

To register, complete the information below and return by mail to:

PDO  
c/o Carol Anne Pinkney  
62 Thomas Blvd.  
Elora, ON  
N0B 1S0

Or fax: (519) 846-2016 with credit card payment.

Name \_\_\_\_\_

Age  35-40  40-45  45-50  50+

Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Email: \_\_\_\_\_

**If paying by Visa or Mastercard, please provide**

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

Expiry date (Month and Year) \_\_\_\_\_

Signature \_\_\_\_\_

**Registration cost per person** (includes 2 nights accomodation, meals and course material)

Workshop Course ..... \$450.00

HST 13%.....\$58.50

**Total** ..... \$508.50

Single Room Supplement (Add \$120) ..... \_\_\_\_\_

**Grand Total**..... \_\_\_\_\_

If paying by cheque, please make payable to **Progressive Dairy Operators**.



Progressive Dairy Operators, with support from CIBC and Eastgen, are pleased to announce their 2012 Advanced Business Management Workshop.

This advanced business workshop is geared to dairy farmers aged 35 and over, who wish to learn more about debt management, developing and utilizing proper detailed business plans, human resource management, and the art of negotiation and investing profits in non-farm ventures.

**Wednesday March 21 – Friday March 23, 2012**

Nottawasaga Inn, Alliston, Ontario

*Class size is limited to 26 participants, so register soon!*



This project is funded in part through the Agricultural Management Institute (AMI). The AMI is part of the Best Practices Suite of programs for Growing Forward, a federal-provincial-territorial initiative.

## Wednesday March 21

12:00 Registration

- 1:00 **Debt Management:** Elco Deboer, Manager of Commercial & Agriculture Banking for CIBC
- Theory of debt management and using debt as a tool
  - What are the parameters for identifying potential debt problems?
  - Dealing with lenders - what do they want to see and how to approach them effectively
  - Various options for sourcing money
  - Maximizing utilization of capital investments
  - Maintaining the balance between capital investment, renting, custom work, and labor costs
  - Partial budgeting

6:00 Supper

7:00 **Panel Discussion: "If I Had a Million Dollars"**

Erica Kiestra, Kie Farms: **Investing in another Dairy**  
Jan Mulder, Ringia Farms: **Investing in Real Estate**  
Marietta Snetsinger, Ascend Franchise Solutions: **Buying into a Franchise**

## Thursday March 22

7:00 Breakfast

- 8:00 **Human Resource Management:** Harry Cogill (formerly with the Fortune Group)
- Understanding different personality types and how to deal with them
  - Procedures for effective advertising, interviewing, and hiring
  - Procedures to maximize performance reviews
  - Conflict resolution
  - Effective methods to provide encouragements, incentives, and rewards to staff and family
  - Understanding the roles of owner, manager, employee, and how to stay within defined roles
  - Training and coaching to develop the expertise of staff
  - Understanding how and when to be hands-off and let them work while you manage
  - The best way to deal with termination issues
  - Dealing with health, safety and accident prevention

12:00 Lunch

1:00 **Learning the Art of Negotiation:** Harry Cogill

- What is the process and goals and expectations of each party?
- What are the factors to be evaluated in the process?
- Developing your listening and communication skills
- What else should be involved other than financial?
- What is considered "success" in negotiation?
- Discussion and learning the most effective negotiation techniques
- Roleplay practicing these techniques

6:00 Supper

## Friday March 23

7:00 Breakfast

- 8:00 **Effective Succession Planning:** Len Davies, Davies Legacy Planning Group Inc.
- What are the basics we need to know before starting?
  - When should we start the planning process?
  - How do we protect assets and still pass on the business?
  - How do we train and pass on the management ability?
  - How to deal with the lack of communication issues between family members
  - How to discuss the 'undiscussable'
  - Understanding the goals and needs of each party
  - What are the first steps?
  - What are the next steps?

12:00 Lunch and Adjournment

*This is meant to be a workshop style course with a limited number of participants to allow ample discussion. There will be opportunity to practice the techniques we will be learning. If you are thinking of attending, plan to participate in the discussion, projects and roleplaying to get the maximum from the course.*

