8:00 a.m. | **REGISTRATION OPEN**

9:00 a.m. | **WELCOME** – Pam Jahnke, Mid-West Farm Report

**KEYNOTE** – Tom Arnold, Arnold’s Farm, Elizabeth, IL: Three Decades of Resiliency and Innovation

10:00 – 11:50 a.m. | **BREAKOUT SESSIONS** | Trade show and curbside consultations also available at this time.

### SPEED SESSIONS

| 10:00–10:20 | Dairy Composting  
| John Rosenow, COWSMO | Income from your Woods-Maple Syrup  
| Andy Rowe, Many Maples Sugar Bush | Grant Opportunities  
| Overview  
| Diane Mayerfeld, Sustainable Agriculture Coordinator, UW-Extension |

| 10:30–10:50 | Value Added Product: Dairy Focus  
| Ron Henningfeld, Hill Valley Dairy | Income from your Woods-Timber Harvesting/Logging  
| Andy Rowe, Rowe’s Forest Products | Identifying the Unique Strengths of Your Farm  
| Tera Johnson, Food Finance Institute |

| 11:00–11:20 | Organic and Conventional Crops: Finding your Mix  
| Megan Wallendal, Wallendal Farms | Agritourism  
| Kyle Vesperman, Vesperman Farms | FSA Programs  
| Nicole Allison, FSA |

| 11:30–11:50 | Grant Opportunities with Compeer Financial  
| Karen Schieler and Melanie Olson | Agritourism  
| Farm Stays Dan Wegmeuller, Wegmeuller Farm | Leasing your Land  
| Paul Dietmann, Compeer Financial |

12:00 p.m. | **LUNCH**

1:00 – 2:50 p.m. | **BREAKOUT SESSIONS** | Trade show and curbside consultations also available at this time.

### SPEED SESSIONS

| 1:00–1:20 | Dairy Retail vs. Farmgate Price  
| Norm Monsen, WIDATCP | Financials & Marketing: What about Hemp?  
| Leah Sandler, Michael Fields Agricultural Institute | Legal Track: Business Structure  
| Rachel Armstrong, Farm Commons |

| 1:30–1:50 | Developing your Farm Product Brand  
| Jenni Gavin, Gavin Farms & Compeer Financial | Cooperatives 101: How to Get Started  
| Kelly Maynard, Center for Cooperatives | Legal Track: Insurance and Liability  
| Rachel Armstrong, Farm Commons |

| 2:00–2:20 | Conservation Method: Prairie Strips  
| Charles Hammer, Hammer & Kavazanjian Farms; Craig Ficenec, Sand County Foundation | Community Supported Agriculture (CSA)  
| Kate Rowe, Burr Oak Gardens | Legal Track: Human Resource Management  
| Rachel Armstrong, Farm Commons |

| 2:30–2:50 | Specialty Grains and Value Added Processing  
| Gilbert Williams, Lonesome Stone Milling | Transitioning Industries: Dairy to Wine  
| David Danzinger, Danzinger Winery | Legal Track: Partnering with Another Enterprise or Person  
| Rachel Armstrong, Farm Commons |

### INTENSIVE SESSIONS

| 10:00–10:20 | Farm Financials  
| Paul Dietmann, Compeer Financial |

| 10:30–10:50 | Direct Marketing 101  
| Lois Federman, Something Special from Wisconsin™, WI Department of Agriculture, Trade and Consumer Protection |

| 11:00–11:20 | FSA Programs  
| Nicole Allison, FSA |

| 11:30–11:50 | Leasing your Land  
| Paul Dietmann, Compeer Financial |

3:00 p.m. | **RESILIENCY WRAP UP** – Hear from a panel of farmers and industry representatives on how to move your ideas from today into evaluation and action over the next 90 days.

4:00 p.m. | **CONFERENCE ENDS** – See you next year!