

August 18, 2014

## Annie's Project by James Hoorman, Putnam County Extension

The Putnam County OSU Extension office will be offering a new program to agricultural farm women called Annie's Project starting September 22nd through October 27<sup>th</sup>. Annie's Project "provides women with tools to improve their risk and farm management skills in the complex and dynamic world of agriculture". Annie's Project mission "is to empower farm women to be better business partners through networks and by managing and organizing critical information."

What will you gain? Annie's Project participants say they find answers, strength, and friendship and the program also helps women grow in confidence, business skills, and community prestige. Annie's project provides education and a support network to enhance business skills of women involved in all aspects of agriculture. Through the program, you gain insight on a) your personality and temperament and how it affects communication, b) the importance of organizational skills and goal setting, and c) how to find resources and work with professionals to meet your goals.

The original "Annie" was a woman who grew up in a small farming community with a goal of being a successful farm wife. Annie spent her life learning how to be a successful business partner on her family farm, working with her husband. Annie's Project was designed by her daughter to provide agricultural business, risk management, marketing, and agricultural information to assist women in the agricultural industry. Over 5,000 women in the USA have been trained with this program since the year 2000.

Classes start September 22 and educational programs go from 6-9PM on Monday Evenings. A light meal will be served starting at 5:30PM. The classes will be held at the Putnam County Extension office, 1206 East Second Street, Ottawa, Ohio (By the Fairgrounds).

Class 1, Communications, September 22nd: Introduction, Real Colors® (Determining your personality, business temperament, and communication style), Family/Business Communications and Relationships.

Class 2, Farm Business Planning, September 29th: Family/Farm Mission Statement & Goals, Financial Statements, and Credit Scores, Record Keeping, Developing a Business Plan.

Class 3, Retirement and Transition, October 6<sup>th</sup>: Basic Retirement Issues, Thinking about Farm Transition, Grandma's Yellow Pie Plate (How to minimize family disputes during a farm transition).

Class 4, Financial Management, October 13th: Financial Statements, Credit Score, Working with your Lender, Insurance.

Class 5, Marketing and Management, October 20th: Marketing and Direct Marketing Basics, Commodity Markets, Panel on grain and livestock commodity marketing, Soil Health, and Water Quality Issues.

Class 6, Risk Management, October 29<sup>th</sup>: Liability Issues, Contracts, Legal Issues, and Program Evaluation. November 3<sup>rd</sup> will be a makeup day for inclement weather.

What have women said about this program? “I changed my mind about how to approach communication with my in-laws as business partners.” “I have gained tools to improve management of our farm and insight on how to communicate the resources to other members of the farm.” “I appreciate getting to meet others with a shared interest.” “I encourage any women to attend one of these great programs!”

Dr. Beth Schecklehoff, Henry County OSUE has organized this series of meetings and she will be assisted by Jim Hoorman, Putnam County OSUE. Interested women can call the Putnam County Extension office (419-523-6294) for more information or contact Beth at 419-592-0806 or [schecklehoff.11@osu.edu](mailto:schecklehoff.11@osu.edu). The cost for this program has been set statewide at \$95 per person, however; due to local donations from agricultural businesses, the cost should be reduced to \$20-30. Call for details and registration is limited to 24 women to allow adequate class discussion and networking and individual help.