rates, and acreage reduction affects your farm or ranch income. Dick has a good idea of what is currently being proposed for the 1990 farm bill and will share how those changes will affect your farm or ranch.

Women In Agriculture

Optional Workshop: Computer usage on the farm

Dr. Burton Pflueger - Burt is an extension specialist for the state and FINPACK coordinator for South Dakota. He has assisted farmers in using FINPACK computerized financial records on their operations. Workshop attendees will gain an understanding of what to look for in computer software to meet the needs of their operation. You might even find that your computer "fears" will be lessened by the end of the session. This workshop will be held in the Campus room.

KEYNOTE SPEAKERS

Dr. Linda Baer

Dr. Baer is a Professor in the Rural Sociology Department at South Dakota State University and director for the SDSU Center for Innovation, Technology and Entrepreneurship. She has studied the women's involvement in agriculture in the United States and abroad.

Her presentation entitled "Sisters of Invisibility" will examine the historical and present roles of women involved in agricultural production. She feels that even though the majority of farm women's work goes unrecognized, it is important for them to acknowledge their own contributions to agriculture.

Carmen Westwick and Priscilla Adams

Dr. Carmen Westwick is the Dean and a Professor in the College of Nursing at South Dakota State University. Priscilla Adams is an instructor in the nursing department and has focused on the mental well-being of rural women. Together they will be presenting a program on dealing with stress. Their philosophy is if you are alive you are experiencing stress.

Have you often wondered how you could deal with the stress you are experiencing more effectively? Priscilla and Carmen will be offering some positive ways you can use to help deal with your stress.

LUNCH & DINNER SPEAKERS

Cheryl Tevis

Cheryl is the senior farm issues editor for Successful Farming. She will share her thoughts on the changes that have occurred with the women's role in farming and ranching.

Cheryl will convince you that there is more to the saying, "I'm just a farm wife." Today's farm/ranch woman is involved in marketing, production, record keeping and more of the major decisions associated with the operation. Farm women are more than just a "gopher".

Jan Rasmussen

Jan is a ranch woman from Belvidere. She resides on land that has been in her family since it was homesteaded in 1914. She will share her experiences and views on ranch living with a humorous twist. She feels that this attitude has helped herself and others handle the stress they face as farm and ranch women. Jan has a philosophy to share with farm and ranch women why we love the country life.

SPONSORS

The following organizations sponsored women to participate in the conference:

Deuel County National Bank, Clear Lake, SD
Norwest Bank, Brookings, SD
Farm Credit Services of South Dakota
Farmers State Bank, Viborg, SD
First National Bank of Volga, Volga, SD

The following organization made a donation to the conference:

Live Stock State Bank, Mitchell, SD

The following organizations sponsored breaks for the conference:

First National Bank of Brookings, Brookings, SD
First National Bank of Volga, Volga, SD
Farm Credit Services of South Dakota
South Dakota Farmers Union

ENTRANCE 3

217	219		223	225	227	229	231	233	235		239	241	243	245	247	249	251	253	255	257	259	261
			123	125	127	129	131	133	135		139	141	143	145	147	149	151	153	155	157	159	161

ENTRANCE 2

215	115
213	113
211	111
209	109
207	107
205	105
203	103
201	101

REST ROOM
SAUNA
210
110

226	228	230	232	234	236	238	240	242	244	246	248	250	252	254	256	260
128	130	132	134	136	138	140	142	144	146	148	150	152	154	156	160	

ENTRANCE 4

260
160

ENTRANCE 5

162	262
164	264
166	266
168	268
170	270
172	272

163	263
165	265

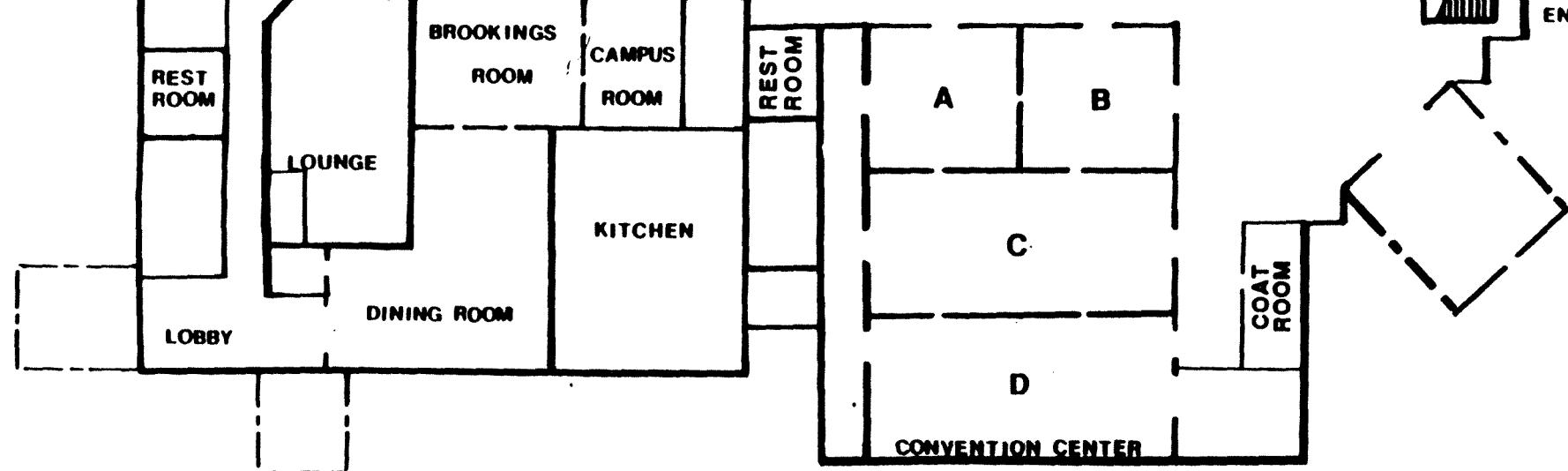
167	267
169	269

171	271
173	273

ENTRANCE 6

*Holiday
Inn*

I-29 and U.S. 14
Brookings, S.D. 57006
605-692-9471



WOMEN IN AGRICULTURE: CHALLENGING THE FUTURE

Please take time at the end of the conference to answer these questions. Your answers will help us in planning future programs. Please feel free to make additional comments on the back of the pages.

A. Looking at the conference as a whole, please rank how satisfied you were with the information you received. (Circle one)

Very Satisfied 1 2 3 4 5 Not Satisfied

Comments

B. Facility: Please rank the facility in the following areas:

1. Meeting rooms	excellent	1	2	3	4	5	poor
2. Sleeping rooms	excellent	1	2	3	4	5	poor
3. Meals	excellent	1	2	3	4	5	poor
4. Refreshment Breaks	excellent	1	2	3	4	5	poor

Comments

C. Speakers:

Opening Speaker - Linda Baer excellent 1 2 3 4 5 poor

Comments

Keynote Speaker - Priscilla Adams excellent 1 2 3 4 5 poor

Comments

Evening Speaker - Jan Rasmussen excellent 1 2 3 4 5 poor

Comments

D. How did you learn about this program? (Check all that apply)

Mail _____ Radio _____ A friend _____ Newspaper _____

Local bank _____ Extension Agent _____ T.V. _____

E. What topics would you like to see at the next Women in Ag Conference?

F. What would improve the Women in Ag conference?

G. Personal Information

1. Age (Check one)

<input type="checkbox"/> 20 to 29	<input type="checkbox"/> 30 to 39
<input type="checkbox"/> 40 to 49	<input type="checkbox"/> 50 to 59
<input type="checkbox"/> 60 to 69	<input type="checkbox"/> Over 70

2. What county do you live in? _____

3. Did your local bank sponsor you? Yes No

If yes, name of bank _____

H. Please share with us what you feel you have gained from attending the Women in Agriculture: Challenging the Future conference.

WORKSHOP EVALUATION

Name of Workshop _____

Please evaluate this workshop by circling the appropriate numbers and/or by writing comments.

Content

A. Relevant, timely 1 2 3 4 5 irrelevant/untimely

B. Well organized 1 2 3 4 5 poorly organized

Instructor(s)

A. Involvement of Participants excellent 1 2 3 4 5 poor

B. Rapport with Participants excellent 1 2 3 4 5 poor

C. Stimulated interest/thinking very well 1 2 3 4 5 bored

D. Knowledge about content excellent 1 2 3 4 5 poor

E. Style and delivery excellent 1 2 3 4 5 poor

Comments: _____

How did this Workshop Change:

A. Your knowledge improved 1 2 3 4 5 no change
B. Your skill/ability improved 1 2 3 4 5 no change
C. Your attitude positive 1 2 3 4 5 negative
D. Your interest increased 1 2 3 4 5 decreased
E. Your confidence in using content increased 1 2 3 4 5 decreased

Comments _____

What is your overall evaluation of this workshop?

Excellent 1 2 3 4 5 poor

Comments _____

