Who Will Be the Instructors?
Master Marketer Program instructors come from the faculty of the Texas Cooperative Extension, numerous other universities and private industry. Their outstanding expertise and communication skills rank them among the best in the country.

What Do Previous Graduates Say?
- The Master Marketer Program was professionally presented, giving producers the ability to begin to control areas of price protection. - Bill Weldon
- Learn More about how to take control of your marketing opportunities! - Brad Heffington
- I have gained the confidence to pursue risk management strategies in the market place. - Lexie R. Fennell
- I can’t put it in words. You have to experience it. - Wesley Butchee
- I have been to a lot of cotton marketing workshops. This one is by far the most helpful in helping me in my marketing. - Doug Hlavaty
- The Master Marketer Program will help you develop the skills to market your crop beyond the seven-year farm program. - Ronald Groves
- Every producer, regardless of their marketing skills, can greatly benefit from this course. - James Wedel

How Is This Program Funded?
Since the Master Marketer Program involves intensive hands-on training, enrollment will be limited to 60 participants.

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The Master Marketer Program
The Executive Program for Agricultural Producers.

The Texas A&M University System sponsored by
Texas Cooperative Extension
The Texas A&M University System
Texas Corn Producers Board
Texas Farm Bureau
Cotton State Support Committee
Risk Management Agency/USDA
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Texas Extension Education Foundation

Texas Extension Education
Foundation, P.O. Box 946, College Station, Texas 77841-0946

Dr. Danny A. Klinefelter is a Professor of Agricultural Economics at Texas A&M University and Director of The Executive Program for Agricultural Producers. He serves as Executive Secretary for the Association of Agricultural Production Executives and is Executive Vice President of Klinefelter Farms, Inc., an Illinois family farm corporation. He is author of seven books on agricultural finance and farm business management.

Dr. Mark L. Waller is an Associate Department Head, Professor, and Extension Economist-Grain Marketing and Policy based in College Station. Dr. Waller's program emphasis includes price risk management and market analysis, price outlook, market information collection and dissemination, evaluation of marketing alternatives, and farm policy.

Dr. Stephen H. Amosson is a Professor and Extension Economist-Management based in Amarillo. Dr. Amosson’s program covers a wide area of emphasis, ranging from marketing and alternative irrigation systems to waste management/water quality.

Stan J. Bevers is a Professor and Extension Economist based in Vernon. His areas of specialization include farm and ranch management, marketing/risk management, and marketing club development. Stan was also the lead author in the development of the Bud-Pro budgeting program.

SESSION I: Review of Basics
The first two-day session will concentrate on basic and intermediate marketing to set the stage for the remaining sessions. Major topic areas covered will include budgets/break-even, financial analysis, basis, basic and advanced marketing strategies, and development and implementation of a marketing plan.

Q: How can you get more profit from your farm/ranch operation?
Answer inside

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How Do I Apply?
Complete the attached application and enclose a check for $250 payable to Texas Extension Education Foundation (TEEF), Account #8200. Please send both by December 20, 2006 to Texas Extension Education Foundation, P.O. Box 946, College Station, Texas 77841-0946

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SESSION II: Fundamental Analysis in Crop Markets and Production Risk Management Tools

This session will discuss the fundamental factors that influence market prices and production risk management for feedgrains and cotton. Instructors will use case studies to cover topics such as balance sheet analysis, cycles, seasonality, short crop vs. normal crop price patterns, market information, market psychology, and crop insurance.

Dr. G.A. (Art) Barnaby, Jr. is a Professor of Agricultural Economics at Kansas State University in Manhattan, Kansas. His program emphasis includes financial planning, government commodity programs, risk, and crop insurance. Dr. Barnaby has worked extensively with the private crop insurance industry, FCIC, and farm commodity groups on crop insurance issues.

Dr. John Robinson is an Associate Professor and Extension Economist-Cotton Marketing for Texas Cooperative Extension based in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.

James D. Sartwelle, III is Extension Economist, Risk Management, with Texas Cooperative Extension and is currently finishing his PhD in Agricultural Economics. He works with the TAMU Agricultural and Food Policy Center studying the farm level impacts of policy changes. From 1994 -1997 Jim worked as an Extension Economist with the Kansas State University Cooperative Extension Service, based in Garden City, Kansas. His applied research interest includes beef cattle marketing topics.

SESSION III: Incorporating Technical Analysis in the Marketing Plan and Fundamental Analysis of Livestock Markets

The first day of this session will explore the uses of technical analysis, especially in relation to the marketing plan. The instructor will use case studies to explain such techniques as chart formation, support/resistance, trends, moving averages oscillators, and other tools to improve marketing timing. The second day of this session will discuss the fundamental factors that influence livestock prices.

Alan Brugler is President of Brugler Marketing and Management, LLC, Omaha, Nebraska. Previously, he was DTN director of market analysis and spent ten years as a research and commodity strategist. His reports included DTN’s Grains, Livestock, and Cotton segments, Technical Comments, Special Research Reports, ChartTalk, Midday Grain Comments, and Weekly Options. He has presented some 470 seminars on fundamental and technical market analysis methods, options, and market outlooks in the U.S. and Canada. The Brugler Cycle Indicator (BCI) is available on DTN Pro Series and DTNstant services.

Dr. David P. Anderson is an Associate Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. His research and Extension education activities are in livestock and food products marketing and policy, focusing on issues relevant to Texas livestock producers.

SESSION IV: Marketing Plans, Discipline, Legal Issues, and Weather Risk/Impacts

During this final session, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan, as well as discuss legal issues and weather risk/impacts. They will also learn how important a disciplined approach is in achieving their marketing goals.

Dr. Darrell D. Holaday is a private marketing and management consultant. Prior to his current position, he served as Manager of the Kansas Agricultural Marketing Association for Kansas Farm Bureau. He also directed the association’s FB TAX and Accounting Service. While at Kansas Farm Bureau, Mr. Holaday developed educational programs on marketing and management; published Market Sense, a weekly market information newsletter; and advised producers within Kansas Farm Bureau’s individualized consulting service, Market Sentry.

Dr. Wayne A. Hayenga is Professor and Extension Specialist at Texas A&M University. Dr. Hayenga’s program emphasis is in teaching and coordinating educational programs in estate and income tax management. In the past several years he has discussed estate planning and other legal topics with many professional organizations and business owner groups. He has also been involved in agricultural finance and other agribusiness educational programs. He was awarded the Faculty Distinguished Achievement Award from the Former Students Association of Texas A&M University.

Anyone who doesn’t feel they are already at the intermediate to advanced level should attend the futures and options leveling workshop being held on January 2, 2007, before the beginning of the Master Marketer Program.

How to apply for the Master Marketer Program: Registration fee is $250 per person. Fee(s) may be paid by check or money order. Please make payable to Texas Extension Education Foundation (TEEF), Account #8200. Send payment with completed registration form to:

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