

# ALUMNI



NEWS

Realize *your* vision



FALL 2014

AGRI-FOOD MANAGEMENT EXCELLENCE



*AME provides a lifetime of learning opportunities by providing you, our alumni with ongoing networking, travel and learning opportunities. We are pleased to announce the following programs for this fall and winter.*

## AME Programs for Fall and Winter 2014/15



### General Registration Programs

You are receiving AME's **first edition** of our newsletter.

Please note, if you would like to continue receiving this newsletter in the future, it will only be available electronically. You will need to opt-in so we are able to continue to send you updates and valuable information. You can do so on our website ([agrifoodtraining.com](http://agrifoodtraining.com)) by clicking on **Sign up for AME News** on our homepage.

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#### Introduction to Price Risk Management using Futures and Options

Grain and oilseed markets are tumbling as we write this. What can you do in terms of risk management to protect yourself from market volatility? AME is pleased to offer once again, Introduction to Price Risk Management, both in Red Deer, AB November 12-14, 2014 and in Guelph, ON, January 27-29, 2015. This is your opportunity to learn about Future and Options, and how these tools can be used to protect your market position, whether you are a purchaser of commodities or a seller.

#### Advisory Workshop

What is an advisory board and how can it help you as your company evolves either in transition or growth? AME and Backswath Management will be presenting workshops on advisory boards in a number of locations across Canada. Check our website for dates and locations near you. For more information, contact Heather Broughton at [heather@agrifoodtraining.com](mailto:heather@agrifoodtraining.com) or call (780)781-2840.

#### Advisory Board Workshop Outline:

While appointing a boards of directors for medium to large scale businesses is common and sometimes mandated given organizational circumstances, smaller businesses find it difficult and challenging to actually structure and utilize a formal board of directors. Yet as small businesses grow, there is an increasing need for formalized, external advice – similar to that advice that is provided in a true board of directors format. Similarly, as farm businesses grow or become more complex, the need for formalizing external management resources and related input also increases.

An option for formalizing a formal board of directors is to appoint and utilize an advisory board. In this one day workshop, you will learn about advisory boards and what role they can play in your farm business.

#### Learning Objectives:

- Understand what an advisory board is and how it differs from your advisory team and a formal board of directors
- Understand the key benefits to your business from implementing an advisory board



- Learn how to structure and implement an advisory board and maximize its purpose for your operation to deal with the multitude of issues that a farm business faces as it grows or transitions

## Alumni Life-Long Learning Programs

### Finance Workshop

Is it time for an update on finance and review the ratios you need to be looking at in your operation? This past year AME engaged Terry Betker, Backswath Management, to provide the instruction on Finance for the CTEAM program. The feedback on Terry's presentations has been excellent. We wanted to offer CTEAM Alumni the opportunity to come and learn from him. As an Alum, we would also like to extend this invitation to include your spouse or someone from your operation.

This Finance Workshop is being held prior to the FMC Excellence Conference which is being held in Winnipeg, November 19th – 21st, 2014. AME participants are extended a reduced registration rate of \$450 for the Excellence Conference.

#### Finance Workshop Outline:

Will the status quo of your farm's financial performance do? Where does your farm need to be financially in the future? Do the decisions you make positively impact your bottom line? How can financial information be used when making business decisions?

As farms advance through their business and family lifecycles, they need to continually focus attention on managerial development. Attend a dynamic and interactive workshop

that will review key financial ratios and discuss how they can be applied to your business management decisions.

#### Learning Objectives:

- Understand financial statement presentation.
- Calculate key financial ratios, including liquidity, solvency, profitability and financial efficiency.
- Learn about three key business alignments.
- Apply financial information to decision making processes.
- Ways to link financial performance with your business strategy.
- Learn how other farmers use financial information.

### AME Alumni Program

The 2015 AME Alumni Program will be held in Guelph, ON. We have a full agenda once again this year as we return to our traditional AME format.

#### Topics to Include:

- 1. A presentation of the AME Alumni trip to Brazil 2014**
- 2. A three-part presentation from Rob Napier – Napier AgriFutures, New South Wales, Australia**
  - a. Strategies of Leading Farmers from around the world
  - b. Global opportunities and threats and how to use this information in strategic planning to create competitive advantage
  - c. An open forum discussion on strategic implications for Canadian agri-food with Rob Napier, Larry Martin, and Alumni.
- 3. Jim Brandle – Vineland Research and Innovation**
  - a. to discuss the advancement of technology (robots, drones,

and others) and their impact on agriculture (we will be stopping here as well on the tours to see first hand what he is talking about). Jim is very knowledgeable and is an extremely entertaining speaker.

#### 4. Agriculture Lending –

Barry Smith, FCC.

**a.** Especially now with grain prices dropping and potential credit needs, this talk should be timely for farmers. This session will provide insight into how commercial lenders evaluate your loan requests, both term and operating loans, best practices to maintain and grow the relationship with your lender. It will also provide you with a review of what you should be looking at from within your own operation. Barry is a regional manager for FCC, but has also been national manager of agricultural lending for one of the banks, so he brings both perspectives.

#### 5. Social Media – assessing the risks – Jack Slibar, Strategic Capital and Intelligence Group

**a.** This presentation is to help learn how to protect your farm or business from risks of unwarranted social media exploitation that can go viral within hours. It will focus on awareness and risk mitigation.

#### 6. Peer Networks – Speaker TBC

**a.** What are the benefits of a peer network which meets regularly? How are they structured and what makes them work?

#### 7. Advisory Boards – Larry Martin, AME

**a.** What is an advisory board? How can a farmer or business firm successfully use one for growth, transition or succession?

#### 8. Tours – a full day of tours in the Guelph to Niagara Region

## The Bob Ross Memorial Scholarship

CTEAM Alumni will always fondly remember Bob Ross. His contribution to the CTEAM program began in the development of the program and extended to the encouragement and support of each participant as they undertook each module. As a tribute to his memory and contributions, AME, Farm Management Canada and Nancy Ross and family, have partnered to offer a scholarship to a successful applicant. His passion and dedication both to farm business management learning and CTEAM will be carried on through this scholarship. You can download the application form from [agrifoodtraining.com](http://agrifoodtraining.com). Please forward to your network if they are interested in participating in the CTEAM program.