

# FAMILY FARM TRANSITIONAL SEMINAR

Tuesday, November 13, 2001

at the

## LANCASTER FARM AND HOME CENTER



**John Lord**

Research and the Journal of Nutrition Education.

Dr. John Lord is on the faculty of St. Joseph University in Philadelphia, teaching new food product development and strategic marketing opportunities. Lord has a bachelor's degree from St. Joseph's, 1971 and a doctorate from Temple University in business administration in 1984. Professor of food marketing at St. Joseph's, he is a distinguished lecturer for the Institute of Food Technologists, on the editorial board of Brand-packaging Magazine, and has research published in several journals, including the Journal of Ad



**Elizabeth Brown**

A farm accountant, Elizabeth Brown, of Record and Tax Services, in Chambersburg, was born and raised on a poultry farm in Crawford County, Pa. After graduation from Penn State in 1978, she moved to Chambersburg to take a job with Agway and has lived there since. She worked for Agway and Farm Credit for 10 years, after which she established her own farm accounting practice. Brown works primarily with small businesses, most of whom are farmers, and provides a full range of accounting services, from payroll to farm transfers.



**Brad Hilty**

Auburn, Neb., farm manager of the campus research and teaching facilities, University of Maryland, extension agent, University of Maryland, regional farm management specialist, also from University of Maryland, and territory manager of Nutrena Feed Division of Cargill, Inc. From 1991-2000, Hilty worked with more than 400 farm businesses to analyze their operations and to establish business improvement strategies with PLS (Profitability, Liquidity, and Solvency). As senior extension associate with Penn State, Hilty develops programs to assist progressive dairy producers and their advisers with the Dairy Alliance program.

Brad Hilty is senior extension associate, information management, Penn State Dairy Alliance. The former owner/chief consulting for PLS Agri-Management Association, Hilty grew up on a small dairy farm in Armstrong County, Pa. He received a bachelor's degree in ag science/ animal science from Penn State in 1976 and a master's degree from the University of Maryland in 1984 in animal science/reproductive physiology. He has been employed as livestock herdsman with the State University of New York, farm manager at Auburn Pig Company in



**Dr. Cindy Iannarelli**

operates a consulting company for family businesses, Dr. Iannarelli's Business Cents.

"Dr. Cindy," as she noted, is the "nation's leading expert on comprehensive business skill training for children." She is the founder and director for the Center for Family Business at Indiana University of Pennsylvania. She teaches at the University of Pennsylvania's Wharton Program for Family Controlled Corporations. Dr. Cindy earned an MBA and doctorate at the University of Pittsburgh's School of Business. She credits her early experience in her family's business and stepping in to run these enterprises at age 20 because of her father's untimely death. She

### SCHEDULE

**8:00 am-8:50 am**

#### Registration

(coffee and donuts provided)

**8:50 am**

#### Introduction

(Master of Ceremonies)

**9:00 am-10:00 am**

#### Farm Marketing In The New Economy

What farm product retailers are looking for and why.

*John Lord, Professor of Food Marketing,*

*St. Joseph's University*

(Includes a 5-minute Question and Answer Session)

**10:00 am-10:15 am**

#### Meet The Sponsors Part I

Separate 5-minute presentations.

**10:15 am-11:00 am**

#### Managing Family Farm Finances

What farm owners need to know when transferring the farm to the next generation.

*Elizabeth Brown, Farm Accountant, Chambersburg*

(Includes a 5-minute Question and Answer Session)

**11:00 am-Noon**

#### Specialization and Improving Profits

A look to the realities of dairy farms and product positioning and marketing in the New Economy.

*Brad Hilty, Penn State Dairy Alliance*

(Includes a 5-minute Question and Answer Session)

**Noon-1 pm**

#### Lunch

Provided by Lancaster Farming.

Please visit exhibits.

**1:00 pm-1:15 pm**

#### Meet The Sponsors Part II

Separate 5-minute presentations.

**1:15 pm-3:00 pm**

#### Keeping Your Family Business Peaceful and Profitable

How to ensure stability in the family farm enterprise.

*Dr. Cindy Iannarelli, Business Cents*

**3:00 pm**

#### End of Seminar

*Thanks to our participating sponsors...*



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