



## DR. KOHL'S 2018 WEBCAST SERIES

This year's two session webcast series is designed to update you with the latest information critical to your planning. The agricultural industry is in the sixth year of the economic downturn. Dr. Kohl will discuss global and domestic macro-economics factors that will determine the future and present strategies for success. Discussions will also focus on positioning your business to capture opportunities that the downturn provides.

### SESSIONS RUN NOON TO ONE

#### **November 19, 2018 - IT IS WHAT IT IS: WHAT TO DO ABOUT IT!**

The agricultural economic downturn is in the sixth year and counting. Razor thin margins combined with increased volatility is the economic environment that most in the industry are facing. The result is massive changes in the structure of agriculture and rural communities. What is the state of the trade agreements and the short and long-term implications to the bottom line? Where are interest rates, land values, and food trends leading the industry? How can one adjust strategies and tactics to cope and survive in this environment? The webinar is a realistic analysis of the cards that have been dealt to the industry and how it will be positioned for the future.

#### **December 17, 2018 - BUSINESS IQ- THE DIFFERENCE MAKER**

In sports, there is an old saying that it is not about talent or physical attributes but the IQ. The same analogy can be made for those in the agricultural industry. Yes, quality of land, livestock and machinery/equipment are important but one must have the business IQ: intelligence and street smarts to make it successful.

This webinar will discuss the assessment of management IQ that often places one in the top third or bottom third of profitability. What are the financial and business management characteristics that one must focus on in planning, strategizing, executing and monitoring for 2019 and beyond? A special part of the webinar will be centered on how to stay positive in tough economic times. Of course, top questions from the road and webinar participants will be addressed based on Dr. Kohl's viewpoints observed from his travels across the U.S. and Canada.



MINNESOTA STATE

**CONTACT YOUR FARM BUSINESS MANAGEMENT INSTRUCTOR FOR LOCATION AND DETAILS.**