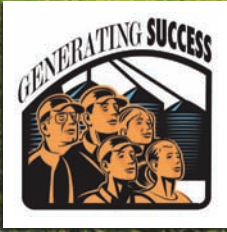


August 11-12, 2011 ~ West Des Moines, IA



Generating Success Conference

The Future of Your Farm Business Now



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Generating Success Conference

The Future of Your Farm Business Now

August 11-12, 2011 • West Des Moines, IA

Generating Success is the first in an upcoming series of Successful Farming® conferences and seminars focused on education for farm families and businesses. It is our goal to help agricultural families to be more productive, profitable and achieve greater success and satisfaction in their farming business.

Every business has a unique set of situations, Generating Success will focus on those particular to farms. This conference will offer outstanding information and important tools for you and your family farm business.

**PLAN
NOW
TO
ATTEND**



Conference Topics

- The Top 10 Things That Make or Break a Family Business
- What do good businesses have in writing?
- How do you find the good advisors?
- Ways to communicate & reward
- Hiring and firing family members
- Each attending family business unit will begin their succession strategic plan
- Supporting companies will share their family business stories

 **For more information and to register, go to www.agriculture.com/generatingsuccess.**



Conference Agenda

Day 1

11:00 a.m.

Conference attendee registration begins.

1:30 – 1:50 p.m.

Welcome by Loren Kruse,
Successful Farming® Editor in Chief.

1:50 – 4:55

“Becoming a Business-First Family –
The Top 10 Things That Make or Break a Family Business”
by Jolene Brown.

5:15 – 6:30

“Show and Tell” facilitated by Jolene Brown.
An informal time for participants to share an item of
interest from their business or concern about their
industry or business.

7:30

After dinner entertainment by Jane Jenkins Herlong.



Visit www.agriculture.com/generatingsuccess for updates, information and to register for this exciting upcoming conference!

Day 2

8:30 – 10:00

“Generating a Succession Team: Planning and Pulling Together to Succeed as a Family Farm”
by Don Jonovic.

10:20 – 11:35

Panel of Experts Myron Friesen, Roger McEowen, and Mark Penningroth.
Facilitated by Don Jonovic.

Noon – 1:15 p.m.

The Stine family business story

1:15 – 2:00

“Keepers, Questions, and Surveys”
facilitated by Jolene Brown and Loren Kruse.
Identify your take-home value and pose follow-up questions.

2:15 – 3:00

“Enjoy the Journey!” by Jolene Brown.
A time of celebration and appreciation.



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Featured Speakers



Loren Kruse

Editor in Chief
Successful Farming® Magazine

Loren Kruse joined the staff of *Successful Farming* in 1976. He holds a Master of Science degree in Rural Adult Education from Oklahoma State University and Bachelor of Science degrees in Technical Journalism and Agricultural Economics from Kansas State University. He has co-authored two *Successful Farming* books, *Charting for Profit and Hedging for Profit*, and also has written *Firstfruits*, a perpetual calendar composed of Bible verses about farming. He and his wife Elizabeth have a son John, 19, and a daughter Kate, 17. They own a crop, livestock and Christmas tree farm in Grundy County, Iowa.

Jolene Brown

Professional Speaker, Farmer and Champion for Agriculture!

As one of North America's premier professional speakers, Jolene Brown brings humor, hope and helpful ideas for those who want to celebrate and learn skills for the human and sometimes humorous side of agriculture.

Jolene is a spokesperson and champion of the family-owned business. As founder of the Business-First Family Institute, she knows the unique challenges facing parents, siblings, in-laws and "outlaws" who work together every day.

Jolene has been featured in major agricultural publications and makes guest appearances on television and radio. She holds the highest designation of achievement from the National Speakers Association. Worldwide audiences praise the results of her work.



Dr. Don Jonovic, Ph.D.

Management and Business Planning Consultant

Donald J. Jonovic, Ph.D., an advisor to business owners since 1973, focuses on the unique issues related to management development, growth and ownership transition in the successful owner-managed business. His professional consulting practice has included industrial and agricultural clients throughout North America, ranging in size from \$5 million to \$2 billion, with an emphasis on companies transitioning to management teams, including those with a significant proportion of non-family key managers.

Dr. Jonovic's management column in *Successful Farming Magazine* reaches more than 1 million readers every month, and has been one of the most popular features in that magazine since the column's inception in 1984.

Jane Herlong

Certified Speaking Professional

Jane Jenkins Herlong is a Certified Speaking Professional from the National Speakers Association, which is the highest earned designation in professional speaking. She is a former Miss South Carolina and represented the state in the Miss America Pageant. Jane is originally from Johns Island, South Carolina and today lives with her husband and two children on the family farm in Edgefield County, South Carolina.



Meet the Panelists



Myron Friesen

"Increasing land values and commodity prices have changed how people look at farmland, especially nonfarming heirs," says Myron Friesen, co-owner of Farm Financial Strategies, Inc., Osage, Iowa. "With the majority of land owned by people over 60 years old, there will be a lot of land changing hands in the near future." His personal experience in a family farm business led to his decision to advise families. "There's opportunity for those who prepare, and there will be disappointment for those who don't," he says. Friesen will advise how facts, emotions, and numbers can be combined into a financially sound farm continuation plan.



Roger McEowen

Roger McEowen refers to the current estate planning outlook as temporary certainty. The director of Iowa State University's Center for Agricultural Law and Taxation says the two-year extension of lower estate tax rates is a good news/bad news situation. "There's a two-year window of opportunity for asset protection and estate planning," he says. "We still don't know the rules for 2013. In some states, estate/inheritance tax remains a concern." He suggests farmers focus on four planning issues: Asset Protection, Succession/Transition, Entity Planning, and Income Tax Planning. "We'll see a surge in gifting in 2011 and 2012," he says. "There's real leverage with the \$5 million gift, estate, and generation-skipping transfer tax exemption."



Mark Penningroth

Mark Penningroth is a certified public accountant and founding partner of Latta, Harris, Hanon and Penningroth, LLP, in Tipton, Iowa. Penningroth advocates the use of benchmarking to help his farm clients identify their business strengths and weaknesses, and to gain perspective on the overall financial health of their business. Penningroth is sought out for his advice on financial planning, business performance, and tax strategies, which will maximize sustainable after-tax returns. "Regardless of the times, operating efficiency and good planning are the keys to a successful transition of the family farm," he says.



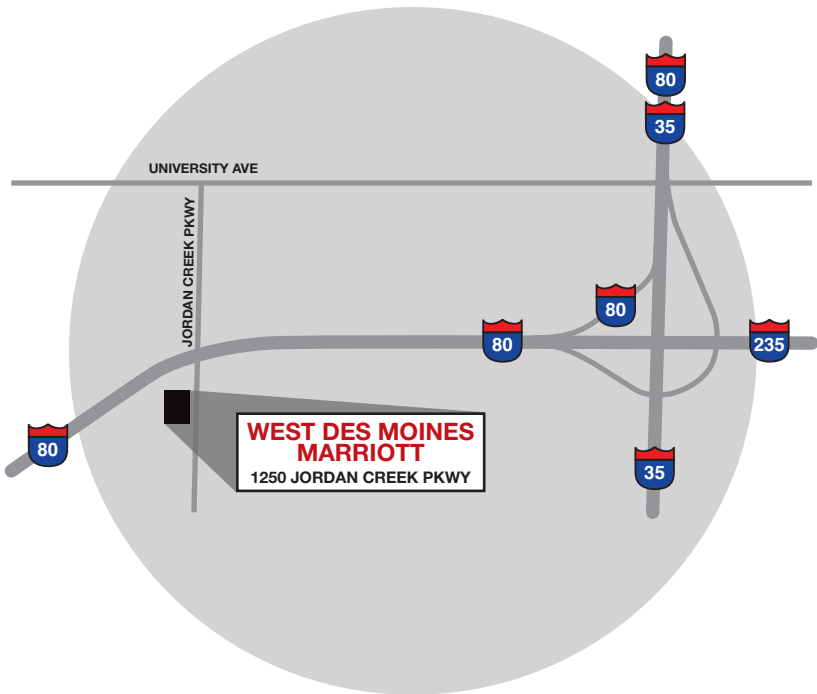
For more information and to register, go to www.agriculture.com/generatingsuccess.



Registration Information

Generating Success will be held at the West Des Moines Marriott in West Des Moines, IA. Please call 1-800-228-9290 to make your hotel reservation. Mention Generating Success to receive a discounted rate.

Cost to attend is \$99 for a farm operation of up to 4 people. Each additional person is \$25. One person is \$69. You will receive a workbook and special offers from the Des Moines Convention and Visitor Bureau. This registration cost does not include the hotel stay.



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