

# AgBiz Masters

A Learning Series for Young & Beginning Farmers

Funding Partner:



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**Dairy** EXCELLENCE

## Manage your business for the future.

Enroll in AgBiz Masters and acquire skills to help you make smart business decisions!  
The next class will be held November 2011 - March 2012.



*"When I first entered into the family operation, I had very limited business background. Joining AgBiz Masters has helped to give me a lot of essentials for business and financial management. What I've learned is helping me make decisions for the future of our business and includes focusing on continued diversification, as well as new ways to sell and market our products."*

Sidney Kuhn, Ortanna, Pa.  
AgBiz Masters graduate



*"To position our farm enterprise for success in the future, I am investing more of my time in developing my financial and business management skills. AgBiz Masters has been a valuable tool to improve these skills."*

Brooks Rynd, Cochranon, Pa.  
AgBiz Masters graduate

### What is AgBiz Masters?

AgBiz Masters is an interactive, educational learning series designed specifically for young and beginning farmers interested in honing their business and financial management skills. The program takes a blended learning approach where participants complete on-demand, eLearning modules and activities, coupled with face-to-face regional seminars that are led by industry experts. Couples and business partners are encouraged to enroll in the program together to gain the most value from the program.

### What does AgBiz Masters entail?

AgBiz Masters is a two-year series where you enroll in one year of the program at a time.

Topics covered in year one include:

- ▶ Megatrends of Agriculture
- ▶ Strategic Business Planning
- ▶ Preparing for Your Lender
- ▶ Constructing a Balance Sheet
- ▶ Constructing an Income Statement and Cash Flow Projection

Topics covered in year two include:

- ▶ Understanding Lending Decisions
- ▶ Farm Business Management Factors and Benchmarks
- ▶ Growth and Transition Management
- ▶ Personal Financial Management
- ▶ Communications, Ethics and Leadership

The interactive online modules take approximately one hour each to complete. In addition to the modules, you will participate in online discussion forums and exams, as well as complete assignments. Two face-to-face workshops are held each year to supplement the online learning and allow discussions and feedback among participants and facilitators. Workshops are held in 10-12 locations across Pennsylvania and neighboring states, and speakers present through videoconference technology.

### Why should you participate in AgBiz Masters?

AgBiz Masters is a new approach to meeting the unique needs of today's young and beginning farmers. Since all of the modules are available online, you can access the materials via the web at your convenience. Regional seminars offer additional learning opportunities from peers in the program as well as industry representatives. Participants who successfully complete both years of the course will receive a certificate of completion.

**If you're looking for a hands-on educational program that tackles the questions and challenges you have about managing your agricultural business, AgBiz Masters is your answer.** The time spent in the program and information learned will provide an invaluable return on your investment, securing a stronger future for your business.

[More details](#)

## When does AgBiz Masters begin?

The next class of AgBiz Masters will be held November 2011 through March 2012. The deadline to register is **October 31, 2011**. After submitting your registration and payment, you will receive a username and password to access online modules available through Farm Credit University. A kick off meeting will be held with all participants in November to provide an overview for the program and timeline for the five-module series and regional meetings.

## How much does AgBiz Masters cost?

The registration fee for one year of AgBiz Masters is **\$225** and must be received prior to the October 31 deadline. This fee is an incredible value for a program valued at \$375! Please note that your \$225 fee covers one or two people per registration per year. You may be eligible for scholarships and/or sponsorships to help cover the registration cost. For more information on what scholarships or sponsorships you may qualify for, please visit [www.AgBizMasters.com](http://www.AgBizMasters.com).

All scholarships and sponsorships will be paid as reimbursements following successful completion of the program in March 2012, so please pay the full \$225 up front. You are encouraged to seek your own additional sponsorships to help defray costs.

## What if you don't have high speed internet at your home or business?

Internet access and in particular, high speed internet access, is necessary to view the online modules. However, young and beginning farmers without this capability at their homes or businesses shouldn't be discouraged to participate because of this reason. Many local libraries offer free internet access. Furthermore, several program supporters have offered to allow participants to use computers with high speed internet access at local offices. *Please contact Raechel Sattazahn at 800-349-3568 ext. 6016 or [rsattazahn@agchoice.com](mailto:rsattazahn@agchoice.com) if you are interested in the program but do not have access to high speed internet.*

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## Registration details:

Simply follow the two easy steps below to register for AgBiz Masters:

1. Complete the AgBiz Masters registration form or register online at [www.AgBizMasters.com](http://www.AgBizMasters.com).
2. Submit your registration and \$225 payment (made payable to AgChoice Farm Credit) to:

Raechel K. Sattazahn  
900 Bent Creek Blvd  
Mechanicsburg, PA 17050  
717-796-9830 (fax)  
[rsattazahn@agchoice.com](mailto:rsattazahn@agchoice.com)

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To learn more about this program or to request a registration form, please contact Raechel Sattazahn at 800-349-3568 ext. 6016 or [rsattazahn@agchoice.com](mailto:rsattazahn@agchoice.com).

## Program Partners



To view a complete list of AgBiz Masters supporters, please visit:

[www.AgBizMasters.com](http://www.AgBizMasters.com)

