



2023

Chippewa Valley Ag Conference

9:30 AM - 3:15 PM | THURSDAY, JANUARY 19

CVTC Energy Education Center
4000 Campus Road, Eau Claire

Join us for our annual Chippewa Valley Ag Conference featuring two sensational keynote addresses and three different breakout sessions on a variety of strategies and ideas specifically designed for our local ag producers. This conference will provide many different tips, tools, and advice for ag producers to help them grow their bottom line in the new year.

AGENDA AT A GLANCE:

9:30 - 10 am	Registration and Networking
10 - 11 am	Welcome & Opening Keynote - Hank Wagner
11 - 11:45 am	Breakout Session 1
11:45 am - 12:30 pm	Lunch
12:30 - 1:15 pm	Lunch Keynote - Shawn Hackett
1:15 - 1:30 pm	Break
1:30 - 2:15 pm	Breakout Session 2
2:15 - 2:30 pm	Break
2:30 - 3:15 pm	Breakout Session 3
3:15 pm	Adjourn

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Room 101

KEYNOTE SESSION: 10 - 11 AM

Welcome and Opening Keynote: Hank Wagner



Hank Wagner, along with his amazing wife Pam and two children Shawn and Laura, owns and operates multiple businesses. One is a fifth-generation dairy farm where they produce enough milk to provide a glass of milk to over 150,000 people every day. Hank is also founder of Wagner Leadership Training and loves to help people understand how leadership impacts every area of our lives.

Hank has been involved in many organizations and has held numerous leadership roles. He also writes articles for numerous publications and has authored two books, Teachable Moments, and Simple Miracles.

Hank is a frequent speaker across the United States and internationally. Hank believes that people are what is most important in life and is passionate about helping others be more aware of their potential for success, in every area of their lives.

BREAKOUT SESSION #1

11 - 11:45 am

Attendees will have the opportunity to attend one of three breakout sessions.

Breakout Session #1: 11 - 11:45 am

After the keynote address, attendees will have the opportunity to attend one of the following breakout sessions:

ROOM 102

Corn and Soybean Market Situation and Outlook

*by Brenda Boetel,
University of Wisconsin-River Falls*

This breakout session will cover the corn and soybean market situation and provide an analysis of the key drivers of price changes. The outlook will discuss economic development during the near and medium term.

Brenda Boetel is department chair and a professor in the Department of Agricultural Economics at University of Wisconsin-River Falls and an extension economist for the University of Wisconsin. Her teaching program and extension research provides leadership in educational programming for problems facing the livestock and meat industry.

Brenda has been at UW-River Falls since 2002. She has taught classes on price risk management, authored articles on livestock issues and has been interviewed by high impact outlets including the US Farm Report.

ROOM 130

The Time is Right for a Succession Plan

by Mykayla Dado, Amy Ebeling, and Kelly Wilfert of Ruder Ware

In order to have a successful transition, the discussions need to start early. Now is a good time to take care of planning the future of your business. Farms are highly specialized businesses, and with the addition of family, can have a highly-charged emotional atmosphere that does not make ownership transfer easy. Employing succession planning can help you minimize future disagreements by minimizing surprises.

This presentation is intended to open discussions between owners and potential successors. Attendees will have an opportunity to discuss succession planning, and questions related to it.

Having grown up on a seventh-generation dairy farm, Mykayla Dado serves the ag community by assisting with family farm transitions. She'll work with clients on various legal matters including individual estate planning and business succession planning.

Amy Ebeling advises individuals and businesses on a variety of business and tax matters, including corporate governance and tax compliance issues, business and farm succession planning, and the negotiation of various commercial transactions.

Growing up on a fifth-generation family farm and learning the inner workings of a small business, Kelly Wilfert considers law a toolkit for businesses at all stages of growth.

Breakout Session #1 continued:

ROOM 104

Know Your Numbers

*by Cathy Asher,
Security Financial Bank*

During this session, we'll explore what lenders look for in your financial statements. We'll discuss what "good" numbers are according to the ratios developed by Dr. David Kohl and the Farm Financial Standards Council. Finally, we'll provide tips on how you can work with your lender to positively impact your financial position.

Seminar presenter Cathy Asher has worked in the field of agriculture for more than 20 years. Her background includes ag finance, federal farm programs and agricultural education. She serves as a relationship manager for Security Financial Bank.

LUNCH

11:45 am - 12:30 pm

During a casual lunch, attendees will have the opportunity to network with other ag producers in the area. Lunch is included in the registration fee.

Attendees are also encouraged to meet with our sponsors at their exhibit booths during this time.

Room 101

KEYNOTE SESSION: 12:30 - 1:15 PM

Market Outlook: How Weather And Other Factors Are Influencing Global Production & Ag Prices

by Shawn Hackett



During our afternoon keynote session, Shawn Hackett will discuss the factors influencing global production and prices in the ag industry.

A frequent contributor to Barron's, Futures Magazine, Reuters, Bloomberg, US Farm Report, Ag-TV, Market to Market-IPTV as well as a regular radio show contributor for the likes of Chip Flory of AgriTalk, After The Bell, Michell Rook of WNAX and Linda Brekke of The Linda Network. Ag commodities expert Shawn Hackett has dedicated his life to educating Ag industry leaders and farmers about financial risk management, hedging and the utility of indicator-based Ag commodity price forecasting tools. Shawn makes hard-to-understand concepts easily digestible to a wide audience and is the publisher of the Hackett Money Flow Agricultural Report and the Hackett Dairy Report.



BREAK

1:15 - 1:30 pm

Attendees are encouraged to visit exhibitors during the break.

Breakout Session #2: 1:30 - 2:15 pm

After the keynote address, attendees will have the opportunity to attend one of the following breakout sessions:

ROOM 130

Are You a Pro Cattle Feeder?

*By Jeff Pastoor,
Quality Liquid Feeds*

This presentation will review the economic opportunity costs of various fed cattle management practices. We will discuss how the Wisconsin cattle feeder can compete with larger, commercial feed yards.

Breakout session presenter Jeff Pastoor has been consulting with cattle feeders and ranchers in the Upper Midwest for 34 years, first with Land O'Lakes and for the last 8 years with Quality Liquid Feeds (QLF.) He holds a degree in animal science from Dordt University and a master's degree in agriculture from Iowa State University.

In addition to cattle nutrition work, Jeff has focused on closeout analysis and the financial impact that common management practices have on the bottom line of the Midwest cattle feeder.

ROOM 128

Solar Energy: How It Can Reduce Energy Costs

*by Michael Behringer,
Olson Solar Energy*

During this breakout session, we will show the basics of solar energy and how solar can help you save on your energy costs. We'll discuss what types of systems are available for customers and the myths that are in the solar space. We will also show a case study of an agriculture business that has implemented solar and share both their current and expected future savings.

With newly increased incentives in the solar space as well as grants available for agricultural businesses, it has never been a better time to go solar!

Seminar presenter Michael Behringer of Olson Solar Energy is originally from Onalaska and is now settled in the Chippewa Valley. Michael has spent the last eight years in the role of a district manager developing his customer service and leadership qualities. Having spent his entire working career in customer service, he is looking forward to educating and providing a more sustainable future for his family and others.

Breakout Session #2 continued:

ROOM 102

2023 Dairy Outlook — Much of the Same or Margin

by Leonard Polzin of the University of Wisconsin-Madison, Division of Extension

Dairy markets have been places that we have never seen before over the past couple of years. It is easy to blame that on any one of multiple unforeseen market disruptors. During this breakout session, we will discuss where changes are coming from and what a new equilibrium will look like for the coming year.

Leonard Polzin is the dairy markets and policy outreach specialist at the University of Wisconsin-Madison, Division of Extension. In this position, Leonard conducts and coordinates research and outreach activities related to the dairy industry. He is involved in applied research at the firm-level, farm costs, markets, and risk management. He also is active in sector-level performance including dairy policy, international trade, and milk price forecasting.

BREAK

2:15 - 2:30 pm

During the break, attendees are encouraged to visit exhibitors and network with other attendees.

Breakout Session #3: 2:30 - 3:15 pm

Attendees will have the opportunity to attend one of the following breakout sessions:

ROOM 102

How Much is Too Much? When Overcrowding is Profitable

*by Trent Dado and Caleb Burch,
GPS Dairy Consulting*

Overstocking is a prevalent management strategy in the dairy industry and has been for many years. Everyone has an opinion on what the “right” amount of overcrowding is. However, the correct answer is that is likely different for every farm and depends on a variety of factors. This breakout session will focus on the feed, management, and financial factors to consider when determining the optimal stocking rate.

Session presenters Trent Dado and Caleb Burch are independent nutrition and management consultants who serve dairies in Northwest Wisconsin and around the upper Midwest.

Trent comes from a dairy in Amery, WI. After college and working in the animal protein feed business, he joined GPS Dairy Consulting. Although nutrition is at the core, Trent finds energy in working with dairies implementing data-based decisions, finding ways to use new technology, and empowering and training managers and employees on dairies.

Caleb joined the dairy industry in 2016 working as an independent nutrition consultant and joined GPS Dairy Consulting in 2021. With a strong background in business management, he finds his passion in focusing on improving his customers’ bottom line through sound feeding and management decisions.

ROOM 130

Current Tax Law Changes

*by Jeff Sundstrom,
Sundstrom & Company*

Tax law has been changing at a rapid pace. During this breakout session, we will explain the tax changes that were included in recent bills. We also will explore any additional tax law changes signed into law late in 2022. We will focus the discussion on tax rules that will affect current operations in the agricultural community as well as planning ahead on how the current or proposed tax rules might affect transitioning a farm from one generation to another.

Session presenter Jeff Poeschel is a CPA who owns Sundstrom & Company, Inc. He personally has more than 14 years of experience preparing individual and business entity tax returns, specializing in farms and small businesses. Jeff and his team of 10 serve clients across all spectrums of the agricultural community including producers of grain, dairy, and cattle as well as a variety of businesses that provide services to the farming community.

The Sundstrom & Company team focus is helping clients navigate and comply with current tax laws while keeping an eye on long-term tax and succession planning.

Breakout Session #3 continued:

ROOM 104

How Technology is Affecting the Cropping Cycle

*by Kori Richter,
Tractor Central*

Precision agriculture is a crop and livestock production management system that uses a global positioning system (GPS) to monitor equipment field position to collect information and apply inputs as required at each location. During this session, we'll discuss the types of technologies currently available and how they are utilized throughout the cropping cycle.

Raised on a small dairy farm in Barron County, Kori Richter has been with Tractor Central since 2002 and became the manager of the Integrated Solutions team in 2012. His degree in Manufacturing from University of Wisconsin-Stout and a background in Lean Manufacturing processes and increasing profitability – alongside a lifetime of agriculture – combined to create a uniquely helpful perspective in this field. Optimizing operations through technology, data, and people, Kori works to bring real dollars back to producers' bottom lines.

ROOM 128

How to Write a Nutrient Management Plan

*by Mark Denk of Chippewa Valley
Technical College and Travis Drier of
Dunn County Land Conservation*

Your farm is unique. That's why it is so important to create a nutrient management plan that is specific to your land, the crops you grow, and other factors that could affect your operation. An effective nutrient management plan can help reduce input costs, maximize yields, and efficiently manage nutrients. During this session, we'll help get you started on your plan by discussing what should be included, providing helpful resources, and sharing some examples.

This session is presented by Mark Denk, an adult farm business instructor for Chippewa Valley Technical College. Mark earned both his bachelor's and master's degrees in agricultural education from UW-River Falls. He actively works with farms in Wisconsin and Minnesota helping them with a variety of needs but specializes in financial planning, farm financial analysis, and nutrient management planning. Mark also operates a 170 cow/calf operation, 500 head feedlot, and 800 acres of crops.

In addition, Travis Drier of Dunn County Land Conservation will be assisting with the presentation.

REGISTRATION

Deadline: January 11

Cost to attend is only \$25 and includes both keynote sessions, three breakout seminars and lunch. Registration deadline is January 11. For more information or to register, visit tinyurl.com/2023agconference.