

# Master Marketer

## The Master Marketer Program

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

*Answer Inside*

sponsored by  
Texas A&M AgriLife Extension Service  
Texas Corn Producers Board  
Texas Farm Bureau  
Texas Grain Sorghum Producers Board  
Texas Wheat Producers Board  
Cotton State Support Committee  
Risk Management Agency/USDA

*Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age or national origin.*

*The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.*

**A: Marketing education and training pay dividends that will directly improve your bottom line!**

### What is the Master Marketer Program?

This program is designed for agricultural producers and agribusiness leaders experienced in marketing commodities and having some knowledge of futures and options markets. The course contains 64 hours of intensive marketing training, focusing on cotton, grains, and livestock.

**When:**

Leveling Workshop - Tuesday, January 20

Session I: Wed. Jan. 21 - Thur. Jan. 22  
Session II: Wed. Feb. 4 - Thur. Feb. 5  
Session III: Wed. Feb. 18 - Thur. Feb. 19  
Session IV: Mon. Mar. 2 - Tues. Mar. 3

**Where:** AgriLife Research and Extension Center  
6500 Amarillo Blvd., West  
Amarillo, Texas 76106-1796

### Why Should I Be Interested?

Profit and Risk. The political movement towards free trade throughout the world, coupled with changing farm program supports, have led to greater price volatility. These changes necessitate a renewed emphasis on marketing skills. Producers who understand market forces and alternative marketing techniques will have a clear advantage in the future.

A little improvement in marketing skills can mean a lot to a producer's bottom line. Previous graduates report their incomes have increased, on average, more than \$33,000 per year.

### What Will Be Taught?

Master Marketer offers a range of topics aimed at enhancing marketing skills, approached from a real-world standpoint using numerous case-study examples and simulated problems. Subjects will include:

- Development and implementation of a marketing plan
- Basic and advanced marketing strategies
- Fundamental and technical analysis
- Marketing discipline
- Weather impact on market prices

### Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas A&M 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?

- *This program could possibly be the difference in whether or not a producer survives in this business.* - Richard Burger, Ochiltree County
- *I knew coming into the Master Marketer Program that doing nothing with marketing doesn't work. Master Marketer training has given me the tools that our farm needs to maximize our earning potential.* - Karen Pshigoda, Ochiltree County
- *Best marketing strategy program I've ever been to.* - Josh Freeman, Sherman County
- *Expertise, experience, and knowledge. A great asset in all ag operations.* - Billy Blankenship, Hansford County
- *The most educational program available, especially considering the cost.* - Dean Hauser, Sherman County
- *An excellent program arming me with the knowledge to make intelligent decisions. Beneficial to producers of all ages.* - Kyle Kemp, Hartley County

### How Do I Register?

Register online at: <https://agriliferegister.tamu.edu>, keyword search: Master Marketer.

You may also complete the registration form and mail or fax to Texas A&M AgriLife Extension Conference Services. For more information about registration or payment options, you may call 979-845-2604 or email [agriliferegister@tamu.edu](mailto:agriliferegister@tamu.edu).

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

### How Is This Program Funded?

Registration fees only pay a small portion of program cost. Grants from the Texas Corn Producers Board, Texas Farm Bureau, Texas Grain Sorghum Producers Board, Texas Wheat Producers Board, Cotton State Support Committee, Texas Wheat Producers Board, and Risk Management Agency/USDA make this program possible. Other significant contributors include area agribusinesses.

### Cancellation/Refund Policy?

If a cancellation becomes necessary, please send notification to [agriliferegister@tamu.edu](mailto:agriliferegister@tamu.edu). Cancellations received no later than January 10, 2015 will receive a full refund.

### LEVELING WORKSHOP: The Basics of Futures and Options Markets

Anyone who feels they are not at the intermediate to advanced level should attend the free futures and options leveling workshop held on Tuesday, January 20, 2015, before Session I of the Master Marketer Program.

### SESSION I: Review of Market Basics and Financial Issues

The first two-day session will concentrate on basic and intermediate marketing concepts to set the stage for the remaining sessions. Major topic areas covered include seasonality, budgets/breakeven analysis, basis, marketing strategies, and the importance of developing a marketing plan. Also included is a discussion of important legal issues and strategies for working with a lender.



**Dr. Mark Welch** is an Associate 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.

**Dr. Stephen H. Amosson** is a Regents 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.



**Tiffany Dowell** is an Assistant Professor and Extension Specialist for the Texas A&M AgriLife Extension Service. Her focus is on providing legal information to Texans involved in the agricultural industry which includes water law, property rights, oil and gas leasing, right-to-farm legislation, and litigation between producers and animal rights groups.

**Dr. Danny A. Klinefelter** is a Professor of Agricultural Economics at Texas A&M University and Founder 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.



## SESSION II: Grain and Livestock Fundamentals and Crop and Livestock Insurance Products

The topics of this session include wheat, feedgrain, and livestock fundamentals, forage/rainfall/livestock insurance products and crop insurance. The crop insurance session includes a crop production and marketing simulation exercise that highlights the relationship between crop insurance and a marketing plan.



Economist.

**Dr. William I. Tierney** is the Chief Economist for AgResource Company. He has over 32 years of experience working as an agricultural economist primarily in the area of global crop market analysis. He was Professor in the Department of Ag Economics at Kansas State University as well as USDA's Principal Grains

**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.



**Stan J. Bevers** is a Professor and Extension Economist-Management for The Texas A&M AgriLife Extension Service, District 3 at Vernon, Texas. His current program efforts are in ranch management and analysis, business planning, managerial accounting, and marketing.

**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.



## SESSION III: Technical Analysis and Cotton Fundamentals

This session begins with a full day exploring the uses of technical analysis in relation to a marketing plan. Visual indicators are covered as well as the selection of appropriate technical tools for markets that are trending versus markets that are trading in a sideways pattern and how to tell the difference. The second day includes cotton fundamentals and a trade simulation exercise for a diversified livestock, grain, and cotton farming enterprise.



**Alan Brugler** has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was DTN Director of Market Analysis and spent ten years as a research and commodity strategist. He has presented some 750 seminars on fundamental and technical market analysis methods, options, and market outlooks in the U.S. and Canada.

**Dr. John Robinson** is a Professor of Agricultural Economics and Extension Economist-Cotton Marketing specialist at Texas A&M University in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.



For questions or additional information, contact Mark Welch (979-845-8011; [jmwelch@tamu.edu](mailto:jmwelch@tamu.edu)) or Steve Amosson (806-677-5600; [s-amosson@tamu.edu](mailto:s-amosson@tamu.edu)).

**Texas A&M AgriLife Extension Conference Services**  
2139 TAMU  
College Station, Texas 77843-2139  
Phone: 979-845-2604  
Fax: 979-862-4511

**Registrations will be accepted for up to 60 participants or until January 10, 2015**

## SESSION IV: Weather, Livestock, and Tying It All Together

This final session begins with a discussion of how to incorporate weather risk into a marketing plan. Also included is a virtual tour of a feedlot and packing plant and issues related to the future of the livestock industry. The last day ties all program material together with an emphasis on final marketing plan development and implementation.



**Dr. S. Elwynn Taylor** is an Extension Climatologist at Iowa State University. He is well known for his analysis of weather influence upon crop yields. He is widely recognized for his clear explanations of the complexities of long-term weather variability. He has published more than 200 articles reporting his research in plant response to weather conditions.

**Dr. Ted McCollum** is the Extension beef cattle specialist at the Texas AgriLife and Extension Center in Amarillo. His program emphasizes production management of all phases of commercial cattle and beef production from rangeland and forage-based production systems to cattle feeding systems.



**Dr. Dan Hale** is a professor and Extension meat specialist in the Department of Animal Science at Texas A&M University. He interprets and extends information on diet/health, food safety, livestock growth and meat science to consumers, youth, health professionals, retailers, food service managers, packers, processors and livestock producers.

**Edward C. Usset** teaches several courses at the University of Minnesota, including "Grain Marketing Economics" and "Futures and Options Markets". He also serves as a Grain Marketing Specialist for the Center for Farm financial Management, and Coordinator of the Minnesota Master Marketer Program. Working with colleagues at the Center for Farm Financial Management and in Extension, he has helped develop the award winning "Winning the Game" series of workshops.



**Registration Form**  
**Master Marketer Program - \$340**  
Register Online: <https://agrifiregister.tamu.edu>  
Keyword search: Master Marketer

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ / \_\_\_\_\_  
Fax: \_\_\_\_\_ / \_\_\_\_\_  
E-Mail: \_\_\_\_\_

Please specify information about your operation:  
Location (county): \_\_\_\_\_  
Occupation: \_\_\_ Producer Other \_\_\_\_\_  
Commodities produced:

Crops (acres)	Livestock (head)
Corn _____	Cow/Calf _____
Wheat _____	Stocker _____
Sorghum _____	Sheep _____
Cotton _____	Goats _____
Rice _____	Other _____
Other _____	

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

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\_\_\_ Check (payable to Texas A&M AgriLife Extension Service)  
\_\_\_ Mastercard \_\_\_ Visa \_\_\_ Discover  
Card Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_ 3 Digit Security Code \_\_\_\_\_

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