Who Will Be the Instructors?
Master Marketer Program instructors come from the faculty of the Texas AgriLife Extension Service, 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?
- If production agriculture is your business, the Master Marketing Program is a must. - E.C. Crump, Clay County
- This is a great program. We in production agriculture know production, however, we must learn to market. - Terry McBister, Wichita County
- There is not a doubt in my mind that every producer that is full time farming or ranching will have to know and use the knowledge that we learned in Master Marketing to survive in the next 5 years and the future. - Bob Young, Baylor County
- The Master Marketer Program: An excellent risk management intensive study - a must for any progressive ag producer today that is professionally oriented. - Ted Harter, Parker County
- This is an excellent program; very relevant, much needed, professionally presented, logically presented. - Freddie L. Duane, Wichita County

How Do I Apply?
Complete the attached application and enclose a check for $250 payable to TCE #222100-60025. Please send both by January 12, 2009 to 87 N, San Angelo, Texas 76901-9714.

What Will be Taught?
- Development and implementation of a marketing plan
- Basic and advanced marketing strategies
- Fundamental and technical analysis
- Value added and alternative marketing mechanisms
- Marketing discipline
- Weather impact on market prices

Anyone who doesn’t feel they are already at the intermediate to advanced level should attend the free futures and options leveling workshop being held on January 20, 2009, before the beginning of the Master Marketer Program.
SESSION II: Fundamental Analysis in Crop and Livestock Markets

This session will discuss the fundamental factors that influence market prices for cotton, livestock, and feed grains. 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. John Robinson is an Associate Professor and Extension Economist-Cotton Marketing based in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.

Dr. David P. Anderson is a 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.

Dr. Mark Welch is an Assistant Professor and Extension Economist-Grain marketing in the Department of Agricultural Economics at Texas A&M University. His research and Extension appointments are focused on the areas of risk management and market analysis. Mark received a bachelor’s degree in Economics from Graceland College in Lamoni, Iowa, and his Master of Science Degree in Agriculture Business and Economics from West Texas A&M University. From 1979-2005, he operated a farm and cattle feedlot in Castro County, Texas, producing corn, wheat, and sugar beets. He earned his PhD in Agricultural Economics from Texas Tech University.

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. 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 DTN/NextMark services.

Dr. Wayne A. Hayenga is a 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.

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SESSION III: Incorporating Technical Analysis in the Marketing Plan and Production Risk Management Tools

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 formations, support/resistance, trends, moving averages, oscillators, and other tools to improve marketing timing. The second day of this session will discuss production risk management tools and how they can be combined with price risk tools in the marketing plan.

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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.

Darrell D. Haladay is a private marketing/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. Haladay developed educational programs on marketing and management, published Market Sensi, a weekly market information newsletter; and advised producers within Kansas Farm Bureau’s individualized consulting services, Market Sentry.

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