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STRATEGIES FOR A THRIVING FARM BUSINESS

The beginning of a New Year often brings a New Year's Resolution. Have you thought about one for 2003?

Have you considered an educational program focused on an important area of your farm, or overcoming those key business challenges in the coming year?

I would encourage you to ex-

amine the health of your business. What are the weak areas in your business plan? Where is the biggest opportunity to improve your bottom line?

Plan ahead to meet those challenges in 2003. Budget this year to invest in yourself and attend a few educational programs that will meet those challenges and strengthen the health of your business.

An upcoming program you may have an interest in attending to improve key areas of interest is The Lancaster Chamber's Farm Business Symposium: "Strategies for a Thriving Farm Business." This program is aimed at today's farm and agri-business managers

and offers a one-day comprehensive training program that will teach you successful business strategies and techniques applicable to your farming operation. You will hear from experts in the areas of finance, human resources, public relations, business succession and estate planning, and strategic business planning. During the morning and afternoon sessions you will have the opportunity to choose one of two programs to attend, with a lunch session for all attendees.

Remember to invest in your business by attending educational programs which will explore those areas of your business that have the biggest opportunity for

improvement. Along with the educational sessions, the Farm Business Symposium includes a continental breakfast, lunch, and Resource Guide, which highlights all the programs covered during the day. The cost for the Farm Business Symposium is \$75 for Chamber members and \$100 for nonmembers.

Fill out the registration form and mail it to The Lancaster Chamber or register online at www.lancaster-chamber.com/ag. You may also contact Brent Landis for additional information at (717) 397-3531, ext. 134 or blandis@lcci.com.

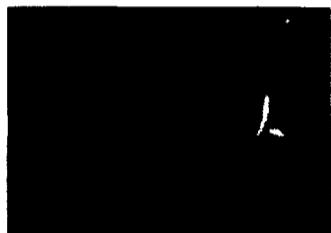
The Lancaster Chamber's Farm Business Symposium

Tuesday, February 11, 9 a.m. to 4 p.m., Willow Valley Resort

Choose one of two programs for your morning and afternoon sessions. Cost includes a continental breakfast and lunch buffet. Plus, you'll receive a Continental breakfast from 8:45 to 9 a.m. Opening remarks at 9:00 a.m.

Morning Sessions

Choose one. Held from 9:15 to 11:15 a.m.



"Financial Analysis Tools for Management Success"

with Michael Peachey, Miller & Miller CPAs, LLP

- Enterprise Analysis
- Key Financial and Operating Relationships
- Benchmarking Analysis
- Effective Accounting Systems
- Expansion Analysis



"The Link Between People and Profits"

with Beverly Wise Hill, Professional Services Group, a Division of Bank of Lancaster County

- Attracting the right people
- Retaining your key employees
- Tools to put in place to effectively manage your employees

Lunch Session

Held from 11:30a.m. to 12:30 p.m.

"The Public Eye: What Does It See?"

with M. Patricia Wood, William Green & Associates, along with a panel discussion from local farmers

- The current climate of public opinion
- How do the audiences (government, media, community) influence each other
- What you can do about it

Afternoon Sessions

Choose one. Held from 1:30 to 3:30 p.m.



"Business Succession and Farm Estate Planning: Changes & Challenges"

with Jay Clark, James Clark & Associates

- Does your family's estate plan account for the 2001 Tax Law Change?
- Have you selected the optimum business entity for the protection of your business?
- Have you ensured your farm business does not die without you?
- What do the changes in Washington mean from our ag business and tax planning?



"Strategic Planning for a Successful Farm Business"

with Jeffrey Hyde, Penn State University, & Sarah Roth, Dairy Alliance

- Analyze business strengths and weaknesses
- Assess opportunities and threats facing your business
- Develop a common business vision and mission
- Develop strategic objectives and goals
- Develop strategies to reach your goals

Speaker panel discussion and door prize drawing will be held from 3:30 to 4 p.m.

Return this form to The Chamber via fax, mail or e-mail Brent Landis at the address below to register!

**Registration Form
Farm Business Symposium**

\$75 members; \$100 non-members

Name(s) _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Please select one class for the morning session:

- _____ Financial Analysis Tools
- _____ Link Between People & Profits

Please select one class for the afternoon session:

- _____ Business Structure Planning
- _____ Strategic Planning

Please find a check enclosed for the amount of \$_____ payable to The Lancaster Chamber.

Please charge my: VISA _____ MC _____

Amount \$ _____

Acct. No. _____


Exp. Date _____

Signature _____

Fax to (717) 293-3159 or

Register on-line at www.lancaster-chamber.com

Mail to: The Lancaster Chamber, Brent Landis
P.O. Box 1558, Lancaster, PA 17608-1558
or contact Brent Landis at (717) 397-3531,
x 134 or blandis@lcci.com.



**Pennsylvania
Farm Show
2003**
January 11-18, 2003

Miller Named Vice Chairman Of Ag Committee

HARRISBURG (Dauphin Co.) — A vocal advocate for agriculture and other issues facing Pennsylvania's rural communities, Rep. Sheila Miller (R-129) has been appointed vice chairman of the House Agriculture and Rural Affairs Committee for a third consecutive term by Speaker of the House Matthew J. Ryan (R-Delaware).

"Agriculture not only puts food on our tables — it also is a driving force in Pennsylvania's economy," Miller said. "I look forward to continuing to help our hard-working farmers maintain agriculture as the top industry in this commonwealth."

Miller has been a strong voice for the agriculture industry since

joining the House in 1993. By working her own 150-acre beef cattle farm in Berks County, she has firsthand knowledge of the challenges Pennsylvania farmers face.

In addition to her work on behalf of the state's agriculture industry, Miller will also continue her membership on three other

standing committees of the House: Children and Youth, Game and Fisheries, and Tourism and Recreational Development.

"These committee assignments give me the opportunity to address a variety of issues important to the people of Berks County and Pennsylvania as a whole," Miller said.