



Improve your bottom line  
through better marketing strategies!

# 2006 Minnesota Master Marketer Program

Six days of  
intensive marketing training  
for grain producers

January 18 & 19, 2006  
February 1 & 2, 2006  
February 15 & 16, 2006

Owatonna, MN

Holiday Inn (Behind Cabela's)  
2365 NW 43rd St.  
Owatonna, MN  
(507) 446-8900



## What Is It?

The Minnesota Master Marketer Program is six days of intensive training to help grain producers develop the marketing skills needed to succeed in today's markets. Nearly 450 producers have participated in this program during the past six years.

## Learn!

- Basic and advanced marketing strategies using futures and options
- Fundamental price analysis
- Technical price analysis
- Key elements of a solid marketing plan
- Climate trends and impacts
- The role of crop insurance in marketing

## Develop!

- Improved marketing skills
- Confidence in pricing decisions
- A pre-harvest marketing plan
- A post-harvest marketing plan
- Discipline to implement a plan

## Practice!

- Solve problems in small group breakouts
- Execute your plan and make grain pricing decisions in several market simulation games

The University of Minnesota Extension Service is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.

## Who Should Attend?

This program is for grain producers who want to improve their bottom line through better marketing strategies. The workshops are designed to benefit producers at all experience levels. **Surveys of past participants showed a greater than \$10,000 impact per year on the bottom line.**

## Sign Up Today

- \$350 includes lunch and all meeting expenses for six days
- Bring your spouse for \$200 more
- Limited to the first 60 registrants
- Mail or fax your registration

## For More Information

Center for Farm Financial Management  
800-234-1111 or 612-625-1964  
e-mail: [cffm@umn.edu](mailto:cffm@umn.edu)  
web: [www.cffm.umn.edu](http://www.cffm.umn.edu)

## Thanks To Our Sponsors!

- **AI-Corn Clean Fuel**
- **Wells-Fargo Bank**
- **Jennie-O Turkey Store**
- **Thomas Adams Real Estate & Insurance**
- **Armtec Insurance**
- **MN Soybean Research & Promotion Council**

## Master Marketer Program

Registration Form

Name (please print) \_\_\_\_\_

Name of spouse (if attending) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

### Registration Fee:

- Regular Registration \$350  
 Spouse Registration \$200

### Method of Payment:

- Check enclosed  
(payable to Center for Farm Financial Management)
- Credit card payment  
 Visa  MasterCard  Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Mail to:** Center for Farm Financial Mgmt  
University of Minnesota  
130 Classroom Office Building  
1994 Buford Avenue  
St. Paul, MN 55108

**Fax to:** 612-625-3105

**Phone:** 800-234-1111 or 612-625-1964

## Speakers

**Edward C. Usset** serves as a Grain Marketing Specialist for the Center for Farm Financial Management at the University of Minnesota.

**Dr. Elwynn Taylor** is a Professor of Ag Meteorology and Extension Climatologist at Iowa State University.

**Dr. Robert Wisner** is a Professor of Economics and Extension Grain Marketing Specialist at Iowa State University, and one of the premier fundamental grain analysts in the country. He has received awards for Outstanding Crop Price Forecasting, Crop Production Forecasting, and General Economic Forecasts.

**Alan Brugler** is President of Brugler Marketing and Management LLC and a long-time DTN technical analyst and market commentator. You can read his "Market Watch" column at Agweb.com.

**Robert Craven** is Director of the Center for Farm Financial Management and an Extension Economist at the University of Minnesota.

**Scott Cordes** is President of Country Hedging, Inc., a leading commodity brokerage firm based in St. Paul with branch offices in 16 states.

**Dr. Mark Seeley** is an Extension Climatologist/Meteorologist for the University of Minnesota. He coordinates the state agricultural weather program with the National Weather Service and the Minnesota State Climatology Office. You can hear his weekly weather commentary on Minnesota Public Radio's Morning Edition news program.

**Bret Oelke** is a Regional Extension Educator for the University of Minnesota based in Fergus Falls.

**Gary Hachfeld** is a Regional Extension Educator for the University of Minnesota based in Mankato.

### Session 1

#### Wednesday, January 18

Registration 9:00 am  
Session Begins 10:00 am

##### **Welcome and Overview**

- Edward Usset  
*CFFM Grain Marketing Specialist*

##### **Grain Pricing Tools & Strategies**

- Edward Usset

Lunch 12:00 noon

##### **Grain Pricing Tools & Strategies**

- Edward Usset

Adjourn 5:00 pm

#### Thursday, January 19

Session Begins 8:00 am

##### **Commodity Outlook**

- Scott Cordes  
*President, Country Hedging Inc.*

##### **Crop Insurance**

- Gary Hachfeld  
*U of MN Regional Extension Educator*

##### **Marketing Clubs**

- Bret Oelke  
*U of MN Regional Extension Educator*

Lunch 12:00 noon

##### **Fundamental Analysis of Markets**

- Dr. Robert Wisner  
*Iowa State University Professor*

Adjourn 4:00 pm

### Session 2

#### Wednesday, February 1

Session Begins 10:00 am

##### **Technical Analysis of Grain Markets**

- Alan Brugler  
*President, Brugler Marketing*

Lunch 12:00 noon

##### **Technical Analysis of Grain Markets**

- Alan Brugler

##### **Real World Charting**

- Alan Brugler

Adjourn 5:00 pm

#### Thursday, February 2

Session Begins 8:00 am

##### **Five Common Mistakes in Marketing**

- Edward Usset

##### **Minnesota Climate Trends**

- Dr. Mark Seeley  
*University of Minnesota Climatologist*

Lunch 12:00 noon

##### **Marketing Plan Development**

- Edward Usset

Adjourn 4:00 pm

### Session 3

#### Wednesday, February 15

Session Begins 10:00 am

##### **Climate Trends and Impacts**

- Dr. Elwynn Taylor  
*Iowa State University Climatologist*

Lunch 12:00 noon

##### **Cost of Production & FINBIN Analysis**

- Robert Craven  
*Director, Center for Farm Financial Management*

##### **Let the Games Begin!**

##### **Execute a Pre-Harvest Marketing Plan**

- Edward Usset & Robert Craven

Adjourn 5:00 pm

#### Thursday, February 16

Session Begins 8:00 am

##### **Execute a Post-Harvest Marketing Plan**

- Edward Usset & Robert Craven

Wrap-up and Adjourn 11:00 am - Noon

