

No matter a dairy farm's size or its production system, the written documents of farm business analyses are the basic tools of decision making. Explore the gems that can make a difference to your dairy.

## Workshop Trainers



**Steve Schwoerer** is a dairy specialist with Badgerland Financial and the account officer for the company's large dairy portfolio, covering eight counties surrounding Fond du Lac, Wis. Steve gained an appreciation for dairying and dairy

farmers while growing up on a 70-cow dairy farm in southwest Manitowoc County, Wis. After graduating from the University of Wisconsin-Whitewater, Steve turned to the ag lending side of the industry and now works with farmers to meet their financial needs.



**Gary Sipiorski** brings a unique set of skills to the table. Gary spent 17 years with the Citizens State Bank of Loyal as an agricultural loan officer, then president and CEO. Today he is part of the Vita Plus Corporation team, a 350-plus

employee-owned nutrition firm based in Madison, Wis. In addition to chairing the Governor's Task Force on Growing Agriculture in Wisconsin, Gary was asked to serve on the advisory committee on Agriculture and Industry for the Federal Reserve Bank of Chicago. He has a degree in animal science from the University of Wisconsin at River Falls and is a graduate of the Graduate School of Banking in Austin, Texas.

**PD  
PW**  
Professional Dairy Producers™  
820 N. Main St., Suite D  
Juneau, WI 53039

# Dairy Financial Workshop

Grow Your Financial Skills.  
Grow Your Business.

Tuesday, February 10, 2015  
Wisconsin Dells, Wis.



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# Dairy Financial Workshop

Grow Your Financial Skills. Grow Your Business.

Tuesday, February 10, 2015

Glacier Canyon Conference Center  
45 Hillman Road • Wisconsin Dells, Wis.

Presenters Gary Sipiorski and Steve Schwoerer will co-present and deliver information tag-team style.

# Dairy Financial Workshop

Tuesday, February 10, 2015  
Wisconsin Dells, Wis.

Name \_\_\_\_\_

Business/Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (with area code) \_\_\_\_\_

Email \_\_\_\_\_

**Registration fee covers workshop, materials and lunch.**

**Member Registration Rate: \$125/person;**

**\$75/add'l individuals from same dairy**

**Non-Member Registration Rate: \$250/person**

**\$75/add'l individuals from same dairy**

## Who Should Attend

If you are among the dairy owners who are at the top of their game when it comes to managing milk production but have not embraced the financial side of your business and typically shy away from analyzing your financial statements, then this Dairy Financial Workshop is for you. Ditto if you view recordkeeping as a task that must be performed strictly for tax purposes.

Savvy dairy owners/managers. . .

- Know what numbers are important and what numbers are less important
- Know how to interpret their financial statements
- Understand their farm's incomes and expenses
- Know how their income statement impacts their balance sheet
- Know how to use "their numbers" to make decisions

## Why Attend

Dairy farmers who understand the business side of milking cows in terms of their own financial statements, ratios and measurements. . .

- Understand how to calculate costs of production
- Know the breakeven milk price for their operation
- Find profits in milking cows
- Can provide good, accurate numbers to their lender
- Can better withstand the volatility of market swings
- Take advantage of tools available to protect themselves and the farm

9:00 a.m. **Registration**

9:30 a.m. **Why You Need to Know Your Numbers**

With profit margins continuing to become compressed, it is critical to know and understand essential financial numbers so you can measure your financial strength and make sound management decisions.

This session will address how to develop the numbers you need and why. You will wrap your mind around:

- **A Balance Sheet.** You'll expand your knowledge about this storehouse to the farm's equity, the importance of watching your assets and liabilities and making smart investment decisions to see your equity grow.
- **An Income Statement.** You'll take a fresh look at this financial piece and find out what goes in it and why. We'll focus on cash flow and find out what moves an income statement.

11:15 a.m. **The "5" Most Important Numbers**

To run a viable business, dairy producers need to know five critical numbers. Our two expert trainers will demonstrate key financial ratios that should be monitored on your dairy and explain what these numbers tell you about your operation. And you'll walk away knowing how to use these numbers to make management decisions.

12:30 p.m. **Lunch**

1:30 p.m. **Working the Numbers**

Now it's time to see how it all works. Workshop participants will be divided into teams and receive financial numbers for a case study taken from an anonymous farm. Each team will delve into a financial assessment of the farm and get a handle of the financial strength of the operation. You and your team members will answer "How would you manage this farm?" and "How would you prepare for a visit to the bank?"

2:30 p.m. **Sitting in the Banker's Chair**

The tables just turned, and now you are the lender. You and your team members will take your case study farm and look at it through the eyes of the lender. Questions you will explore include. . .

- What can you determine about this farm?
- What is the financial health of the operation?
- How much credit are you willing to lend?
- What can this farm manage?

You'll also see how your feedback compares that from a real-world ag lender.

3:30 p.m. **Action Steps**

The final 30 minutes of this workshop will have you concentrating on your own farm. You'll start the process by applying what you learned today and identifying the financial tools that could help you achieve your goals. Our expert trainers will be on hand to answer your questions.

4:00 p.m. **Conclude**

	Member	Non-Member
First Participant	\$125 each	\$250 each
_____	\$_____	\$_____
Add'l Participants	\$75 each	\$75 each
_____	\$_____	\$_____
_____	\$_____	\$_____
	<b>TOTAL</b>	\$_____

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Juneau, WI 53039



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