EXECUTIVE MARKETING: DEVELOPING A MARKETING PLAN

FACULTY
The faculty includes Scott Mickey, Clemson University; Dr. Dave Kohl, Virginia Tech; and Jeff Beal of the Gulke Group.

Mickey helps farmers understand the tools available to manage risk – crop insurance, government programs, supply and demand trends, market trends and production costs.

Kohl Corn and Soybean Digest’s Trends Editor is an ag economist specializing in business management and ag finance. He is a Professor Emeritus at Virginia Tech, but continues to conduct applied research and travel extensively in the U.S. and Canada, teaching ag and banking seminars and speaking to producer and agribusiness groups.

Beal is a market analyst frequently heard on Al Pell’s Weekend Market place. He will lead the discussions on market fundamentals and price risk management using futures and options.

MARKET SIMULATION
This is your chance to test your marketing skills without risking any $$$.
Try alternative crop insurance products or different marketing tools and see if they can help you manage the risk in your business!
Practice your new marketing strategies!

SCHEDULE
Date of Seminar Jan 4-6, 2017
Pick-up folder at registration desk – Litchfield Beach & Golf Resort

Tentative Schedule
January 4  1:00 pm – 5:00 pm
January 4  Reception  6:30 pm
January 5  8:00 am – 7:30 pm
January 6  8:00 am – 2:00 pm

MEETING PLACE
Executive Marketing will be held at the Litchfield Beach & Golf Resort, just twenty miles south of Myrtle Beach, South Carolina on Highway 17. The resort boasts three championship golf clubs, a racquet club, and a health club.

Participants can stay at the Litchfield’s Summerhouse or the Bridgewater. The Summerhouse has suites for $74 a night. The Summerhouse is adjacent to the conference center. The Bridgewater offers ocean front suites (20 minute walk to conference center. Call the resort (800-344-0982) for lodging reservations.

REGISTRATION
Enrollment is limited to 35 students. This allows maximum contact between participants and the instructors. **Please register by Friday, December 16, 2016.** Because of the class limitation, participants will be accepted on a first-come, first served basis.

For additional information, contact:
Pat McDaniel
Clemson Extension
Phone: 803 773-5561
Fax: 800 881-7518
Email: pmcdarri@clemson.edu

or
Scott Mickey
Post Office Box 237
Sumter, SC 29151
Email: smickey@clemson.edu

TUITION
Tuition is $599 per student ($525 early bird registration before December 12, 2016). The fee covers all instructional materials, the welcome reception, breakfast, lunch, and breaks each day. Additional members of the farming operation join the group for only $275.

Participants receive free access to GrainBridge to monitor marketing plans throughout the year.

JANUARY 4-6, 2017 -- LITCHFIELD BEACH & GOLF RESORT
Executive Marketing: Developing a Marketing Plan is for farm operators who want to capture profitable prices for their commodities. During the seminar, participants receive training in commodity market analysis, components of a marketing plan and the mechanics of developing a marketing plan.

The seminar provides over 16 hours of hands-on instruction, including problem solving and case studies. Participants will write a 2017 marketing plan for their business based on their operation’s cost of production and profit requirements. Read what past year’s participants had to say about Executive Marketing:

“Good Program. Helps me plan my whole year!”

“The meeting was more helpful than I imagined it could be!”

“Thanks for helping me learn. The “game” was so helpful.”

SEMINAR TOPICS

⇒ Dave Kohl: Mega Forces of Agriculture
Alternative Energy, Land Values, Interest Rates, Global Markets & much more!

⇒ Dave Kohl: Positioning Your Business for Ag’ Next Decade
Weakest Links of the Strongest Producers
Building a Financial Storm Fortress

⇒ Target Price Analysis
Assessing financial condition of the business
Reviewing goals & objectives

⇒ Fundamental Analysis
Market outlook/expectations
Using Supply/Demand estimates

⇒ Risk Assessment & Management

⇒ Understanding Futures Charts
Technical signals to watch
What do the “Funds” see?

⇒ Using Options to manage risk

⇒ Marketing Simulation Game

⇒ Short Term Price Outlooks