

**7th Annual Diversified Agriculture Conference
Vernal, Utah
February 24-26, 2010**

Note: This is the Draft Program. Check the website for the latest information (www.DiverseAg.org)

	Production	Tourism/ Marketing	Business Management
Wednesday Feb. 24th	8:00 Pre-Conference (Registration is \$10 and includes lunch):		
			Business Plans by Beverly King, SBDC
1:00	Welcome and Opening Session		
	Keynote Address: The Economy and How it is Affecting Rural Utah and Small Business by Kelly Mathews, Retired from Wells Fargo		
2:30	Break featuring Utah's Own Agricultural Products (included in registration)		
3:00 Session 1	Farm Safety Issues by A J Ferguson, Utah Farm Bureau	Things I Have Learned from Walking Through the Corn! by Mark Monson, Bluebell Corn Maze	Getting Beyond Myths and Legends Around Funding for small businesses by Mark Holmes, SBDC
4:00 Session 2	Adding New Enterprise by Todd Thacker	Addressing the Issues and Concerns of the Rural West by Don Albrecht, Western Rural Development Center	Agriculture Tax Issues by Jim Drollinger
6:00	Dinner with Western Entertainment - included in registration		

Thursday Feb. 25th	7:00 Hearty, Country Breakfast - included in registration		
8:00 Session 3	Season Extension for Higher Elevations by Holly Gatzke, University of Nevada Reno	Working Ranch, Tours, and more	USDA-Farm Service Agency Programs to help you, USDA-FSA
9:00 Session 4	Value-Added Producer Grants and Energy Programs available from USDA-Rural Development by Roger Koons, USDA-Rural Development	Relationship Marketing by Michelle Spencer, Edge Magazine	Risk Management and Insurance Options for Livestock Producers by Sarah Drollette, USU
10:00	Break - included in registration		
10:30 Session 5	Cost Share Assistance for High Tunnels Through NRCS by Jason Roper, USDA-NRCS	Agricultural Lands as Recreation Properties by Dave Danly, Recreation Properties Unlimited; and Keith Hicken	Understand Agricultural Risk: Which Risks Should I Manage? by Sarah Drollette, USU
11:30	Lunch - included in registration		
1:00	Keynote Address: Grass Roots Marketing by Dave Carter, Executive Director, National Bison Association		
2:00 Session 6 (1.5 hours)	Bison Production and Marketing by Dave Carter, National Bison Association	Attracting and Maintaining Customers at Farmers' Markets by Kynda Curtis, University of Nevada Reno, Cassie Hays, Vernal Farmers' Market, and Holly Gatske, University of Nevada Reno	Business Entities/Estate & Business Transfer and Planning by Gayle McKeachnie, McKeachnie Law Office
3:30	Break featuring Utah's Own Agricultural Products		
4:00 Session 7	Integrated Pest Management by Marion Murray, USU	Developing a Loyal Customer Base by Patricia Messer and Heidi Williams, Late Bloomin' Heirlooms	Evaluating Home Based Business Opportunities by Mark Holmes, SBDC
6:00	Dinner on your own		

Friday Feb. 26th	7:00 Breakfast, Included in Registration		
8:00 Hands-on workshops	High Tunnels: Getting the Most From Your Environment by Dan Drost, USU	Enterprise Management - How to Know Which Parts of the Business are Making Money and Which are Not by Kynda Curtis, University of Nevada Reno; and Ruby Ward, USU	
Noon	Lunch, Included in Registration		