



FOR IMMEDIATE RELEASE

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Iowa Women in Ag Conference to be held July 27

Ankeny, Iowa— Women with any connection to agriculture will benefit by attending the Fourth Annual Iowa Women in Ag (IWIA) Conference at Kinze Manufacturing, Inc. at Williamsburg, Iowa, on July 27. The conference, “Agriculture IS Business,” will offer valuable information to improve decision-making skills related to the farming business.

The day will feature keynote speaker Marcia Zarley Taylor, executive editor at DTN, who will make a presentation titled “Adapt to the New Normal: Manage New Levels of Risks and Volatility in Agriculture.”

Taylor will recap what she sees as some of the hazards on agriculture’s horizon, and how well some tools like ACRE, SURE and crop insurance—and even some new marketing plans--respond to those risks.

“Since 2007, we’ve reset the meter on commodity price fluctuations, with bigger market moves in a single day than some commodities used to experience in a year,” Taylor says. “Cash rents, fuel prices and fertilizer costs have also soared; yet traditional farm programs have been ineffective safety nets.

“I see farm women as the ballast stabilizing farm operations during all this volatility,” Taylor says, “so I hope to help them have a better understanding of tools they can implement in their family businesses.”

A native Iowan who now resides in the Philadelphia area, Taylor adds, “I am looking forward to the day. I love the opportunity to talk to fellow Iowans.”

In her work at DTN, Taylor concentrates on business topics such as land, taxes, inputs, farm program rules, machinery economics, law and finance. Her career includes 25 years at Farm Journal Media, first as Washington, D.C., editor, followed by 17 years as editor of *Top Producer*, the company's business magazine for executive farmers. She is a past president of the American Agricultural Editors Association and has won recognition for a number of prize-winning stories, including national awards for her coverage of Brazilian agriculture, the next generation of young farmers and how technology has transformed farm size.

The conference will also include breakout sessions with topics ranging from online marketing, to utilizing online resources for accessing FSA from home, to getting your farm in the Facebook and Twitter conversation, farm continuation by design, innovations for production agriculture, financing and environmental regulations. The day will also provide an opportunity to network and create friendships with other women actively involved in today's agricultural industry.

Registration cost before July 20 is \$59; after that, it's \$89.

A block of rooms is reserved for July 26 at the Best Western in Williamsburg. . For reservations, call direct (319) 668-9777 and ask for the Iowa Women in Ag room block. The room block will be released July 16.

IWIA's goal is to provide educational opportunities women need in order to increase their skills in analyzing and making business and financial decisions.

For more information about the conference, contact Rhonda Harness at 765/617-0856 or Deb Schuler at 712/249-4321. To register, visit www.iowawomeninag.org or contact Elaine Gaesser at 641/333-2595 (home) or 641/344-2367 (cell).

Sponsors for this event are Monsanto, Farm Credit Services, Iowa Farm Bureau Financial Services, the Iowa Pork Producers Association, Pioneer, Stine Seed, Successful Farming, USDA Farm Service Agency and the Iowa Soybean Association.