Questions?
Signing up for Session(s):
Contact MacKenzie White at
Tel: (860) 875-3331
or Email: mackenzie.white@uconn.edu

Directions:
For directions and additional information on
crop insurance and other risk management issues
visit:
www.ctfarmrisk.uconn.edu

These sessions are a cooperative effort of
UConn Extension and the
USDA Risk Management Agency.

This spring take the bull by the horns, meet
with one of our qualified advisors and make
the changes needed to elevate your
farm business to the next level!

These institutions are affirmative action/equal employment
opportunity employers and program providers.
When signing up for session(s) please keep the following in mind:

* The agenda for discussion with the professional is yours.
* Sessions will be filled on a first come first serve basis... So don't wait - call today!
* You may sign up for multiple sessions and/or multiple locations.
* To sign up for the sessions or to cancel please contact: MacKenzie White at (860)875-3331 email mackenzie.white@uconn.edu

**2019 Session Topics**

**Basic Tips & Ideas for Your Build-Your-Own Website**

- A website is the most important marketing tool of the modern world! Learn the "must haves" of a good website and lots of tips and tricks to make yours stand out. (Participants should have a basic knowledge of computers and internet usage.)

**Farm Marketing via Communication & Social Media**

- Every farm has a story; explore engaging ways to share your story and utilize high-speed modern communications and social media to help you stay relevant to your consumer base.

**Farm-to-School 101**

- Demystify Farm-to-School so you can gain a market share of this growing demand. The opportunity to scale up your business to include schools as buyers is a great way to introduce wholesale into your business plan. Learn how to incorporate Farm-to-School in your marketing plan, identify products your farm is best suited to market to schools and find out what they are really looking for!

**I-9s, Handbooks & Employee Records - OH MY!**

- Employer and compliance documentation can seem overwhelming and impossible to manage. This session can help you understand what is needed, why it is needed, how to put it in place and how to keep it under control.

**Protecting Financial Investments with Crop Insurance**

- How valuable are your crops? Discover how to use crop insurance as a financial risk management tool to protect your investment. Explore what crops can be covered and what is required to make that happen.

**Phone Pics; Tricks & Tips on Making them POP!**

- Cell phone photos are an amazing tool for sharing your farm life and events on social media. Pick up some very simple tips on framing, lighting and editing and see how easily your pictures become more professional and inviting!

**Saving For Your Retirement? It’s Not Too Early, AND It’s Never Too Late!**

- Navigating life’s financial challenges can be difficult, planning for retirement even more so. Learn about life insurance options, saving for retirement, protection strategies and setting achievable goals. Already started? Learn additional ways to complement your financial portfolio and confidently plan for your future.

**Strategic Planning for a Prosperous Future**

- Focus is the key to success! Develop strategic direction for your business, as a start-up business or even if you have the reins of a multi-generational family legacy. Develop a clear vision and see how empowering strategy is!

**Top 10 List for New & Beginning Farmers**

- Right from the start, set your farm up for success! Considerations to keep in mind when purchasing farmland, advice for navigating land use regulations and avoiding unexpected taxes with proper planning.

**Unleashing the Management Power of Your Records**

- Discuss how you can simplify your numbers and get the most out of financial records for making strategic business decisions that will maximize your potential for success!

**What are Your Options for the Future? Estate Planning & Farm Transfer**

- Take this opportunity for FREE legal advice to update your understanding of planning options for farmers and large tract land owners, including the proper use of wills and trusts. Also, learn about the current gift and real estate tax laws as well as the implications and options in planning for incapacity, long-term healthcare and Medicaid costs.