

# TEPAP

The Executive Program for Agricultural Producers

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**January 5-11, 2020 – Omni Barton Creek Resort & Spa – Austin, Texas**

## Accelerate your knowledge and understanding of today's complex management issues

Managing personnel, evaluating new market opportunities, adapting to regulatory and technology changes - a commercial farming or ranching operation faces the same issues and requires the same skills as any other commercial business.

That and more is exactly what you'll learn at The Executive Program for Agricultural Producers, sponsored by the Farm Credit System, John Deere, DTN, K·Coe Isom, and administered by Texas A&M AgriLife Extension. Now in its 30<sup>th</sup> year, the Executive Program has taught over 2000 participants advanced agribusiness topics such as strategic management, macroeconomics, niche market evaluation, analyzing financial performance, as well as personnel management and negotiation strategies.

## Sharpen your management and leadership skills

As a Program attendee, you'll spend an intensive week in classroom sessions with some of the nation's most prominent faculty members, some of whom also own, manage or participate in commercial farming and ranching operations. After the daily class sessions, you'll take part in individual study and roundtable discussions with your classmates - some of the leading producers in the country and from around the world.

The study will be intensive and the days will be full, but at the end of your session, you'll be better equipped to manage the issues facing complex farm and ranch businesses. Come prepared to learn, to focus on issues important to you, and to be rewarded when you leave and return your business responsibilities at home.

## Extensive Focus on Today's Farm Business and Management Issues

Over the past 30 years, TEPAP participants have covered the spectrum of commodity producers, differentiated product/niche market operations, and qualified suppliers for coordinated supply chains. They have represented a variety of business arrangements and have included everything from single-site farms and ranches to multi-county, multi-state, and even multi-national operations. The vast majority come from closely held family and owner-managed businesses.

TEPAP is organized into two concurrent, one week sessions. First time participants will need to enroll in **Unit I**. Your week of instruction will encompass:

- Family Business Management
- Financial Management I
- Understanding Yourself to Better Lead Others
- Process Improvement
- Megatrends
- Human Resources Management I
- Strategic Management
- Managing Key Challenges
- Decision Making
- Macroeconomics
- Business Storytelling

*"I think TEPAP is nothing short of the best Master's program designed specifically for today's Agriculture Producers"*  
*- Bart Beattie, Nebraska*

Those who have completed Unit I are eligible to enroll in **Unit II**. The topics covered in this week are:

- Estate Planning
- Financial Management II
- How Your World Works
- Salesmanship
- Accountability
- Leadership & Managing Change
- Human Resources Management II
- Family Business Governance & Financial Mgmt.
- Negotiation
- Practical Applications for Collaborative Farming
- Strategic Positioning



## To Prospective Participants,

Please accept this invitation to join us for The **Executive Program for Agricultural Producers (TEPAP)**, January 5-11, 2020 in Austin, Texas. Since its inception, TEPAP has brought together farmers, ranchers, and agribusiness men and women who want manage their organizations more professionally - from managing opportunities of growth and expansion to issues of transition and succession planning. Class members come to TEPAP from all over the country to meet with faculty comprised of experts in the fields of business and academics. Class size is limited to enhance this learning environment that is built on dialogue and discussion, instruction and interaction.

I read an article recently written by a young man telling of his experience applying for admission to the MBA program at a prestigious university. He made a list of the obvious reasons for pursuing this educational endeavor and listed many of the things you can expect to find at TEPAP: to learn from expert faculty, develop leadership skills, build a professional network, and sharpen business and managerial skills, to generally become more successful.

But he also listed the not so obvious reasons for pursuing this challenge, reasons that have been shared by TEPAP participants for 30 years: to gain an increase in global awareness, to refocus career goals, to fill the need for lifelong learning, to face and embrace change, to make lifelong friends.

If this sounds like a program that would benefit you, your partners, and your business, I invite you to become part of the TEPAP family. I hope to see you in Austin.

Best Regards - Mark Welch

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## World Class, State-Of-The-Art Facilities

The TEPAP 2020 program will be held at the newly renovated **Omni Barton Creek Resort & Spa in Austin Texas**, named one of the top ten executive conference centers in the U.S. by Corporate Meetings and Incentives Magazine. The resort is located in the rolling Texas Hill Country, west of Austin, and approximately 20 minutes from downtown and the Austin-Bergstrom International Airport. Transportation to and from the airport will be provided by prior arrangement with the program coordinator.



# FACULTY

	Speaker	Topic
	<p><b>Michael D. Boehlje</b> Distinguished Professor of Agricultural Economics at Purdue University</p>	<p>Strategic Positioning</p>
	<p><b>Barb Dartt</b> founding partner of GROW: The Family Business Advisors</p>	<p>Understanding Yourself to Better Lead Others</p>
	<p><b>Shannon Ferrell</b> Ferrell Law Firm Associate Professor in Agricultural Economics, Oklahoma State University</p>	<p>Estate Planning</p>
	<p><b>Brent Gloy</b> Associate Professor in Agricultural Economics at Purdue University</p>	<p>Strategic Positioning</p>
	<p><b>Allan W. Gray</b> Director of the Center for Food and Agricultural Business at Purdue University</p>	<p>Strategic Management</p>
	<p><b>Colleen Henderson</b> President &amp; Creative Director Perfect Pitch Consulting Group</p>	<p>Business Storytelling for Influence</p>
	<p><b>Mel Kleiman</b> President of Humetrics</p>	<p>Human Resources II"</p>
	<p><b>Danny Klinefelter</b> Professor Emeritus, Agricultural Economics Texas A&amp;M University</p>	<p>Family Business Governance &amp; Financial Management</p>
	<p><b>David M. Kohl</b> Professor Emeritus of Agricultural Finance and Small Business Management and Entrepreneurship at Virginia Tech</p>	<p>Megatrends</p>

	Speaker	Topic
	<p><b>Jeff Magee</b> President of Jeff Magee International</p>	<p>Leadership and Managing Change</p>
	<p><b>Jim Nolen</b> President of CFO Services and a Distinguished Senior Lecturer in the Department of Finance at the University of Texas – Austin</p>	<p>Financial Management II</p>
	<p><b>Michelle Painchaud</b> President and CEO of the Painchaud Performance Group</p>	<p>Human Resources Management I</p>
	<p><b>David Parker</b> President of OTM, LLC</p>	<p>Salesmanship</p>
	<p><b>Ed Seifried</b> Professor of Economics and Business at Lafayette College</p>	<p>Macroeconomic Impacts on Firm Level Decision Making</p>
	<p><b>Michael Stolp</b> VP of Market Research and Development at Northwest Farm Credit Services'</p>	<p>Key Challenges</p>
	<p><b>Jack Williams</b> Consultant with Corporate Visions, Inc.</p>	<p>Negotiation</p>
	<p><b>R.L. (Dick) Wittman</b> Wittman Consulting Services</p>	<p>Financial Management I, Family Business Governance and Process Improvement</p>
	<p><b>Lance Woodbury</b> CEO of Woodbury Interactive</p>	<p>Family Business Management</p>
	<p><b>Peter Zeihan</b> President of Zeihan on Geopolitics</p>	<p>How Your World Works</p>

## How to Enroll

Enrollment is limited. **Apply on-line at:** <http://tepap.tamu.edu>. **We will accept applications starting July 1<sup>st</sup> through November 1<sup>st</sup>, 2019, or until the class is filled.** Qualified applicants will be selected in order of receipt of application and confirmed based on receipt of payment. The program fee for Unit I is \$4,925\* (U.S. dollars) payable upon notification of acceptance (check or credit card). For those returning for Unit II, the fee is \$4,700, payment being due by November 1<sup>st</sup>. Fees include all meals, lodging, program materials, and transportation services to and from the Austin airport. Personal incidental expenses and additional nights of lodging at the conference site are not included in the program fee and can be charged to your credit card. *\*The cost for Unit 1 includes the hotel room for Saturday, January 4<sup>th</sup>, and breakfast the morning of Sunday, January 5<sup>th</sup>. Unit II participants will have the option to add the additional night to their registration fee if coming in on Saturday.*

Unit I and II are both scheduled for January 5-11, 2020. **Notifications of withdrawal from the program received in writing by December 1, 2019, qualify for a 75 percent refund. Cancellations received after that date will be charged one-half the program fee. Participant substitutions may be made up to 1 week before the program, subject to approval by the program director.**

A typical day in the program has four major activities

- classes
- informal roundtable discussions
- individual study
- small group discussions—held from early morning until late evening.



## TEPAP Legacy...

When TEPAP was originated by Danny Klinefelter 30 years ago, it was designed around the following 7 principles:

- The only truly sustainable competitive advantage is the ability to learn and adapt faster than your competition.
- Strategic management is the ability to anticipate, adapt to, drive and capitalize on change.
- The best organizations spend as much time analyzing what they need to stop doing as they do evaluating new opportunities.
- The most successful businesses are learning organizations. This means that everyone in the business needs to recognize that someone, somewhere, has a better idea or way of doing things, and they need to be compelled to find it, learn it, adapt it, and continually improve it.
- It is an economic reality that success requires continuous management improvement at a rate set by the leading edge of your competition and not by your current comfort zone.
- The main difference between top 10 percent and the rest of the top 25 percent is their timing, in terms of when to enter, expand, cut back or exit; whether it's an investment, a marketing decision or a business activity.
- The future will always belong to those who see the possibilities before they become obvious to the typical producer.

Starting July 1<sup>st</sup>...Apply On-Line at:  
<http://tepap.tamu.edu>

Mark Welch – Program Director:  
jmwelch@tamu.edu, or

Connie Moore – Program  
Coordinator:  
connie\_moore@tamu.edu

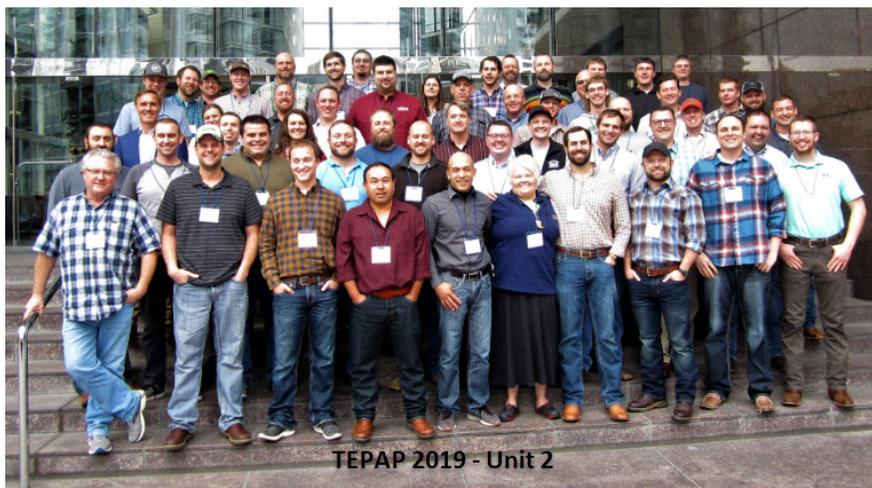
Phone 979/845-1772

Texas Extension Education Foundation,  
Inc.,  
P.O. Box 946,  
College Station, TX 77841

**Still have Questions?** Visit our  
Website at:  
<http://tepap.tamu.edu>, or email us

Click [HERE](#) to listen to a Podcast  
interview with TEPAP speaker Dick  
Wittman, about the value of TEPAP!

**“To be part of the TEPAP program was  
one of the great fortunes of my life!”**  
– Ann Jones, Louisiana





*"The future will always belong to those who see the possibilities before they become obvious." - Danny Klinefelter*

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You're invited to apply today for

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