



# NUTS & BOLTS

... Teachers delivering knowledge that works to North America's Farm and Ranch Families

Volume 10 Number 1

Fall 1996

## Geared Up for Change

"...as human beings we are geared for change." —Bonnie Jordan, presenter at Detroit Lakes, June 1996.

**S**o ended the 24th annual NFRB-MEA Conference in Detroit Lakes. Over 110 farm and ranch business management instructors left for home with new ideas about the future of agriculture. Ideas from NFRB-MEA sponsored events went home to 14 states, Canada, and Vietnam.

"*Adding Value Through Individual and Cooperative Initiative.*" was our theme. We enjoyed excellent group sessions on networking, building business plans, and hiring employees. The conference was capped off by Bonnie Jordan from Moorhead, Minnesota, who encouraged everyone to fix what they can and look forward to the changes that lie ahead.

Outdoor events went off without a hitch as the weather cooperated in un-Minnesota-like fashion. We had fun on our tours while learning a few things about emu, buffalo, sugar, and much more. Our supper on the beach was accompanied by country music and millions of dragonflies. The music stopped when



This was an interesting tour for humans and emu alike. Mark Haugen demonstrates proper emu handling technique on his family's emu, llama and alpaca farm near Detroit Lakes.

the mosquitoes came out. No one is sure about the cause and effect relationship here.

We also conducted a fair amount of organizational business during the conference. Notably, we adopted by-law changes required by incorporation and

established a *Founders' Forum* which is explained later in this issue of *NUTS & BOLTS*.

Thanks to all the conference planners and presenters who worked so hard to make it another successful event in NFRBMEA history.

### In Remembrance

Our colleague and fellow NFRB-MEA member Dale Steussy, Willmar, Minnesota, passed away at the end of August this year. Dale was a long-time member of our organization and a dedicated professional. We received his monthly newsletter and appreciated his humor.



### Membership Note

**O**ur membership as of this writing stands at 199 for 1996 - 1997. Our goal is 265 - just a few more than our record high year. Note the form on page 5 to find out if you are currently a member. Pass the membership form on to a colleague if you have already joined.

## A Message From Dennis Jackson, NFRBMEA President

**T**he year is off to a good start. One reason is that the great NFRBMEA Conference in Detroit Lakes last June got us all pumped up and positive. Thanks to Conference Chair Tom Risdal and the instructors of Northwest Minnesota for all your good planning and hard work. It really paid off!

I would also like to congratulate this year's officer team:

Laurie Morris, Past President

Larry Klingbeil, President Elect

Maylon Peters, Secretary

Bob Bragg, Treasurer

Wayne Pike, Membership Secretary

I am looking forward to working with each of these outstanding educators during the coming year.

I am pleased to see that the Founders' Forum is off to a good beginning. It is rewarding to know that so many of our members are extra supportive of our organization. One item of discussion at our Fall Board meeting will be setting up an appropriate recognition for these professionals.

Salem, Oregon— June 8-12, 1997. I hope you have marked your calendars and are 'ear-marking' some travel money in anticipation of next summer's conference. David Kohl and Randy Allen are powerhouse presenters you do not want to miss. The Salem

area is beautiful, and a great place for a family vacation. So, even if travel funds are short, it is worth some personal investment to attend. Bring the family and mix some pleasure with business.

I don't have to drive too many miles beyond our college parking lot to witness an absolute explosion in the number of large livestock unit expansions. I am sure that our FBM programs offer much that could benefit these operations— yet I don't see many owners or unit managers enrolled in our programs. As I review the analysis data from these businesses, I see some distinct differences in 'traditional' farms. I expect the same situation exists in other parts of the country. What are we doing to modify our instructional programs to meet the educational needs of these new businesses and to recruit the owners and managers? Your ideas are solicited.

In closing, I would like to thank Laurie Morris, John Caster and John Whitehead, last year's officer team, for the dedicated leadership they have provided our profession and organization. It has been rewarding to watch NFRBMEA grow from an idea to a recognized professional organization in just a very few years. These people played an important role in that evolution.

— Dennis Jackson



Doris Kienholz receives the Distinguished Service Award for her work on NFRBMEA history. Tom Risdal receives the DSA for his contribution as past-president and conference chair.

# Farm and Ranch Review

## A Quick Look at a Potential Resource



by Deb Pike

### Juno

Operated by Juno Online Services, L.P.  
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**A**s you may recall, the Pike household got off the Information Superhighway a year ago because of the long distance charges.

Well, we might not be back on the Highway yet, but we are on a secondary road, with free e-mail service. Ron VanNurden, FBM instructor at Riverland Community College, Owatonna, Minnesota, pointed us in the direction of Juno.

“What is Juno?” you might be wondering. Juno is a service that provides you with an e-mail address and an easy-to-use software package, free of charge. Like television, there is advertising on this service. We have only been using Juno for a week and haven’t seen any ads yet.

There are five easy steps to activation, which include basic account information, telephone and modem setup, and filling out a “Member Profile”. The profile helps them figure out what kinds of advertising to show you.

When you activate your account, you select a local number to dial for access from a list on the screen. If there is no local number for your area, you select “none” and they give you a toll-free number for access. You connect briefly to Juno’s main

computers when sending or receiving mail, but not while you are reading or writing. Transmission is fairly quick, even if you don’t get in on the first try.

So far, this seems to be a good option for those of us who live on the edge of civilization, technologically speaking. Who knows, maybe one day we’ll catch up and have access to the World Wide Web, as well.

If you know someone else using Juno, they can request a copy for you on their e-mail. You may also request a free copy of Juno by postal mail by sending a letter with your name and address to:

New Member Dept.  
Juno  
120 W. 45th Street  
New York, NY 10036

For those of you who have an e-mail address, send it to us and we will compile them in a directory for NFRBMEA. Our e-mail address is: [w.d.pike@juno.com](mailto:w.d.pike@juno.com)

We look forward to hearing from you!

### Welcome to the Founders’ Forum

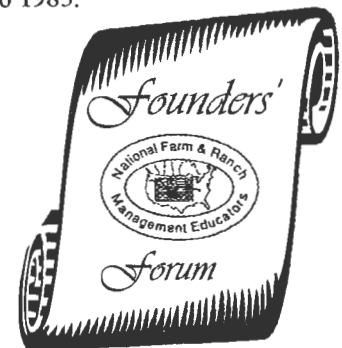
**O**ur annual meeting in Detroit Lakes yielded several new ideas. Our Board of Directors suggested the *Founders’ Forum*. The idea behind the *Founders’ Forum* is to give everyone a chance to get in on the ground floor of our professional organization by paying dues for years missed going back to our beginning in 1985. There are 18 members who paid their dues on time every year since 1985. The rest of us have missed a year or more.

So far, over \$1400 have been raised from

34 new *Forum* members. Several folks have paid for up to 8 years. This extra boost has helped us through the cash crunch caused by incorporation last year. The Board of Directors is currently working on some type of recognition for those who choose to become *Forum* members.

If you were a member in the recent past, you received a letter in August asking for your membership in the *Founders’ Forum*. Enrollment in the *Forum* is open to everyone who has paid their 1996-97 dues and would like to participate. If you

would like to be a *Forum* member, please contact Wayne Pike for an update on your status and the amount of your unpaid dues back to 1985.





## Oregon Bound!

by John Caster, FBM instructor at Chemeketa CC, Salem, OR

The Northwest Farm Business Management Instructors are going all out to welcome the NFRBMEA to the annual conference in Salem, Oregon, June 8-12, 1997. Highlights of the conference will be:

- ◆ Dr. David Kohl, Virginia Polytechnic University and facilitator of the Farm Financial Standards Task Force (now called the Farm Financial Standards Council), will be with us for one full day. Dr. Kohl is one of the most dynamic speakers you will ever hear and will address the topics of *Strategic Planning, Borrowing and Investing, and Megatrends in Agriculture*.
- ◆ Randy Allen, RWA Associates, Austin, Texas, will speak on the topics of *Marketing* and *Time Management*. Randy is a high-energy speaker with a real message. Together with Dave Kohl, he often gives presentations to the American Bankers' Association. You will definitely leave this session thinking.
- ◆ Dr. Pat Frishkoff, Austin Family Business Center, Oregon State University, will speak on *Roots for Family Farm*

*Survival*. Dr. Frishkoff has addressed many farm groups across the U.S. She understands both the complexities of managing a farm business and the interaction of family members on the farm. Her presentation will give us valuable tools for helping farm businesses and families to survive and prosper.

- ◆ Robert Lowder, FBM instructor at the College of Southern Idaho, has made several trips to Russia to teach farm business management. He will share his experiences and show slides at the Monday evening buffet.
- ◆ We will tour Willamette Valley Agriculture and see the most diverse area in the United States with nearly 200 different crops. Included will be the largest grass seed farm in the world, ornamental nursery production, berry harvest, and flower seed production. At the end of the day, we will visit the Oregon Trail Interpretive Center at Oregon City for a salmon barbecue and guided tour of the Center.

Salem is one hour from the Pacific Ocean and one hour from the Cascade mountain range. Plan to stop and see the many scenic attractions of the area before and after the conference.

Spouse and children's activities will include opportunities to see historic sites, a theme park, and the Marine Sciences Center, home of Keiko the whale, star of the movie, "*Free Willy*."

For reservations, call **Quality Inn**, Salem, OR, at (503) 370-7888. Rates are: Queen- \$58.30; King- \$61.48; two beds- \$74.20.

Also, check out our information on the Internet. Look for Farm Journal Today, 4 Corners, Discussion topics.

Address:

<http://www.farmjournal.com>, then NFRBMEA when you get there. Leave a message so we know you found it. We will keep it updated as we complete the agenda.

## Show Them What You've Got!

by Wayne Pike

Do your students know what educational assets you have on the shelf in your office? Do *you* know what educational assets you have on the shelf in your office? Tom Schulz, Bob Anderson, and Bill Ladwig of Staples (Minnesota) Farm Business Management Education, know what they have and share it their students.

Their monthly newsletter, Outlooks and Visions, recently included a list of over 100 videotapes available from their extensive department library. Videos are listed by general type, title, and source. Most of the videos come from commercial firms,

but some are local presentations. Tapes are available for check-out. These guys don't waste shelf space on materials people will never see



## A Big Thank You!

by Deb Pike

On behalf of all the spouses and families who attended the conference in Detroit Lakes, I would like to thank everyone involved in its planning. The location on the water was great, the days were full of interesting things to see and do, our hosts and drivers were most accommodating, and Somebody arranged for perfect weather. The "Red Carpet" was truly out for us all.

The potato chip factory tour was fascinating. Not only because of what they made there and how many different brands they packaged for, but also because of the

(Continued on page 5)

# Bottom Line Looks More Like A Network

(Adapted and excerpted from an article by Jan Doebbert and Jerry Kalinowski, Alexandria Farm Business Management instructors)

**F**armers are always looking for realistic options to improve farm profits. Looking at our area analysis trends, no single enterprise can be labeled as the most profitable. One conclusion is this: There is greater difference in profit among farmers than there is among enterprises. In other words, what you produce may be less important than how you produce it.

Rapid change is being driven by increasing differences among farms in both cost of production and quality of products. These differences are primarily related to two factors: technology and information.

These changes will increase the productivity and profitability of some producers; mostly those that are larger. However, it will require that all producers become excellent information managers. Hard work will be redefined. More time will be spent in managing information. The physical work of farming will get done cheaper and faster. More hired help will do tasks of the farm while managers will be required to deal with technology and

information.

Why do farm business management instructors, extension educators, machinery dealers, building people and others promote this use of technology and information? Not because anyone consciously made the decision to make things that way, but because the technology will not go back into the box. It won't go away. We must understand and cope with these changes or the changes may put us out of business. That choice is ours.



(THANK YOU, Continued from page 4)  
mechanization involved in the process. That, in itself, was amazing.

And the tour of the candy factory, well -- who doesn't like chocolate? Several of us were remembering Lucy Ricardo and Ethel Mertz stuffing chocolates in their mouths and chef's hats because they couldn't keep up with production.

The Smoky Hills artisan center was also an interesting experience. It was fun to walk around and see all the different things that the artisans made. Several children dipped candles and tie-dyed T-shirts while they were there. Many things would make nice gifts.

We all enjoyed the chance to try our hand at creating a dried flower arrangement. Hopefully, everybody's made it home in one piece. Mine actually survived the trip home to LeRoy via the Iron Range and Duluth (with three boys)!

I hope you will continue to include us in future conferences. It is a wonderful opportunity for us and our children who attend to experience new things, meet new people, broaden our horizons, and renew friendships. Thanks again for your hospitality. We look forward, through the dreary months of winter, to adventures in Oregon.

**NOTE:** If this box is  checked, you **ARE** a member. Please join us and continue your support of farm and ranch business management and continue receiving **NUTS & BOLTS**.

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TO: Wayne Pike  
NFRBMEA Membership Secretary  
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LeRoy, MN 55951-9763

Here's my check to NFRBMEA for:

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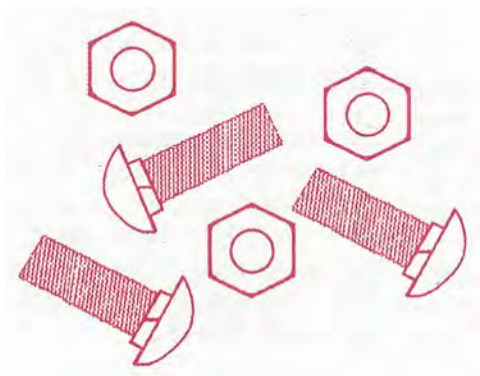
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