

Small Farm Leadership 360 Initiative

Module 4, Feb. 21 – 22, 2023

**Bob Martin Eastern North Carolina Agriculture Center
2900 NC-125, Williamston, NC 27892**

Presented by:

Cooperative Extension at North Carolina A&T State University
College of Agriculture and Environmental Science

Day 1, Tuesday, Feb. 21

9:45 a.m. - 10 a.m.

Welcome

10 a.m. - 10:30 a.m.

Opening Remarks and Roundtable Introductions

Fletcher Barber, Ed.D.

Small Farm Recruiter, Cooperative Extension at N.C. A&T State University

10:30 a.m. - 12:30 p.m.

Managing Your Farm Business

Darrel Tennie, President/CEO, Tennie Group, LLC

Description: This workshop will focus on increasing participants' knowledge and understanding of the most important information needed to start and efficiently manage a business. Discussions will address agriculture taxation, financial statements, payroll, and corporate structures.

12:30 p.m. - 1:15 p.m.

Lunch and Discussion

Description: The speaker will introduce the AG-Aware Training Program to participants and discuss how the program can help small-scale farmers secure credit. Information on how to enroll, the content, and benefits of the training to small farmers will also be discussed.

1:15 p.m. - 3:15 pm

Negotiations: Nuts and Bolts

Annie Buth, Professor, Center on Negotiation, Mediation and Restorative Justice, Northwestern University, Pritzker School of Law

Description: This session will highlight concepts and techniques for becoming a more skilled negotiator. The session will explore strategies for reaching positive outcomes that maximize value. Participants will learn

about preparation, identifying their key interests, and creating and claiming value. They will have the opportunity to practice negotiation and discuss applying the session materials in their lives.

3:15 p.m. - 3:30 p.m.

Break

3:30 p.m. - 4:45 p.m.

Small Farm Small Talk: Practical Information for the Business of Farm

Cynthia Kundson, Area Small Farms Specialist

Cooperative Extension at N. C. A&T State University

Description: This program session will examine the little things that can make a big difference, especially for small farms. The day-to-day practical, often overlooked information that impacts the success of your small farm.

4:45 p.m. - 5 p.m.

Overview of Wednesday Session

Fletcher Barber, Ed.D.

Day 2, Wednesday, Feb. 22

8:30 a.m. - 9 a.m.

Welcome

9 a.m. - 10:15 a.m.

When Worst Comes to Worse: Handling the Typical Farm Emergencies

Crystal Cook Marshall, MST, MFA, Ph.D

Director, AgrAbility Partnership, Agromedicine

Coordinator, Cooperative Extension at N.C. A&T State University

J. Bryan Lake, BS, BSN, RN

Trauma Outreach and ERAC Coordinator

East Carolina Health Medical Center

Description: This session will focus on the most common farm emergencies, how to avoid them, and what to do if they occur. It will also stop the bleed training for program participants.

10:15 - Noon

Growing Your Agribusiness for Success

Karla Ward, Business and Market Development

D' Vine Foods Lu Mil Vineyard, Taylor Manufacturing

Description: This session will focus on wholesale, retail, agritourism and networking in today's competitive marketplace as a small farm business.

Noon - 1:15 p.m.

Luncheon Program

*Speaker: Joel Wiggins, Interim Executive Director,
Center of Excellence, Entrepreneurship, and Innovation
N.C. A&T State University*

Topic: Today's World: What Makes a Successful Entrepreneur

1:15 p.m. - 3:15 p.m.

Fail to Plan, Plan to Fail: Developing Your Successful Farm Plan

*Kenrett Jefferson-Moore, Ph.D., Professor/Chair
Dept. of Agribusiness, Applied Economics and Agriscience
Education, N.C. A&T State University*

Description: This session will provide participants an opportunity to outline a plan for their farming operation. The instructor will discuss the value of planning and its key components. Participants will prepare a statement of purpose or mission and outline goals and activities necessary to operate and manage a successful farm business.

3:15 p.m. - 3:30 p.m.

Closing Comments

Fletcher Barber, Ed.D.