

Master Marketer Itinerary

Lubbock 2019

USDA ARS Auditorium

4th Street and Texas Tech Parkway

Leveling Workshop
Tuesday January 22

9:00 to 10:30	Levelling Workshop	Mark Welch
10:30 to 10:45	Break	
10:45 to 12:15	Levelling Workshop, cont.	Mark Welch
12:15 to 1:00	Lunch, provided	
1:00 to 2:30	Levelling Workshop, cont.	Mark Welch
2:30 to 2:45	Break	
2:45 to 4:00	Levelling Workshop, cont.	Mark Welch

Session I

Wednesday, January 23

Day 1	9:00 to 9:30	Introduction/Overview/Pre-test	Jackie Smith/Welch/Emmy Kiphen
	9:30 to 11:00	Pricing tools/Marketing strategies	Mark Welch
	11:00 to 11:15	Break	
	11:15 to 12:15	Seasonality	Welch
	12:15 to 1:00	Lunch, provided	
	1:00 to 3:00	Budgets with Risk	Samuel Zapata
	3:00 to 3:30	Break	
	3:30 to 5:00	Financials, Working with a Lender, Interest rates	Jason Johnson
	5:00 to 6:30	Dinner, on your own	
evening	6:30 to 8:00	Farm Policy	Joe Outlaw

Thursday January 24

Day 2	8:00 to 10:00	Developing a Marketing Plan	Ed Usset
	10:00 to 10:15	Break	
	10:15 to 12:15	Developing a Marketing Plan	Ed Usset
	12:15 to 1:00	Lunch, provided	
	1:00 to 2:30	Budgets/Breakevens/Commodity Groups	Jackie Smith
	2:30 to 2:45	Break	
	2:45 to 4:00	Budgets/Group Marketing Plans	Jackie Smith

Session II

Wednesday February 6

Day 1	9:00 to 10:15	Weather	Elwynn Taylor
	10:15 to 10:30	Break	
	10:30 to 12:00	Weather	Elwynn Taylor
	12:00 to 12:45	Lunch, provided	
	12:45 to 2:30	Livestock Fundamentals	David Anderson
	2:30 to 2:45	Break	
	2:45 to 3:30	Livestock Insurance Products	Bill Thompson
	3:30 to 4:30	Forage/Rainfall Insurance Products	Bill Thompson
	4:30 to 5:00	Commodity Groups	Jackie Smith
	5:00 to 6:30	Dinner, on your own	
evening	6:30 to 8:00	Crop Insurance	Raven Spratt, Diamond S Insurance

Thursday February 7

Day 2	8:00 to 10:00	Crop Insurance	Art Barnaby
	10:00 to 10:15	Break	
	10:15 to 12:15	Crop Insurance, cont.	Art Barnaby
	12:15 to 1:00	Lunch, provided	
	1:00 to 2:30	Crop Insurance, STAX, SCO	Darren Hudson
	2:30 to 2:45	Break	
	2:45 to 3:45	AFPC Crop Insurance Decision Aid	Steven Klose
	3:45 to 4:00	Evaluation of Sessions I & II	Emmy Williams

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Session III

Wednesday February 20	Day 1	9:00 to 10:30	Technical Analysis	Alan Brugler
		10:30 to 10:45	Break	
		10:45 to 12:15	Technical Analysis, cont.	Alan Brugler
		12:15 to 1:00	Lunch, provided	
		1:00 to 2:45	Technical Analysis, cont.	Alan Brugler
		2:45 to 3:00	Break	
		3:00 to 5:00	Technical Analysis, cont.	Alan Brugler
		5:00 to 6:30	Dinner, on your own	
	evening	6:30 to 8:00	Technical Analysis, cont.	Alan Brugler
Thursday February 21	Day 2	8:00 to 10:30	Tying it all together	Darrell Holaday
		10:30 to 10:45	Break	
		10:45 to 12:00	Tying it all together	Darrell Holaday
		12:00 to 1:00	Lunch	
		1:00 to 2:15	Cotton and Grain Marketing Issues and Strategies	Panel Discussion
		2:15 to 2:30	Break	
		2:30 to 4:00	Marketing Plans/Commodity Groups	Jackie Smith
Session IV				
Wednesday March 6	Day 1	9:00 to 10:15	Grain Fundamentals	Welch
		10:15 to 10:30	Break	
		10:30 to 12:15	Cotton Fundamentals	Robinson
		12:15 to 1:00	Lunch, provided	
		1:00 to 3:30	Trading Simulation Exercise	Robinson/Welch
		3:30 to 3:45	Break	
		3:45 to 5:00	Trading Simulation Exercise	Robinson/Welch
		5:00 to 6:30	Dinner, on your own	
	evening	6:30 to 8:00	Farm Assist	Steven Klose
Thursday March 7	Day 2	8:00 to 9:15	Legal Issues	Tiffany Dowell-Lashmet
		9:15 to 9:30	Break	
		9:30 to 11:00	Legal Issues	Tiffany Dowell-Lashmet
		11:00 to 12:00	Marketing Plans/Commodity Groups	Jackie Smith
		12:00 to 1:00	Graduation Lunch	
		1:00 to 2:30	Marketing Plan Presentations/Program Feedback	Jackie Smith
		2:30 to 2:45	Break	
		2:45 to 4:00	Post-test and Evaluation of Sessions III & IV	Emmy Williams