



NUTS & BOLTS



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John Hest, Editor

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FROM THE PRESIDENT

Pat Harrington
Chandler, AZ

Thank you to the Colorado Farm and Ranch Management educators for a fine conference and a full dose of Colorado hospitality. We are renewed for the year ahead.

I'm going through post-conference/pre-school year drills. This consists of pounding myself with a series of questions.

Am I educating my farmers or providing them a very useful service? Am I providing them with the most recent and useful information? Am I taking the time to listen to their needs? Am I adapting and expanding the educational offerings as their needs change?

Without the annual conference, I probably wouldn't have these questions. Without these questions, I undoubtedly would not be much of an educator.

We are at our best at the annual conference. We share our experiences and discuss better ways to educate our farmers. The conference is the major purpose for the National Farm and Ranch Business Management Education Association. Let's extend our conference type exchange throughout the year in our newsletter. Do your part...Keep the rest of us informed and questioning.

(Editor's note: Why not re-read that last sentence in Pat's epistle. Without your contributions our NUTS & BOLTS newsletter wouldn't be possible. Sit down now and write an article, any subject, short or long, and send it to me.)

HISTORY UPDATE

Since we had a changing of the guard at our June conference in Greeley, I think it's of interest to you readers that we include a brief history of the new leaders of our association.

PRESIDENT - Pat Harrington, Chandler, AZ, is a native of Post Falls, Idaho, where his folks operated a small dairy farm. His education includes a B.A. in Philosophy from Gonzaga University, Spokane, WA and a M.S. degree in International Agricultural Development from UC-Davis.

He began his agricultural teaching career in 1974 as head of the crops department at the Zambia College of Agriculture in Zambia, Africa and also managed the 500 A. college farm. When he returned from Africa he was coordinator of the Native American agriculture program at Sacaton, AZ. In 1981 he switched his allegiance to Central Arizona College, where he is Professor-Farm Business Management.

He is married to Ellen, a native of Texas. They have 2 daughters, Amanda 3 years and Kyle, 13 months. Pat's hobby time is consumed by working with stained glass and operating their 2.3 A. irrigated farm. The couple is very involved with their church and community.

Anyone who has heard Pat tell his Irish stories at the story telling contest at every conference knows that he is also an affectionado of Irish soda pop.

VICE-PRESIDENT - Gene Francis, is a red-haired native of Garden City, MN who has taught adult farm business management in the Blooming Prairie, MN school system for 30 years, all his teaching career. He graduated from the U. of MN in 1959 and in 1966 earned his M.A. from the same institution.

He served in the army from 1953-55 and worked for Sears while he attended the university. He and his wife, Pat have been married for 34 years. Two children were born to the Francis family, Julie who lives and works in Owatonna, MN and son Scott, who is a graduate of Hamline U. law school. Scott's wife, Deanna, is a U. of Mn graduate in the field of human nutrition.

Besides teaching, Gene manages to finish, together with son Scott, from 800-1,000 hogs each year. The Francis family is involved with all of the activities of the United Methodist church and Gene manages to garden, as well as finding time to travel, snowmobile and work with his hobby, photography.

SECRETARY-Lyle Hermance, was born in Lincoln, Nebraska and hasn't wandered too far from home since he still works as Coordinator for all Adult Agricultural Programs at Southeast Community College in Lincoln. He's filled that spot, along with some teaching, for a 10 year period.

After graduating from U of Nebraska in 1964, he taught high school vo-ag at Waverly, NE for 15 years. During that time he also managed to earn his M.S. at Lincoln. He hasn't always been a teacher, however, since he's worked at farming and construction. Besides that he has worked in a factory in Illinois as a welder.

He and his wife Jan have 6 children and step children, Lane, Lori, Russ, David, Debbie and Donna, and have 4 pre-school grandchildren and step grandchildren, Nicole, Robin, Rick and Jessie, who manage to fill their days with laughter and fun.

Lyle also manages to squeeze in some more hours in the day to do some part-time farming as well as to collect toy farm equipment, work on their family tree and do some traveling.

TREASURER - Glen Sowder is a native of Julesburg, Colorado, a town in the northeast corner of the state that is bounded by Nebraska in two directions.

Although his present position at Aims Community College in Greeley is less than 150 miles from his birthplace, not all of his teaching experience has been in his home state. His first year after graduating from Colorado State University in Fort Collins, was spent teaching high school vo-ag in Powers, Michigan. He returned to his home town where he taught vo-ag for six years and then moved on to Yuma, CO where he spent 15 years. The move to Greeley took place in 1981 where he assumed duties at the college teaching farm and ranch business management and now his job title says that he's the young farmer coordinator too. Glen has also managed to find time to earn his M.S. degree in Agricultural Education from the university in Fort Collins during his 30 year stint in teaching the state's farm families.

Glen and his wife Bonnie Kay have four children, two sons, John and Randy, and two daughters, Christine and Michelle. Three of them are married and living in the area and Randy is single and lives in New York City. Daughter Christine gave them a grand daughter, Corrine.

PUBLICITY SUGGESTIONS - 1989 GREELEY, CO CONFERENCE

When President Loel Nelson made his plea for farm and ranch business management education publicity ideas to the 142 members who attended our Greeley conference, I didn't know what to expect. I didn't know whether I'd get 142 (I really knew better than that) or 14. Well, I just counted the vari-colored and various sized pieces of paper that had been stuffed in all my pockets at the meeting and I came up with a total of 32. That was a tad fewer than I anticipated, but after reading all of them I realized that I'd collected several excellent ideas that we'll share with you NUTS & BOLTS readers. And frankly, I imagine that's why Loel asked. This gives our newsletter a chance to help you in the operation of your program.

National Promotion Ideas:

1. Skywriting at football games.
2. Place ads in national farm publications.
3. Do a promo video.
4. Hire Reba McIntire for promotion.
5. Invite reporters from major media sources to our next conference.
6. Finance first four by check-offs on farm/ranch business management tuition.

The above came from more than one person (no names given) but shows the kind of imagination that more of us should be guilty of having.

The balance of the suggestions are for local area promotion:

Jerry Bartel and Larry Hafemeyer, Kenyon, MN.

Banks support our farm management program by paying for 1/2 of the analysis fee of all new enrollees. We now have four banks participating in this program. We supply the bank with a balance sheet and cash flow sheet for these cooperators.

Lowell Skjolden, Cooperstown, ND.

In the past I've held a meeting with my cooperators to discuss the analysis averages. I've liked it so well that I'm planning to invite the community in general, and businessmen in particular, to a meeting like this. By presenting our state averages, we might be able to present a positive picture of farm business instead of a negative picture that so many have. We need to promote better relations with city folks.

Oliver Kienholz, Mt. Vernon, WA.

For good public relations with administrators and others: Take your group to several farm businesses and do a "typical" farm visit (leaving out the personal things, of course). Have pictures taken. Do a writeup for local publications.

John L. Woodford, Springfield, MN.

I write a newspaper article in the Springfield Advance Press weekly newspaper. It's an ongoing thing, written once or twice a month and is written under the title "Farm Management Comments," on the farm page.

Each year I hold two classes open to the public, one with the extension service on income tax planning and the other on farm estate planning or with the use of farm computers.

Gene Williams, LaJara, CO.

Invite a reporter from our local paper to do a feature story on a farm/ranch couple during National Vocational Week. Along with that idea I arrange with a local radio station to do a live interview with one of my farm/ranch couples. For a smoother interview we always pre-plan the questions.

Tom Risdal, Barnesville, MN.

Because of a space problem at our local school, we had to arrange to have our office downtown. It's very effective; many people are afraid of a school atmosphere. We've given out pencils and calendars with our name on them. We give out seed corn style books with various kinds of information and space for field notes, etc. We've used breakfast meetings, originally started for marketing but now use them for enterprise groups such as dairy, beef or hogs.

Mike Foley, Melrose, MN.

I personally, hand-deliver copies of our area and local analysis reports to all possible contacts with my clients, or potential clients. This includes lenders, lawyers and all professional people who are in a position to tell people about our program. If these people don't know about our farm business management program, how can they recommend anyone?

Bob Bragg, Cortez, CO.

Set up a display with professional quality signs, sample printouts, and computer equipment that can be exhibited at fairs and trade shows in the area. Most small-town radio stations are looking for quality programming concerning local issues. Talk them into allowing you to have monthly (or weekly but it takes more work) programs on farm/ranch management. You could give current events information that would be of interest to farmers and ranchers.

Loel Nelson, Bismarck, ND.

Have a banquet and invite key community people, including extension, bankers, FmHA and Farm Credit Service. Cooperate with these people; there is certainly no need for competition.

Gene Seitz, Delta-Montrose, CO.

Take part in a planned Small Business Development Fair as agricultural training activity for the area with booths, demos, etc.

Use DTN computerized marketing report system as a base for becoming marketing education center in the area.

Five Instructors, Fort Morgan, CO.

Attend state legislative sessions.

No Name

Take a local reporter along on a farm visit to do a "Day In The Life" type story.

Monte Heintz, Bellingham, WA.

Video tape from various locations, high lighting programs and goals with student comments.

News release from the the national conference to include in local paper promoting conference and involvement by local farm/ranch management instructor.

Dan Oedekoven, Sturgis, SD.

Write articles for the local agriculture newspaper which serves five states. This is even more effective than working with a local paper serving one community.

Wayne Flynn, Worthington, MN.

Be a member of the local chamber of commerce. Write an article on very specific topics like cost of production per acre for prevalent local crop or cost of production for different livestock enterprises.

Eldon Reynolds, Delta, CO.

Have annual dinner meeting for all ag lenders in the area, explain progress since last year and information on the output generated for local farm/ranch families.

John Hest, Hawley, MN.

I wrote a column in our local paper for the last 15 years of my farm business management teaching career that used "old timey" anecdotes and observations, making a farm management point. Sometimes the "points" were very extensive, sometimes not. I called it "The Stub Pencil," using the premise that the little tool is the most important on the farm. For several years it was picked up by an area marketing newspaper. I must warn potential users of this idea though; you must love writing before you attempt this.

More Later

Get any ideas from reading the list? Any that you can plug into your own program that'll help make it more effective? If yours wasn't one of the quoted ideas it's because several others came up with just about the same thought. I tried to incorporate all of the ideas suggested, somewhere.

However, we have some goodies left! Several of these have been judged by me to be in the "super" pile. Plans now are to have these presented, in person, at next summer's conference in Red Wing, MN.

LOTUS 1-2-3 TIP YOU'LL ALWAYS USE

Here's an idea that I've just caught onto. When you're looking for a template on a disk, get away from the hassle of going through the list, one by one on that horizontal line. Here's how: 1) Hit slash 2) Hit F 3) Hit R 4) Hit the Function 3 button. You'll have the whole list of the templates on that disk, on your screen, set in tab form. Now, just use your arrow keys to find the one you want. Hit your enter key. You're in business.

MEMBERSHIP

If you haven't sent in your NFRBMEA membership dues yet, here's a form that you can fill out and send to our treasurer, Glen Sowder, with your \$10.00 check. If you're no longer actively teaching but would like to join, the associate membership is only \$5.00.

To: Glen Sowder	Here's my check for	ACTIVE	_____	\$10.00
Aims College		ASSOCIATE	_____	5.00
Box 69		membership in National Farm & Ranch Business		
Greeley, CO 80632		Management Education Association for 1989-90.		

Name _____

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