



SOUTHERN
EXTENSION
RISK MANAGEMENT
EDUCATION

Final Report

2010 Competitive Grant Program

Management Conferences for Oklahoma Women in Agriculture

Project Number: 10878

Funded Amount: \$41,550

Submission Date: Pending

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Project Overview

This project further developed and expanded the offerings of risk management education programs targeted to women in agriculture. Building on the success of several local Annie's Projects and women in agriculture conferences, a statewide conference along with eleven regional conferences were held. The conferences featured keynote speakers and concurrent sessions on topics ranging from contracts and leases, to agritourism, to insurance products, to communications, and record-keeping. Concurrent sessions allowed participants to select topics to meet their business and personal needs. A new website was developed on which events are listed, registration materials are posted and speaker materials are made available: okwomeninagandsmallbusiness.com . This website enables women statewide and in nearby states to plan to take advantage of upcoming nearby events. In addition, participants plus others can access materials from past conferences. Ongoing networking among participants through FaceBook was also initiated.

Number of Participants

Number of Participants:

593

Results

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
1	Participants will be better prepared to evaluate risks in legal documents	Contracts and leases	Understand	At conferences	300	362	Written Evaluation
2	Participants will be better prepared to make decisions about agritourism development potential for their business.	Agri-tourism	Understand	At conferences	200	207	Written Evaluation
3	Participants will be better informed about insurance alternatives and able to make choices that fit their business or personal situation.	Insurance products	Understand	At conferences	200	166	Written Evaluation
4	Participants will learn from producers about successful alternative enterprises.	Product and enterprise diversification	Understand	At conferences	200	371	Written Evaluation
5	Participants will improve their understanding of agricultural markets and appropriate product marketing strategies.	Marketing plans and strategies	Understand	At conferences	400	323	Written Evaluation
6	Participants will become familiar with wind and other alternative energy sources.	Alternative energy investments	Understand	At conferences	100	115	Written Evaluation
7	Participants will be better prepared to make decisions about business entity choices and estate planning.	Personal and business liability	Understand	At conferences	400	367	Written Evaluation
8	Participants will better understand sources of stress and means of coping.	Health, stress, and well being	Understand	At conferences	400	282	Written Evaluation
9	Participants will gain insights on how to improve family communications.	Interpersonal, family and business relationships	Understand	At conferences	200	183	Written Evaluation
10	Participants will	Transition	Understand	At	200	298	Written

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
	increase awareness of the human, legal and financial issues that must be addressed for successful transition and estate plans.	and estate planning		conferences			Evaluation
11	Participants will gain new ideas for improving record-keeping skills.	Financial records and analysis	Understand	At conferences	100	113	Written Evaluation
12	Participants will review and update legal documents where needed.	Contracts and leases	Analyze	6 months after conference	60	29	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
13	Participants will make a decision about whether or not further commit to an alternative enterprise.	Agri-tourism	Analyze	6 months after conference participation	60	9	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
14	Participants will confirm that they are making the appropriate insurance choices.	Insurance products	Implement	6 months after conference	60	16	Results based on the Statewide Conference

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
							nce and one local conference. Others not yet verified due to late date of many conferences
15	Participants will make a decision about whether or not to further commit resources to an alternative enterprise.	Product and enterprise diversification	Decide	6 months after conference	60	13	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
16	Participants will become more involved in marketing decisions.	Marketing plans and strategies	Analyze	6 months after conference	150	23	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
17	Participants will make informed decisions about signing wind leases, investing in on-	Alternative energy investments	Analyze	6 months after conference	40	9	Results based on the Statewide

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
	farm or community energy sources.			nce			de Conference and one local conference. Others not yet verified due to late date of many conferences
18	Participants will have affirmed their business entity choice and estate plans or begun making necessary changes	Personal and business liability	Analyze	6 months after conference	150	25	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
19	Participants will adopt new personal habits to relieve stress.	Health, stress, and well being	Implement	6 months after conference	150	20	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
20	Participants will	Interpersonal,	Implement	6	60	23	Results

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
	implement one or more new communication strategies within their business or family unit.	family and business relationships		months after conference			based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
21	Participants will have further developed plans for a farm transition and/or estate plan.	Transition and estate planning	Develop	6 months after conference	60	15	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences
22	Participants will make a change(s) in record-keeping and analysis.	Financial records and analysis	Implement	6 months after conference	80	17	Results based on the Statewide Conference and one local conference. Others not yet verified due to late date of many conferences

	Proposed Result	Topic	Producer action	When measured	Estimated number	Actual number	How verified
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Project Steps

	What project team does	What participants do	Done?	Actual number of participants	When Completed
1	Project team will meet to discuss site, time frame, workshop content/format/speakers and marketing plans for statewide conference.	Several potential participants are invited to work with the team in planning workshops.	√	12	July 2010
2	Project team finalizes publicity plans for statewide conference (brochure, news releases, e-mails, direct mails, website, FaceBook posting, etc.)		√	12	July 2010
3	Team hires part-time program assistant		√	1	October 2010
4	Team members and collaborators responsible for planning and hosting local events form their planning committees, schedule facilities, develop agenda and promotional materials, etc.		√	3	December 2011
5	Team communicates with others involved in planning and hosting educational events for women in agriculture to identify opportunities for collaboration plus compile and catalog materials on a website.		√	3	December 2011
6	Team develops a brochure that catalogs local educational resources on risk management topics presented at the conferences and references the National Ag Risk Library plus develops promotional items for the women in ag conference website.		√	1	January 2011
7	Conference held in northcentral Oklahoma (Tallgrass Prairie)	Attend conference	√	32	August 2010
8	Statewide two day conference is held.	Attend conference	√	153	October 2010
9		Attend conference	√	32	December 2010

	What project team does	What participants do	Done?	Actual number of participants	When Completed
	Conference held in southwest Oklahoma (Tillman County)				
10	Conference held in north central Oklahoma (Garfield county)	Attend conference	√	50	January 2011
11	Conference held in Oklahoma panhandle (Texas county)	Attend conference	√	40	January 2011
12	Conference in southwest OK (Grady County)	Attend conference.	√	13	June 2011
13	Workshops held in conjunction with Oklahoma Cattlewomen's Association annual meeting	Attend workshops	√	39	July 2011
14	Conference held in northeast Oklahoma (Wagoner County)	Attend conference	√	37	September 2011
15	Conference held in western Oklahoma (Dewey County)	Attend conference	√	46	September 2011
16	Conference held in northwest Oklahoma (Blaine, Major, & Woods Counties)	Attend conference	√	26	October 2011
17	Conference held in southcentral OK (Ardmore)	Attend conference	√	25	November 2011
18	Conference held in southwest OK (Caddo/Kiowa Counties).	Attend conference.	√	100	November 2011
19	Conduct evaluations at conferences	Complete evaluations	√	12	at conferences
20	Post-conference surveys will be mailed approximately 6 months after each conference to participants to gather information on post-conference results.	Complete and return survey.	√	5	6 months after conference
21	Requests for follow-up training will be assessed to determine where, when, and what kind of sessions might be needed.	Indicate needs in post-conference survey.	√	12	ongoing
22	Team will collect PPTs and other speaker resources to be posted on the website to		√	44	ongoing

	What project team does	What participants do	Done?	Actual number of participants	When Completed
	ensure that they are widely accessible and maintain a FaceBook presence to ensure ongoing communication with participants.				

Promotional Materials

[Statewide Conference Registration Brochure](#)

[Statewide conference banner](#)

[Statewide conference initial news release](#)

[Statewide conference save-the-date card](#)

[OK Women in agriculture and small business conference website](#)

[OK Women in agriculture and small business conference website](#)

[Tallgrass Women in Ag Conference Registration Brochure](#)

[Tillman County Women in Agriculture and Small Business Registration Brochure](#)

[Northwest OK Women in Ag Conference Registration Brochure](#)

[Texas County Women in Ag Conference Registration Brochure](#)

[Grady County Women in Ag Conference Flier](#)

[Oklahoma CattleWomen Conference Brochure](#)

[Wagoner County Women in Ag Bus Tour Registration Brochure](#)

[Dewey County Women in Ag & Small Business Conference Flyer](#)

[Northwest Oklahoma Women in Ag Conference \(Blaine, Major, & Woods Counties\)](#)

[South Central Women in Ag Conference](#)

[‘Empowering Today’s Woman’ - Caddo County Women in Ag Conference](#)

Educational Materials

[Oklahoma Women in Ag and Small Business Conference Website](#)

[The Ag Risk Education Library Quick Guide](#)

Evaluations and Reports

Tallgrass Women in Ag Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/df173ba3-7612-4e65-a0b1-8434ea9d7acf.pdf>

Comment: Summary of evaluations from the Tallgrass Women in Ag Conference

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Tillman County Women in Ag & Small Business Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/d81d8c16-19fd-42aa-b444-f4b50e79d78f.pdf>

Comment: Summary of evaluations from the Tillman County Women in Agriculture and Small Business Conference.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Oklahoma Women in Agriculture and Small Business Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/7cafbcdf-dc55-4b96-9d59-bcad989aec57.doc>

Comment: Oklahoma's Statewide Women in Agriculture and Small Business Conference was held October 14-15th at the Moore Norman Technology Center in Oklahoma City. The conference summary includes an insight to the sessions offered, conference presenters, and highlights from the keynote speakers.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Oklahoma Women in Agriculture and Small Business Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/8ad734d9-222c-4dcf-97c0-0feffdc97c84.pdf>

Comment: Summary of evaluations from Oklahoma's Statewide Women in Agriculture and Small Business Conference. The conference was held October 14-15, 2010, in Oklahoma City, OK.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Tillman County Women in Ag & Small Business Conference Summary.

<http://rvs.umn.edu/Uploads/EvaluationsReports/3a20acbd-3fda-4a3e-8173-f210b81a1e92.doc>

Comment: The Tillman County Women in Agriculture and Small Business Conference was held December 3, 2010, in Frederick, Oklahoma. The conference summary includes an insight to the sessions offered, conference presenters, and evaluation results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Northwest Oklahoma Women in Agriculture and Small Business Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/13397004-52ff-4e25-8008-ee3d1a0f61a4.pdf>

Comment: Summary of evaluations from the Northwest Oklahoma (NWOK) Women in Agriculture and Small Business Conference. The event was held Saturday, January 8, 2011 in Enid, OK.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

5-State Women in Ag Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/78b4c78e-329f-42b2-ac09-bb607ec0fc5b.pdf>

Comment: Evaluation summary of the 5-State Women in Ag and Small Business Conference. The event was held Saturday, January 29, 2011 in Guymon, OK. Due to the location of the conference - Oklahoma Panhandle - the conference included attendees from Oklahoma, Texas, New Mexico, Kansas, and Colorado.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Northwest Oklahoma Women in Ag and Small Business Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/afbece66-dbaf-4b93-badc-d8271707fc5e.doc>

Comment: The Northwest Oklahoma Women in Ag and Small Business Conference was held Saturday, January 8, 2011 in Enid, OK. The conference summary includes information about the sessions offered, risk management topics addressed, and an overview of the keynote speaker.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

5-State Women in Ag and Small Business Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/e11027d4-7190-4079-afee-1b50173e169b.doc>

Comment: The 5-State Women in Ag and Small Business Conference was held Saturday, January 29, 2011, in Guymon, OK. The conference summary includes an overview of the sessions offered, risk management topics addressed, and general information about the conference speakers.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Grady County Women in Ag Conference Evaluation

<http://rvs.umn.edu/Uploads/EvaluationsReports/5b508efb-1ffe-40af-b56f-25763952a4d8.pdf>

Comment: Summary of evaluations from the Grady County Women in Ag Conference

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Dewey County Women in Ag Conference Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/43296d08-1992-4e28-bc77-7cdd8723edc9.pdf>

Comment: Evaluation summary for Dewey County Women in Ag Conference.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Dewey County Women in Ag Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/48bc7a93-e9fb-4377-b52d-8e9f2ab4b510.pdf>

Comment: Summary of th Dewey County Women in Ag Conference. Complete with speaker and evaluation highlights.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Wagoner County Women in Ag Conference Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/37dde52c-6a79-4996-b147-90e4039574da.pdf>

Comment: Wagoner County Women in Ag Conference evaluation. Complete with evaluation questions and results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Wagoner County Women in Ag Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/af1ba586-a2fd-4530-a1cc-c0ae0c681734.pdf>

Comment: Wagoner County Women in Ag Conference summary that highlights the one-day bus tour event. Complete with conference highlights and brief overview of evaluation marks.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Oklahoma Cattlewomen Conference Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/6870159d-e6a8-48f4-a1e0-4ed6e99d7dcf.pdf>

Comment: Oklahoma Cattle Women Conference evaluation summary, complete with risk management questions asked and results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Northwest Oklahoma Women in Ag Conference (Blaine, Major, & Woods Counties) Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/3fbe00bb-0e6c-4e5a-aca9-a6e4df38b8c9.pdf>

Comment: Northwest Oklahoma Women in Ag Conference evaluation summary; complete with risk management assessment questions and results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Northwest Oklahoma Women in Ag Conference Summary (Blaine, Major, & Woods Counties)

<http://rvs.umn.edu/Uploads/EvaluationsReports/f515821b-eb8b-4559-ac0b-8821c2da3cd3.pdf>

Comment: Northwest Oklahoma Women in Ag Conference summary; complete with conference and evaluation highlights.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Caddo County Women in Ag Conference Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/9ffcfc9a-3a7a-4c9a-ba07-9821d7690245.pdf>

Comment: Caddo County Women in Ag Conference Evaluation summary; complete with risk management assessment questions asked and results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

Caddo County Women in Ag Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/0334e31a-47cd-4319-8492-043acffe0ffc.pdf>

Comment: Caddo County Women in Ag Conference summary; complete with conference and evaluation highlights.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

South Central Women in Ag Conference Evaluation Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/MissingUpload.aspx>

Comment: South Central Women in Ag Conference Evaluation Summary; complete with risk management assessment questions asked and results.

Date of Evaluation/Report:

This Evaluation/Report is not viewable to the public.

South Central Women in Ag Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/89f1bd54-0fbb-4668-8f0d-2da93c1e4ac8.pdf>

Comment: Brief conference summary of the one-day event that includes the total number of participants and their response to the first year conference.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Oklahoma Cattlewomen Conference Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/MissingUpload.aspx>

Comment: Conference summary of the multiple day event that includes breakout session highlights and keynote speakers.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Management Conferences for Oklahoma Women in Agriculture Project Summary

<http://rvs.umn.edu/Uploads/EvaluationsReports/d28d46d3-6af2-48eb-8273-89d9824db2fc.pdf>

Comment: The document, Management Conferences for Oklahoma Women in Agriculture, is a report that includes summarized information from the 11 local conferences and Statewide Conferences. The summaries include how the participants were educated to manage risk successfully for the family, farm and/or business. The summaries include an overview about the sessions offered, which ranged from alternative enterprises to personal stress to business planning.

Date of Evaluation/Report:

This Evaluation/Report is available to the public.

Project Comments

Describe any unexpected results of the project:

Many evaluations showed positive remarks. Two of the Statewide Conference 6 month follow-up surveys reported a more than \$6000 economic benefit from changes made in their farming operation as a result of the conference. Similarly, a local conference evaluation summary showed eight participants marked the estimated economic benefit to their operation from the changes made as a result of the conference were \$1000 or more. While it is not unexpected to anticipate participants to report economic gain to their farming operation, we were pleasantly surprised at the nearly 10% report of \$1000 or more.

The project had difficulties in documenting expected results because many conferences were held at much later dates than originally planned and return rates for 6-month follow-up evaluations were lower than expected. Specifically, of the 12 conferences, more than half of the conferences were held in the summer and fall of 2011. Therefore, 6-month follow-up evaluations for the most recent events have not been mailed to conference participants. However, evaluations were mailed to participants from conferences held earlier where mailing lists were made available. These two factors led to relatively low statistics for results that will happen after the conference. Additional follow-up later would increase statistics significance.

How would you improve this project if you were to do it again?

More effective methods to ensure returned evaluations, both at the conclusion of a conference and 6 month follow-up, would be helpful. An effective method may come in an example from a local conference. The conference had the participants write anonymous numbers at the top and then the evaluations were submitted and drawn for door prizes, determining the winner using the number written by that specific participant. This was an effective method to encourage participants to return their evaluations for door prize eligibility. Regarding 6-month follow up evaluations, discussions among planning members have included follow-up mailings, sending the evaluations to the participants in an email where addresses are available, and/or including a link for online submissions.

What were the keys to success for your participants?

The keys to success for participants included highly knowledgeable and engaging keynote speakers and breakout presenters. Also, participants are encouraged by the opportunity to network and engage with other women in ag and small business. Many participants have written on their evaluations that they appreciate the time to collaborate with others and to learn more about other participants' farm, ranch, or small businesses.

An example of key to success for a participant through engaging and knowledgeable speakers is a comment written by a participant from the Dewey County Women in Ag Conference that explains how s/he plans to use the information received from the conference. The participant wrote, "To make better and more informed decisions regarding leasing, record keeping and programs available. I learned a lot and also had some decisions re-enforced through the information given, which gave me confidence for the future."

Individual stories / Examples of success / Quotes

All conferences, local and Statewide, hand out evaluation forms at the end of the conference that ask participants a series of questions, which seek to measure the value of the information gained. For example, the questions range from asking what aspect of the conference the participant found most valuable, to how the participant plans to use the information they received from the conference. In addition, evaluation forms have a question that asks the participants to estimate the economic benefit from the changes they will make as a result of the conference. For example, the ranges include \$100-200, \$201-300, etc. to \$1000 plus. Caddo County Women in Ag conference evaluation showed an encouraging response with eight participants marking the economic value of \$1000 plus. In all, approximately 20% of all conference participants indicated a significant economic benefit from the changes they plan to make in their operation.

Additional stories and examples of success can be found in the comments made by participants. For example, from the Northwest Oklahoma Women in Agriculture Conference held in Fairview on October 25, 2011, a participant listed 'The value of networking and promoting the good of agriculture' was the aspect of the conference s/he enjoyed the most. An evaluation question from the Oklahoma Cattle Women Conference held July 28-30, 2011 in Midwest City asked, 'I am more aware of the issues that must be addressed for truthful promotion of our industry'. The question received an agreement rate of 100%. Today, agricultural producers must manage a wide variety of risks, including preparing themselves with the correct terminology and descriptions of their operation to effectively communicate with people outside the industry.

Multiple participants from the Dewey County Women in Ag and Small Business Conference held September 27th in Taloga said they plan to use the record keeping information to 'to get their files in better order and papers in better shape.' Specifically, a participant commented s/he planned to use the information received from the conference to use more detailed QuickBooks. Due to a positive response from the managing records breakout session at the Fairview conference, a QuickBooks workshop was held in a follow-up meeting and a Quicken workshop is planned. Overall, financial management was a popular breakout session at many conferences. A participant commented s/he plans to 'Use the information gained to help make financial decisions'. Participants are gaining a wide variety of risk management concepts and tools to help successfully manage their family, farm, ranch, and/or small business.

Leveraged Resources

ERME grant funds allocated:	41,550
ERME grant funds expended:	33,050
Other funds used for the project:	0
Non cash resources:	0

Delivery Area

This project was delivered in Oklahoma.