

CULTIVATE GROWTH 2024 CONFERENCE

DAY 1 | FEBRUARY 5, 2024

- 1:30 p.m.** Conference Check-in: Let the Socializing Begin!
- 2:30 p.m.** Welcome! A Time to Learn, Connect and Grow Together
- 3:00 p.m.** Did You Know? USDA FSA Programs to Benefit Your Farm
David Russ, Executive Director of the Michigan's Farm Service Agency
- 3:30 p.m.** Break: Network and Move to Breakout Room
- 3:45 p.m.** Financial Break Outs
- Clarifying the Foundational Elements:
Balance Sheets, Business Plans, Loan Process
 - Digging into the Details:
Farm Projections, Accounting Practices, Business Strategy, Loan Evaluation
- 4:30 p.m.** Break: Network and Move to Breakout Room
- 4:45 p.m.** Industry Break Outs
- Discuss Commodity Specific Trends, Challenges and Opportunities
- 5:30 p.m.** Social Time: Build your Network, Enjoy Refreshments, Check into Hotel
- 7:00 p.m.** Dinner Together
- 7:30 p.m.** From Their Experience: Farmer Panel Shares their Perspectives and Answers your Questions
- 8:30 p.m.** Sleep Well!

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DAY 2 | FEBRUARY 6, 2024

- 7:00 a.m.** Breakfast: Be Social, Day 2 Conference Check-In, Hotel Check Out
- 8:00 a.m.** Welcome: We're Back and Ready to Support You
- 8:15 a.m.** What's Next? Economic Outlook
- 9:15 a.m.** Achieving Milestones through Goal Setting
- 9:45 a.m.** Let Your Voice Be Heard: Legislative Update
- 10:15 a.m.** Break: Network, Get their Number, Hotel Check Out
- 11:00 a.m.** Keynote Speaker: Navigating the Path through Transition Planning
Tim Schaefer, Founder of Encore Consultants
- 12:00 p.m.** Lunch Together: Network and Move to Roundtables
- 1:00 p.m.** Speed Learning: Round Table Discussions (Choose 3)
- Importance of Clarifying Roles and Responsibilities
 - Tools and Tactics for Marketing Your Product
 - Financial Management through Tax Planning, Bookkeeping, and More
 - Risk Management Tactics through Crop Insurance
 - Get the Most for your Harvest with Commodity Marketing
 - National Resource Conservation Service Programs to Benefit You
- 2:30 p.m.** Break: Network and Return from Roundtables
- 2:45 p.m.** Before We Say Farewell: Your Cooperative, Your First Choice
Travis Jones, President and CEO of GreenStone
- 3:15 p.m.** Our Thanks and Closing Comments
- 3:30 p.m.** Safe Travels!



GreenStone®
FARM CREDIT SERVICES

February 5-6 | 2024