

# SEPTEMBER MARKETING SEMINAR

WEDNESDAY, SEPTEMBER 15, 2010 • 4:00 PM - 7:45 PM

**NEW LOCATION** Best Western Doublewood Inn  
3333 13<sup>th</sup> Ave S, Fargo, ND 701-235-3333

## PROGRAM & DINNER

Free to Members / \$15 for Non-Members

- 4:00 pm **Registration and Refreshments**
- 4:30 pm **Preliminary 2010 Crop Budgets - The Foundation for Your Marketing Plan**  
Randy Zimmerman, NCTC - Farm Business Management Instructor, Mahomen, MN
- 4:50 pm **Using Ratios to Determine Your Marketing Success or Needs**  
Betsy Jensen, NCTC - Farm Business Management Instructor, East Grand Forks, MN
- 5:10 pm **2010/11 Market Outlook for Northern Grown Crops - Price, Basis & Protein**  
Frayne Olson, NDSU Crops Marketing Specialist
- 5:40 pm **Break**
- 6:00 pm **Supply and Demand for Export Crops - The China Factor**  
Andy Shissler, Branch Manager, Roach Ag Marketing & Guest Analyst on U.S. Farm Report and Ag Day
- 6:45 pm **Incorporating Input Hedges Into Your Marketing Plans**  
Steve Wagner, Market Analyst, Country Hedging
- 7:15 pm **Dinner and Small Group Discussions**  
Sit at the dinner table with a marketing person and other growers and have a small group discussion on marketing topics of interest.



ANDY SHISSLER



BETSY JENSEN



FRAYNE OLSON



RANDY ZIMMERMAN



STEVE WAGNER

## PRE-REGISTRATION REQUESTED

Please call 800-242-6118 ext. 13 or 866-871-3442  
Online at [www.smallgrains.org](http://www.smallgrains.org)

Registration is Free to members of the Minnesota Association of Wheat Growers, North Dakota Grain Growers Association and Minnesota Soybean Growers Association. \$15 registration for Non-members. Pre-Register by calling the MN Wheat and MN Soybean NW Regional Office at 800-242-6118 Ext 13, by calling the North Dakota Grain Growers Association at 866-871-3442, or on-line at [www.smallgrains.org](http://www.smallgrains.org).

### A PROGRAM OF THE



Minnesota Association  
of Wheat Growers



North Dakota  
Grain Growers Association



Minnesota Soybean  
Growers Association

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Minnesota Wheat  
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**Andy Shissler**, Branch Office Manager, Roach Ag Marketing - Shissler grew up in Elmwood, IL and brings with him over ten years of experience in the financial services industry. Before joining Roach Ag Marketing in 2006, he was working as a grain trader for Archer-Daniels-Midland Co. He has a BS in Ag. Economics from University of Illinois.

**Betsy Jensen**, NCTC - FBM Instructor and Prairie Grains Magazine Editor -- Betsy has been a farm business management instructor for the past ten years at Northland Community and Technical College in East Grand Forks, MN. Her more challenging job is trying to market the crops she raises on her farm in Stephen, MN. Selling too early, or too late is a frustration she shares with all farmers, and tonight Betsy will combine her knowledge of farm finance with marketing to help make sense of how to develop a marketing plan.

**Dr. Frayne Olson**, Crop Marketing Specialist, NDSU -- Olson is the Crop Economist / Marketing Specialist with the NDSU Extension Service. He specializes in crop marketing and risk management, with joint work in agribusiness management and farm management. Frayne earned his Bachelors and Masters Degrees in Agricultural Economics from NDSU and his PhD in Agricultural Economics from the Univ. of Missouri.

**Randy Zimmerman**, NCTC-FBM Instructor & Marketing Group Leader -- Randy farms in northern Minnesota as well as leading marketing groups throughout the region. He will provide 2011 budgets and will work on growers' marketing plans.

**Steve Wagner**, Market Analyst, Country Hedging -- Steve works directly with producers in managing risk and opportunities. He represents Russell Consulting Group the financial/marketing advisory service of Country Hedging. Steve has more than 30 years of experience in the grain industry and also farms part-time in southern MN.

## Minnesota Association of Wheat Growers Membership Form

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Fax: \_\_\_\_\_

**Individual Membership** (please check one):  
 One-Year -- \$75  
 Three-Year Regular Membership -- \$200  
**Farm Partnership Membership** (please check one):  
 One-Year -- \$135  
 Three-Year -- \$335  
**Associate** (Agri-Business or Non-Producer)  
 One-Year -- \$110

Credit Card:  Visa or  Mastercard  
 Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

On your farm you most likely raise many different crops and you want all of them to be profitable. If you want wheat to be a profitable part of your farm, you need to support the organization that works to improve the profitability of wheat. MAWG works to improve wheat specific programs in the Farm Bill, increase Federal and State funding for wheat research, promotes technology for wheat, and provides valuable information opportunities to MAWG Members.



**Minnesota Association of Wheat Growers**  
 2600 Wheat Drive, Red Lake Falls, MN 56750

## Minnesota Soybean Growers Association Membership Form

Name: \_\_\_\_\_  
 Spouse Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Fax: \_\_\_\_\_

**Choose One:**  One-Year (\$90)  
 Three-Year (\$250)  
**Choose One:**  New Membership  
 Renewal (ID# \_\_\_\_\_)

Credit Card:  Visa or  Mastercard  
 Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- Through the grassroots efforts of MSGA and ASA, ag policy, regulatory and energy issues and trade agreements are monitored. Bills are introduced and legislation is designed to protect U.S. soybean producers and improve their profitability and competitiveness.
- The purpose of an association is to give those who have the right to speak, the ability to do so.

- The dues you pay to become a member of MSGA and ASA are separate for the soybean checkoff.
- By law, soybean checkoff dollars cannot be used to influence or lobby legislators, or to pay membership dues.
- MSGA and ASA are the lobbying arm of the soybean producer.



**Minnesota Soybean Growers Association**  
 151 Saint Andrew Court, Suite 710  
 North Mankato, MN 56001

## North Dakota Grain Growers Association Membership Form

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Fax: \_\_\_\_\_

**Grower Member:**  
 \$95 One-Year Membership  
 \$150 Two-Year Membership  
**Associate Member:**  
 \$100 One-Year Membership  
 \$175 Two-Year Membership

Credit Card:  Visa or  Mastercard  
 Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

At no other time in the history of agriculture is a strong membership-based organization needed to help growers with all of the obstacles we encounter every day. Your support is needed to maintain a strong organization working for the needs of the producers. The more members that contribute, the more work can get done and the more information and services we can provide



**North Dakota Grain Growers Association**  
 2401 46<sup>th</sup> Ave SE, Suite 204, Mandan, ND 58554

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 ORGANIZATION  
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**Minnesota Association of Wheat Growers**  
 2600 Wheat Drive, Red Lake Falls, MN 56750

