

**For information on local times, places and dates for the workshops, contact:**

Bell County – Dirk Aaron  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [RAARON@ag.tamu.edu](mailto:RAARON@ag.tamu.edu) 254.933.5305

Bosque County - David Winkler  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [d-winkler@tamu.edu](mailto:d-winkler@tamu.edu) 254.435.2331

Brown County - Scott Anderson  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [sa-anderson@tamu.edu](mailto:sa-anderson@tamu.edu) 325.646.0386

Comanche County – Whit Weems  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [w-weems@tamu.edu](mailto:w-weems@tamu.edu) 325.356.2539

Coryell County – Lyle Zoeller  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [LZoeller@ag.tamu.edu](mailto:LZoeller@ag.tamu.edu) 254.865.2414

Eastland County – Halee Walton  
County Extension Agent for Family and Consumer Sciences, Workshop host, [hdwalton@tamu.edu](mailto:hdwalton@tamu.edu) 254.629.1093

Erath County – Todd Vineyard  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [j-vineyard@tamu.edu](mailto:j-vineyard@tamu.edu) 254.965.1460

Falls County – Pasquale Swaner  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [SSWANER@ag.tamu.edu](mailto:SSWANER@ag.tamu.edu) 254.883.1410

Hamilton County- Danny Phillips  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [dannyphillips@htcomp.net](mailto:dannyphillips@htcomp.net) 254.386.3919

Hill County – Gideon Jennings  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [mgiennings@ag.tamu.edu](mailto:mgiennings@ag.tamu.edu) 254.582.4022

Hood County – Marty Vanlenkamp  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance [m-vanlenkamp@tamu.edu](mailto:m-vanlenkamp@tamu.edu) 817.579.3280

Johnson County – Chris Schneider  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [cschneid@ag.tamu.edu](mailto:cschneid@ag.tamu.edu) 817.556.6370

Limestone County – Lee Dudley  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [JLDudley@ag.tamu.edu](mailto:JLDudley@ag.tamu.edu) 254.729.5314

McLennan County – Shane McLellan  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [SMcLella@ag.tamu.edu](mailto:SMcLella@ag.tamu.edu) 254.757.5180

Mills County - Tom Guthrie  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [t-guthrie@ag.tamu.edu](mailto:t-guthrie@ag.tamu.edu) 325.648.2650

Palo Pinto County - Scott Mauney  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [s-mauney@tamu.edu](mailto:s-mauney@tamu.edu) 940.659.1228

Parker County - Jon Green  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [JGreen@ag.tamu.edu](mailto:JGreen@ag.tamu.edu) 817.598.6168

Somervell County - Josh Blaneck  
County Extension Agent for Agriculture and Natural Resources, Workshop host and technical assistance, [j-blaneck@tamu.edu](mailto:j-blaneck@tamu.edu) 254.897.2809



## Increasing Profits and Managing Risks In Rural Ag Businesses



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As the economy becomes more challenging, Texas farmers and ranchers are exploring a wide range of possibilities in diversifying their operations: Should the land be put to more recreational use? Should hunting leases and fishing permits be considered? What different ways can the land be used as a source of income?

Developing and maintaining regional Entrepreneurship is critical—in fact, the 2004 Texas Community Futures Forum identified community and economic development as the most important issue in Texas.

And that's why the workshop, Increasing Profits and Managing Risks in Rural Ag Businesses, was developed.

While focusing on developing profitable agribusinesses and managing risks, the workshop was designed to:

- Improve understanding of business planning,
- Provide one-on-one consultations in financial, legal, human and personal risk management, and business plans.
- Identify ways to diversify local economy and increase employment.
- Help rural Texans develop new businesses and grow existing ones.
- Provide technical support for rural entrepreneurs.
- Create support networks for rural business owners.

Anyone who wants to learn more about **Increasing Profits and Managing Risks in Rural Ag Businesses** for new/existing farmers and ranchers is invited to attend.



**Increasing Profits and Managing Risks Agenda:**

- 7:30- 8:15 a.m. Registration
- 8:15- 8:25 a.m. Welcome/Introductions  
Setting the Stage - Business plan development and risk control
- 8:25- 10:15 a.m. Risk Management Highlights for Starting and Growing Businesses
- Legal risks and tax considerations of business structure
  - Business licensing and contracts, liability and environmental regulations
  - Human and personal risks
- Successfully Financing New and Existing Businesses through Managing Financial Risks
- Seeking and managing debt
  - Changing interest rates and credit limitations/ under capitalization
  - Dealing with local lenders and other sources of funding
- Marketing Risk Management for Success – Small Business Development Center
- Products and services mix, price risk management, market analysis and strategies
- 10:15-10:30 a.m. Break and Networking
- 10:30-11:50 a.m. Breakout Sessions\*
- Idea Phase for Starters
  - Implementation & Overcoming Obstacles
  - Managing Growth Challenges
- Noon- 1:00 p.m. Lunch – Round table Discussions – Profitable Ventures & Getting “Lender Ready”
- 1:00- 2:00 p.m. Profitable Ventures and Risks – breakout sessions - Profitable Diversified Ag Businesses
- 2:00- 2:30 p.m. Q&A Session
- 2:30- 2:45 p.m. Challenge to Participants
- 2:45- 3:15 p.m. Workshop Assessment and Wrap-up

\* Beginning at 3:15 p.m., informal concurrent sessions and/or confidential discussions will be available. Participants can bring copies of business plans, loan applications, health insurance, tax reporting forms and other appropriate information.

**Wednesday, January 16, 2008**  
**Texas Room 3, Waco Convention Center**  
**Waco**

**Monday, February 25, 2008**  
**Location to be determined**  
**Palo Pinto/Parker County**

**Tuesday, February 26, 2008**  
**Still Waters Facility**  
**407 SW Barnard St.**  
**Glen Rose**

**Wednesday, February 27, 2008**  
**Comanche Community Center**  
**100 Indian Creek Drive**  
**Comanche**

For more information, visit the Increasing Profits and Managing Risks in Rural Ag Businesses Workshop Web site at <http://agecoext.tamu.edu/resources/workshops.html> or contact the county Extension Agents listed below or Dr. Ashley Lovell at 254.968.1984.

To register online go to the website above, download and fill out the form. Then forward it to Dr. Ashley Lovell via mail to Box T-0040, Stephenville, TX 76402, fax to 254.968.9199, or email to [lovell@tarleton.edu](mailto:lovell@tarleton.edu)

**Speakers and partners:**

- Chad Alleva**
- Vice President, Ag Texas Farm Credit Services, Stephenville, Texas, 254.965.3151, [chad.alleva@agtx.com](mailto:chad.alleva@agtx.com) –sponsor
- Ron Beck**
- Director, Small Business Development Center, Tarleton State University, 254.968.9330, [beck@tarleton.edu](mailto:beck@tarleton.edu) - sponsor, technical assistance, presenter
- Randy Burch**
- Program Director, Small Business Development Center, Tarleton State University, 354.968.9330, [burch@tarleton.edu](mailto:burch@tarleton.edu) - sponsor, technical assistance, presenter

**Dr. Greg Clary**

- Professor and Extension Economist - Entrepreneurship, Texas AgriLife Extension Service, [g-clary@tamu.edu](mailto:g-clary@tamu.edu) - presenter and technical assistance

**Quincy Ellis**

- Managing Partner, Community and Capital Solutions and Member, Innovative Capital Resources, Early, Texas, 325.641.0600 [info@innovativecapital.biz](mailto:info@innovativecapital.biz) -Sponsor technical assistance

**Judon Fambrough**

- Senior Lecturer and Attorney-at-law, Texas Real Estate Research Center, Texas A&M University, 979.845.2031, [JFambrough@mays.tamu.edu](mailto:JFambrough@mays.tamu.edu) - presenter

**Joe Bob Huddleston**

- Regional Vice President, Ag Texas Farm Credit Services, Stephenville, Texas, 254.965.3151, [jhuddleston@agtx.com](mailto:jhuddleston@agtx.com) - sponsor

**Amy Lorange**

- Rural and Agribusiness Specialist, Texas Department of Agriculture, 940-552-7687, [amy.lorange@agr.state.tx.us](mailto:amy.lorange@agr.state.tx.us) - sponsor, technical assistance -presenter

**Dr. Ashley Lovell**

- Professor, Tarleton State University and Extension Specialist - Entrepreneurship & Economic Development, Texas AgriLife Extension Service, [lovell@tarleton.edu](mailto:lovell@tarleton.edu) - project director, presenter and technical assistance

**Dr. John Park**

- Associate Professor and Extension Economist, Texas AgriLife Extension Service, [jpark@ag.tamu.edu](mailto:jpark@ag.tamu.edu) - presenter and technical assistance

**Melissa Proffitt**

- Executive Director, Tri-County Agribusiness Association, Stephenville, Texas, 254.965.2406, [info@tricityag.com](mailto:info@tricityag.com) – sponsor

