

## Master Marketer Itinerary

Amarillo 2022

Amarillo Research and Extension Center  
Registration Fee--\$350.00

Amarillo, Texas  
online and in-person

Justin Benavidez

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Leveling Workshop  
Tuesday January 25

	9:00 to 10:30	Levelling Workshop	
	10:30 to 10:45	Break	
	10:45 to 12:00	Levelling Workshop, cont.	Welch
	12:00 to 1:00	Lunch, provided	
	1:00 to 2:15	Levelling Workshop, cont.	Welch
	2:15 to 2:30	Break	
	2:30 to 3:45	Levelling Workshop, cont.	Welch
	3:45 to 4:00	Break	
	4:00 to 5:15	Levelling Workshop, cont.	Welch
	5:15 to 7:00	Roundtable discussion (optional, for those who wish to stay)	Welch

Session I  
Wednesday, January 26

	Day 1	9:00 to 9:30	Introduction/Overview/Pre-test		
	ONLINE	9:30 to 10:45	Farm Policy		Emmy Kiphen/Welch Outlaw/Fischer
		10:45 to 11:00	Break		
	ONLINE	11:00 to 12:15	Farm Policy		Outlaw/Fischer
		12:15 to 1:00	Lunch, provided		
		1:00 to 2:15	Developing a Marketing Plan		Ed Usset
		2:15 to 2:30	Break		
		2:30 to 3:45	Developing a Marketing Plan		Ed Usset
		3:45 to 4:00	Break		
		4:00 to 5:15	Developing a Marketing Plan		Ed Usset
		5:15 to 7:00	Roundtable discussion (optional, for those who wish to stay)		Ed Usset

Thursday, January 27

	Day 2	8:00 to 9:15	Budgets and Managing Input Costs		
		9:15 to 9:30	Break		Justin Benavidez
	ONLINE	9:30 to 10:45	Marketing Tools		Welch
		10:45 to 11:00	Break		
	ONLINE	11:00 to 12:15	Marketing Strategies/Working with a Broker		Welch/Donna Hughes
		12:15 to 1:00	Lunch, provided		
		1:00 to 2:15	Commodity Groups		Benavidez/Welch
		2:15 to 2:30	Break		
		2:30 to 3:45	Commodity Groups		Benavidez/Welch
		3:45 to 4:00	Review/Questions/Announcements		Benavidez/Welch

Session II  
Wednesday, February 9

	Day 1	9:00 to 9:30	Welcome/Review		
	ONLINE	9:30 to 10:45	Weather		Benavidez/Welch John Nielsen-Gammon
		10:45 to 11:00	Break		
	ONLINE	11:00 to 12:15	Weather		John Nielsen-Gammon
		12:15 to 1:00	Lunch, provided		
		1:00 to 2:15	Technical Analysis		Alan Brugler
		2:15 to 2:30	Break		
		2:30 to 3:45	Technical Analysis, cont.		Alan Brugler
		3:45 to 4:00	Break		
		4:00 to 5:15	Technical Analysis, cont.		Alan Brugler
		5:15 to 7:00	Roundtable discussion (optional, for those who wish to stay)		Alan Brugler

Thursday, February 10

	Day 2	8:00 to 9:15	Farm Assist		
		9:15 to 9:30	Break		DeDe Jones/Steven Klose
	ONLINE	9:30 to 10:45	Crop Insurance		Steven Klose
		10:45 to 11:00	Break		
	ONLINE	11:00 to 12:15	Crop Insurance		Steven Klose
		12:15 to 1:00	Lunch, provided		
		1:00 to 2:15	Hemp and Other Crops		Calvin Trostle
		2:15 to 2:30	Break		
		2:30 to 3:45	Commodity Groups		Benavidez/Welch
		3:45 to 4:00	Evaluation of Sessions I & II		Emmy Kiphen

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**Session III**

**Wednesday, February 23**

<b>Day 1</b>	9:00 to 9:30	Welcome/Review	
<b>ONLINE</b>	9:30 to 10:45	Grain Fundamentals	Benavidez/Welch
	10:45 to 11:00	Break	Welch
<b>ONLINE</b>	11:00 to 12:15	Cotton Fundamentals	John Robinson
	12:15 to 1:00	Lunch, provided	
	1:00 to 2:15	Trading Simulation Exercise	Robinson/Welch
	2:15 to 2:30	Break	
	2:30 to 3:45	Trading Simulation Exercise	Robinson/Welch
	3:45 to 4:00	Break	
	4:00 to 5:15	Trading Simulation Exercise	Robinson/Welch
	5:15 to 7:00	Roundtable discussion (optional, for those who wish to stay)	Robinson/Welch

**Thursday, February 24**

<b>Day 2</b>	8:00 to 9:15	Financials, Working with a Lender, Interest rates	Justin Benavidez
	9:15 to 9:30	Break	
<b>ONLINE</b>	9:30 to 10:45	Livestock Fundamentals	David Anderson
	10:45 to 11:00	Break	
<b>ONLINE</b>	11:00 to 12:15	Livestock/Forage/Rainfall Insurance Products	Raven Spratt
	12:15 to 1:00	Lunch	
	1:00 to 2:15	Crop Insurance Topics	Raven Spratt
	2:15 to 2:30	Break	
	2:30 to 3:45	Commodity Groups	Benavidez/Welch
	3:45 to 4:00	Questions and Review	Benavidez/Welch

**Session IV**

**Wednesday, March 9**

<b>Day 1</b>	9:00 to 9:30	Welcome/Review	Benavidez/Welch
<b>ONLINE</b>	9:30 to 10:45	Legal Issues	Tiffany Dowell-Lashmet
	10:45 to 11:00	Break	
<b>ONLINE</b>	11:00 to 12:15	Legal Issues	Tiffany Dowell-Lashmet
	12:15 to 1:00	Lunch, provided	
	1:00 to 2:15	Tying it all together	Darrell Holaday
	2:15 to 2:30	Break	
	2:30 to 3:45	Tying it all together	Darrell Holaday
	3:45 to 4:00	Break	
	4:00 to 5:15	Tying it all together	Darrell Holaday
	5:15 to 7:00	Roundtable discussion (optional, for those who wish to stay)	Darrell Holaday

**Thursday, March 10**

<b>Day 2</b>	8:00 to 9:15	Commodity Groups	Benavidez/Welch
	9:15 to 9:30	Break	
<b>ONLINE</b>	9:30 to 10:45	Hire Education	Mel Kleiman
	10:45 to 11:00	Break	
<b>ONLINE</b>	11:00 to 12:00	Hire Education	Mel Kleiman
	12:00 to 1:00	Graduation Lunch	
	1:00 to 3:00	Marketing Plan Presentations	Benavidez/Welch
	3:00 to 3:15	Break	
	3:15 to 4:00	Post-test and Evaluation of Sessions III & IV	Emmy Kiphen