

## **3<sup>rd</sup> Annual WV Women in Agriculture Conference**

### **Glades Spring Resort, Daniels, WV**

#### **Schedule of Speakers and Educational Topics**

**Friday, November 4, 2016**

***6:30 p.m. Dinner Speaker***

***Being a Successful Woman in Today's Business Worlds***

**Friday Speaker: Mindy Walls, Assistant Vice President and Innovation at West Virginia University**

Mindy Walls is an Assistant Vice President for Entrepreneurship and Innovation at WVU where she is coordinating the cross-campus initiative in entrepreneurship and innovation. She has 13 years of experience in entrepreneurship education and business consulting focusing on business strategy and leadership training and development. Walls served as the Associate Director of the West Virginia University Entrepreneurship Center where she developed the academic minor in entrepreneurship. Later, she became the Center Director where she developed the West Virginia Statewide Collegiate Business Plan Competition and other co-curricular student activities. She has developed and taught numerous entrepreneurship courses in both face-to-face and online environments. Walls has twice been recognized by her peers for teaching. In 2011 the SBA named her the State Small Business Financial Champion of the year for her work with student entrepreneurs. She is a member of the United States Association of Small Business and Entrepreneurship (USASBE) where she serves on the executive board as the VP of Event and Programs. She has also served that organization as Sr. VP- Elect Programming and VP of Conference. Walls currently serves on the executive committee for the West Virginia Small Business Development Centers State advisory board and is a member of the Monongalia, Preston BB&T Bank advisory board.

**Saturday, November 5, 2016**

***8:30 a.m. -10:15 a.m. Opening Session***

***Connecting Women, Generations, and Consumers***

***Keynote Speaker: Amanda Freund, Freund's Farm and CowPots***

Keynote Topic: Young, female farmers have always had an important role in farming and agriculture but today we're seeing an increase in female principal operators. To continue to build on this trend and ensure successful farming enterprises, we need to work together to connect aspiring farmers with female role models, connect women through ag networks (digital and physical) and connect across generations to counter the net loss of farms across the country.

Amanda and her family manage 3 unique farm businesses in Connecticut; a dairy farm, a farm market with a greenhouse and garden center and a production facility manufacturing their value added product called CowPots. Together with her family, the 2nd and 3rd generations work together as all three businesses continue to grow by adopting new technologies and meeting consumer demands.

Amanda graduated from Cornell University with a BS from the College of Agriculture and Life Sciences. Before returning to her family's farm she worked for a Member of Congress, with the Connecticut Farm Bureau Association (CFBA), served as a Peace Corps Volunteer in Zambia and worked briefly with USDA NRCS and UConn Extension. In addition to her various roles on the family farm she is also a member of the CFBA Young Farmers Committee, her dairy cooperative, Agri-Mark's Young Cooperators and is active in her local community.

***10:25 a.m. – 11:05 a.m.-WV Producers' Tell Their Stories- Spotlight Speakers  
(Participants will need to choose one producer session to attend during this time period)***

***Cathy Hervey and Britney Hervey Farris – Family Roots Farm, Proctor, WV***

Britney and her husband Charlie established Family Roots Farm in 2012. Starting by growing and selling sweet corn at a roadside stand. In 2013, Britney's parents, Fred & Cathy Hervey, decided to start offering their maple syrup for sale. Maple sugaring had been a family tradition for over 15 years.

Neither Britney nor Cathy had any back ground knowledge of horticulture or businesses. They turned to WVU extension service for guidance. The extension service provided Britney and Cathy with the tools needed to grow their hobby into a business and diversify their farm. They contribute much of their success to Annie's Project who directed them to various resources.

Family Roots Farm now grows over 6 acres of produce, operates a high tunnel, raises pasture poultry, produces maple syrup and sweet sorghum and is branching into agritourism.

***Miriam Leatherman- Buena Vista Farm, Oil Fields, WV***

Miriam Leatherman came to agriculture from the consumer science food side. She began her 33 year career with the WVU Extension Service as a Families and Health Agent in Harrison County. She later moved to Monongalia County before settling in Hardy County. Upon retirement, Miriam became interested in the local food movement and began to diversify the traditional agricultural enterprises of Buena Vista Farm, a WV Century Farm. Rich in history, having been surveyed by George Washington, with panoramic views, the farm offered Miriam a

life beyond retirement where she could benefit from her family's heritage and her love of food. She began with 4000 strawberry plugs in 2011 and has expanded to 12,000 strawberry plugs, pumpkins, asparagus, beets, tomatoes, peppers and some other produce. Largely pick-your-own, she has expanded into agritourism which capitalizes on her lifelong career in outreach education. Miriam's background in consumer science has aided in the development of a market for further processing her excess crops; utilizing Gourmet Center in Romney. She has enjoyed being a part of the Women in Agriculture Program and looks forward to a very bright future for WV Agriculture.

***Rhonda Dortch- Blue Stone Mountain Farm, Hinton, WV***

Farmer Rhonda Dortch moved to West Virginia from North Carolina in 2011 and started Bluestone Mountain Farm. She singlehandedly manages a small goat dairy, a handmade soap business, pastured heritage meat chickens, organic vegetables, and five working dogs. Her goal is to keep increasing the fertility of the land so she doesn't have to outsource anything. Rhonda makes the highest quality soaps with goat's milk, essential oils, fresh herbs, vegetable oils and lard. Her soap products are very diverse and specialized, including bars for eczema, blemishes, shaving, shampoo, and one for falling in love (ok, you might need more than soap to pull that off!) In addition to the soap business, Rhonda has expanded her Greenbrier Valley Grown certified poultry operation. She raises critically endangered heritage Ancona Ducks, beautiful black and white speckled ducks with higher protein egg yolks and 25% bigger than chicken eggs. It took her five years to find Anconas and now she is working on a breeding program to help get the breed off the critically endangered list. For meat birds, Bluestone Mountain Farm (BMF) raises a heritage bird developed in France for the La Belle Rouge free range organic system. Yet another project of Rhonda's is growing heirloom dent and flint corn. With this idea, Rhonda won the pitch competition at the New River Gorge Entrepreneurs' Cafe in Hinton in 2014. BMF is one of the few farms growing the beautiful, colorful variety called Daymon Morgan's Kentucky Butcher and Painted Mountain. In the fall of 2014, Bloody Butcher was one of the first heirloom varieties stone ground into cornmeal and grits.

***Kathie & Steve Roth – BeeHolding Acres, Proctor, WV***

Kathie and her husband Steve began as beekeepers 20 years ago with two hives and a hope to improve the pollination of several fruit trees in the yard. They had very little knowledge but immediately fell in love with the honey bee and the workings of the colony. They have gradually grown to 22 hives located throughout Ohio and Marshall Counties. They have partnered with Arnold Palmer Golf Course at Oglebay to locate hives near the greens cultivating an understanding toward careful chemical management and mowing that has befitted the bees as well as neighboring woodlands and floral park displays. The partnership developed with Wheeling's Oglebay Park has produced a marketing outlet through Oglebay's Spa treatments as well as their gift shop. In addition, Kathie and her family participate in numerous educational programs in the area for both children and adults to foster interest in the honey bee and beekeeping. In the past few years the Roth's have been anchors for the training of new beekeepers and success of the Tristate Beekeepers Association.

## **Educational Tracks**

**(Five concurrent educational tracks will be running during each time period, participants will need to choose one topic during each time period and they be given time between sessions to change tracks if they choose.)**

### **Marketing Agricultural Products Track**

#### ***11:15 a.m.- 12:15 p.m.- Top 10 Lessons in Market Readiness***

This sessions presents a ten top checklist of applicable and cost-effective marketing best-management practices that producers can integrate into their marketing plans to help them more effectively meet the demands of diverse buyers.

Speaker: Doolarie Sign-Knights

Dee Singh-Knights, Assistant Professor of Agribusiness in the Davis College's Division of Resource Management and Extension Specialist in Agricultural Economics at West Virginia University. She specializes in the area of agribusiness and production economics with the goal of contributing to the development of sustainable agricultural production systems through research, teaching and extension education. To this end, she works with some notable programs in WV, including the WV Agritourism Initiative, Annie's Project, the WV Produce Safety Training Team and sustainable agriculture initiatives. Dee has a bachelor's degree in Agribusiness Management from the University the West Indies, and both a Masters and Ph.D. in Natural Resource Economics from West Virginia University.

#### ***1:55 p.m. -2:55 p.m.-A Guide to Managing Legal Liability in Marketing***

This class discusses the legal liability that producers, and particularly direct marketers, face in agriculture. More importantly ways to minimize legal liability and protect your assets and operation will be discussed.

Speaker: Jesse Richardson

JESSE J. RICHARDSON, JR. is an Associate Professor and the Lead Land Use Attorney at the Land Use and Sustainable Development Law Clinic at the West Virginia University College of Law. Before coming to WVU, Richardson was an Associate Professor at Virginia Tech. His research and experience focuses on agricultural law, land use law and water law. Jesse began his legal career in private practice in his home town of Winchester, Virginia, first with a large law firm, then as a solo practitioner. He holds a B.S. and M.S. in Agricultural and Applied Economics from Virginia Tech and a J.D. from the University of Virginia School of Law.

#### ***3:20 p.m.-4:20 p.m.-Social Media Marketing- Fully Utilizing Facebook***

Speaker: TBA

## **Horticulture Track**

### ***11:15 a.m.- 12:15 p.m.- Organic vs. Conventional: What you need to know before you spray***

If insect pest populations reach damaging levels despite preventative measures, or the use of non-chemical controls, insecticides may be the only option to protect your plants. In this class learn how organic insecticides compare with conventional insecticides: What makes a given insecticide organic? Are organic insecticides really safer than synthetics? How do insecticides kill insects? Join WVU entomology extension specialist Daniel Frank as he helps clear up much of the misunderstandings about organic and synthetic insecticides and provides the scientifically known benefits and drawbacks of each

Speaker: Daniel Frank

Daniel L. Frank is an entomology extension specialist and assistant professor with West Virginia University in Morgantown, WV. Daniel received his B.S. in biology from Utah State University, M.S. in entomology from the University of Florida, and Ph.D in entomology from Virginia Tech. Daniel's areas of interest and expertise include integrated pest management and plant-insect interactions. In his current position he conducts applied research and provides leadership for developing, implementing, and evaluating statewide educational/informational programs in entomology that include pest identification, integrated pest management, pesticide safety and education, and arthropod management and control programs. In addition, he teaches several classes within WVU's Division of Plant and Soil Sciences.

### ***1:55 p.m. -2:55 p.m.-Produce Safety is Serious Business for All Farms***

Produce Safety concerns are here to stay. This session explores what the FSMA (Food Safety Modernization Act) means for your farm and how you can set incremental and cost-effective food safety goals to meet buyers' expectations.

Speaker: Doolarie Singh-Knights

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### ***3:20 p.m.-4:20 p.m.-How to Manage your High Tunnels for Maximum Profit***

In West Virginia, food can be produced year-round using high tunnels. However, the most profitable crop, variety and production practice varies with season. In this presentation, strategies which maximize marketable yield and profit for vegetable, fruit, herb and flower crops will be presented.

Speaker: Lewis Jett

Lewis W. Jett, Ph.D, State Horticulture Extension Specialist, West Virginia University, Morgantown, WV 26506. Dr. Lewis Jett is State Extension Horticulture Specialist with an emphasis in commercial, edible horticulture crops. He is a native of West Virginia and received his B.Sci. from WVU and M.S. and Ph.D. from Virginia Tech. His research and outreach program focuses on methods to lengthen the traditional growing season and expanding locally grown production of fruits, nuts, herbs and vegetables. Dr. Jett evaluates and demonstrates high and low tunnel technology to expand local supply of fresh fruits, vegetables and herbs. Other areas of research include agroforestry, stand establishment, seed production, nut production no-till production and organic horticulture.

## **Livestock and Forage Management Track**

### ***11:15 a.m.- 12:15 p.m.- Top 10 pieces of equipment for grazers***

Grazing livestock is big business in West Virginia. It is one of the most abundant resources available to livestock producers, and has the ability to save farmers money when managed properly. This session will explore the equipment and tools you need to assist you in managing your grazing operation for efficiency and production.

Speaker: Tom Basden

Tom Basden has worked for West Virginia University for 20 years is currently an Extension Specialist working in the areas of nutrient management, animal waste management and water quality. During the 1990's Tom coordinated two USDA funded water quality demonstration projects: the Greenbrier Hydrologic Unit Project and The Potomac Headwaters Project. WVU Extension Service efforts in these targeted watersheds concentrated on improving dairy, beef and poultry waste management to improve water quality. Tom is currently working with the WV Nutrient Management Certification program and conducting research evaluating managed winter feeding areas for small beef herds.

### ***1:55 p.m. -2:55 p.m.-Nutrient Requirements and How to Interpret Forage Sample Results***

Feeding livestock a nutrient balance diet will improve herd health, fertility, and weight gain. Whether you are feeding small ruminants or cows each species requires a certain amount of nutrition to help it survive and thrive. Managing your nutrients and forage sample results go hand in hand. If you don't know what your feeding your livestock, how do you know if they meeting their daily intake requirements? This session will discuss nutrient requirement and how they affect forage sample results, as well as understanding forage sample results and determining if they will meet your livestock nutrition requirements.

Speaker: Alex Straight

Bio coming soon

### ***3:20 p.m.-4:20 p.m.-Livestock Quality Assurance***

Animal welfare is a reoccurring topic in the news and social media these days. Livestock producers must become more diligent in paying closer attention to the quality of livestock they are producing and educating the public on why livestock are handled a certain way. This session will explain the fundamental concepts behind Livestock Quality Assurance. It will touch on ethics, animal handling, administrating medications, reading medication labels, having a veterinarian client patient relationship

and several more hot topics that can ensure you are raising the best quality livestock you can to provide a safe and healthy product to consumers.

Speaker: Ronnie Helmondollar  
Bio coming soon

## **Non-Traditional Enterprises Track**

### ***11:15 a.m.- 12:15 p.m.- Winterizing Equipment***

Do you have problems with your small engines and other equipment that sit all winter long and then come spring you have to spend a day figuring out why they won't start? Let Jason McKibbon teach how to properly winterize your small engines and other equipment to save time in the spring when they need to be ready to go. This class will teach you the basics on equipment winterization and why it is important to properly maintain that equipment to extend the use for many years to come.

Speaker: Jason McKibbon, WVU Davis College, Visiting Assistant Professor

Jason McKibbon is a visiting assistant professor at WVU in Agricultural and Extension Education. He specializes in teaching agricultural mechanics and training teachers. Before coming to WVU, he worked in the Agricultural Leadership, Education, and Communications department at Texas A&M training future agricultural science teachers to teach agricultural mechanics. He taught welding, construction, and power systems at Blinn College, a large Community College in Brenham, Texas for several years. Before Blinn he was an agricultural science teacher for almost 10 years in high schools around Texas. His research is focused on helping students build tangible skills, how students learn in laboratory settings, and the interconnection between science, math, and agricultural mechanics.

### ***1:55 p.m. -2:55 p.m.-Agro-forestry Crops***

Over 70% of the state of West Virginia is in Forest Land, which means many of our farming operations has a large percentage of forest land they are managing as part of their farming operation. Dave McGill will explore with you the diversity of agro-forestry crops that can help utilize that otherwise not so useful forest acreage. This class will teach you about growing mushrooms, ginseng, ramps and many other crops that thrive in forest setting and diversify your farming operation.

Speaker: Dave McGill

Dr. Dave McGill is Professor/Extension Specialist for the West Virginia University Davis College, School of Natural Resources. Dave received his Ph.D. in Forest Resources from Penn State, M.S. in Forestry from the University of Wisconsin–Madison, and B.S. in Natural Resources Management from Cal Poly, San Luis Obispo. Since 2001, he has developed programs in forestry outreach education for private forestland owners in West Virginia and conducts a broad range of applied forestry research. Dave co-teaches the Global Forest Resources Course (FOR425) and Vegetation of West Virginia (FOR424). Previous to his position at WVU, he worked as a natural hardwoods silviculture scientist for Westvaco Corporation focusing on forest regeneration in southeastern West Virginia and supported the *Populus* genetics research team and pine provenance testing and research. He has also served as a Peace Corps volunteer working in arid land forestry in Niger, West Africa. Dave is a long standing member in the Society of American

Foresters and participates in the International Union of Forest Research Organization's (IUFRO) Small-Scale Forestry Group.

**3:20 p.m.-4:20 p.m.-*If I Knew then what I Know Now-Lessons in Developing Niche Products and Markets Panel Discussion***

Learn for the expert that have struggle through building niche products and markets in WV. This panel discussion will consist of a variety of specialty producers that have started value-added products, meat, brewery, beekeeping, maple syrup and agritourism. The panel will explore lessons that they have learned through the years of building their businesses. Do not missing this opportunity to learn from some of the experts that have succeeded in building a successful agricultural based small business.

Speakers: Kathy Roth, Kathy& Brittany Hervey, Miriam Leatherman, Rhonda Dortch (*See Bios under Spotlight Speakers*)

**Youth and Young Farmer Track**

**11:15 a.m.- 12:15 p.m.- *Leadership Development- What is means to be a Women in Agriculture?***

There's nothing new about women farming. My grandmother milked the cows alongside my grandpa, but when it came to traveling for cooperative meetings or department of agriculture events, she stayed home on the farm. Those dynamics are changing. Women are not only farming but taking on leadership roles as well. With hard work, passion and dedication, women can obtain the same skillsets as men in this industry. Communication styles differ between genders and with a consumer base that is increasingly curious about food production methods and how food is grown, it is up to farmers to bridge that gap. Women in agriculture have a big role to play in educating consumers through one on one interactions, social media and community engagement.

Speaker: Amanda Freund

Amanda and her family manage 3 unique farm businesses in Connecticut; a dairy farm, a farm market with a greenhouse and garden center and a production facility manufacturing their value added product called CowPots. Together with her family, the 2nd and 3rd generations work together as all three businesses continue to grow by adopting new technologies and meeting consumer demands.

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**1:55 p.m. -2:55 p.m.- *Agvocating for Agriculture***

We live in a society that is becoming increasingly populated by individuals whose knowledge base of agriculture involves large box type grocery stores filled with plastic containers and glass jars. How many



of your friends, neighbors, community members do not comprehend the number of variables farmers face each year to bring in the harvest or the amount of time, effort and resources involved in getting that harvest to table. Few understand a producer's passion for the land or compassion for the animals entrusted to their care. As women in agriculture how many consumers do you interact with on a regular basis? How can you reach out and impart your passion for agriculture to others. Develop your personal advocacy mission statement and learn to implement it in your community. Become a leader in agricultural literacy and advocate for your cause. Our future depends on it!

Speaker: Jennifer Williams

Jennifer Ours Williams holds a bachelor's degree in animal science and a master's degree in agricultural education from West Virginia University. She began her career in agriculture as a livestock marketing specialist for the West Virginia Department of Agriculture. In 1993, Williams became the WVU Extension agent in Upshur County working with agricultural and youth programs. From there she moved on to be the Agriculture and Natural Resources Program Unit Director; serving in this role for over 12 years. Currently, Williams is the Associate Dean for Partnerships and Initiatives for the WVU Extension Service. In this role, she works with faculty and staff statewide in developing special programs that meet the diverse needs of the state. In addition, she forms important partnerships that support and enhance extension programming across the state. She is active in many groups and organizations, including the WV Beef Expo and the WV State Fair. She has won many awards for her programming efforts including the Susan Dew Hoff Award from the West Virginia Women's Commission and was the 2011 recipient of the West Virginia Women in Agriculture Award. Most recently, she received the Distinguished Service Award from the West Virginia Association of 4-H Agents. She lives in Bridgeport with her husband, Bob Williams. They are co-owners of Williams Appraisal Service and Ours Valley View Poultry Farm, Inc., a poultry, livestock and cash crop operation in Hardy County, W.Va.

### ***3:20 p.m.-4:20 p.m.-Landing Your Dream Job in Agriculture***

There are 22 million people employed by an agriculture related career in the United States. The demand for skilled and well trained agriculture professionals have been in demand for the last 10 years or more. With over 200 agriculture related careers available there is a lot of choices and decisions on what education and skill set you need to prepare you for the career of your choice. This session explores the wealth of diverse opportunities awaiting you in a career in agriculture, and uncovers the real knowledge, skills and attitudes that agribusiness firms are willing to pay for.

Speakers: Jennifer Williams, Doolarie Sign-Knights, and Daisy Bailey

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Daisy F. Bailey started her career in extension in 2009 at Purdue University, she joined WVU Extension Service as an Agriculture and Natural Resources Extension Agent in January 2012 for Gilmer and Calhoun Counties. Daisy attend the University of Kentucky, where she obtained a Bachelors and Master's Degree in Plant and Soil Sciences. Daisy was raised in Kentucky on a commercial cow/calf operation, sheep and tobacco farm. Daisy farming experience is diverse due to the many agriculture enterprises her family farm was involved in producing. Through her youth her family farm produce hay, corn silage, pumpkins, tomatoes, zucchini and a variety of other vegetables for fresh market produce sales. Additional Daisy has experience in greenhouse production where her siblings and she produced vegetable plants, annual flowers, and perennials for their farmers market stand. Daisy was an active 4-H and FFA member and raised and showed beef cattle, sheep, swine, poultry and rabbits throughout her youth. Daisy is passionate about agriculture and the role extension plays in educating youth and adult about farming and how they can better manage and improve their farming operations.