

The Executive Farm Management Program
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Session I: 2019 Executive Farm Management Syllabus/Schedule

Sunday, January 13, 2019

DeSoto Savannah, 15 East Liberty Street (912) 232-9000

3:00pm – 5:15pm	Welcome and Kick-off (inclds) Welcome & Overview, DiSC Reveal, Intro to the Brown Family Farm Case, Intro to the Business Model Canvas (BMC) & Team Assignments	
5:30pm	Depart DeSoto Savannah for evening @ Chef Darin's	Sponsored by Farm Credit Associations of Georgia
5:45pm	Arrive to Chef Darin's	
5:45pm – 9:00pm	DINNER: Chef Darin & Team, Interactive Cooking Demonstration; Low Country Cuisine (Participation and Appetizers for Guests during Demo Dinner Immediately Following)	
9:00pm	Depart Chef Darin's to return to DeSoto Savannah	

Monday, January 14, 2019

6:45am – 7:45am	BREAKFAST	
7:45am – 8:25am	Morning review and Day's Forecast	Michelle Grainger
8:25am – 8:55am	Featured Speaker (FS): Executive Director, Georgia Fruit and Vegetable Growers Association <i>"Issues Facing our Southeastern Produce Growers in 2019"</i>	Mr. Charles Hall
8:55am – 9:15am	Brown Family Farm Case Overview & Introduction to the Characters of the Case	Mr. Greg Hopper Mr. Paul Mugge
9:15am – 10:05am	Human Resources (HR): Introduction to DiSC: Discover Your Style & Unlock the Keys to Building Better Relationships	Mrs. Sharon Justice
10:05am – 10:15am	BREAK	
10:15am – 11:05am	Cont. HR: Discover Your Style & Unlock the Keys to Building Better Relationships	Mrs. Sharon Justice
11:05am – 12:05pm	Strategic Planning (SP): What Exactly Is a Business Model?	Mr. Greg Hopper Mr. Paul Mugge
12:05pm – 12:35pm	BREAK & WORKING LUNCH DELIVERED	
12:35PM – 1:20PM	Cont. SP: What Exactly Is a Business Model?	Mr. Greg Hopper Mr. Paul Mugge
1:20pm – 2:50pm	Financial Management (FM): Financial Statements – Mapping to the Brown Family Farm	Mr. David Mayo Mr. Scott Mickey
2:50pm – 3:10pm	BREAK	
3:10pm – 4:10pm	SP: External Forces Can and Will Impact the Business Model	Mr. Greg Hopper Mr. Paul Mugge
4:10pm – 5:10pm	SP: Perform a PESTEL Analysis	Mr. Greg Hopper Mr. Paul Mugge

Monday, January 14, 2019 cont.

5:10pm – 5:50pm	SP: Review PESTEL Analysis	Mr. Greg Hopper Mr. Paul Mugge
5:50pm – 6:20pm	Bull Pen Discussion (BPD): Wrap of the Day – Open Discussion for any interested to participate. This is meant to provide an opportunity for continued discussion and questions on <i>any</i> of the topics covered during the day.	
6:20pm – 6:35pm	Depart DeSoto / Arrive to Belford's Savannah for Dinner	
6:35pm – 8:35pm	Dinner: Belford's Savannah	
8:35pm – 8:50pm	Depart Belford's / Arrive to DeSoto	

Tuesday, January 15, 2019

6:45am – 7:45am	BREAKFAST	
7:45am – 8:25am	Morning review and Day's Forecast	Michelle Grainger
8:25am – 9:25am	FM: Benchmark, Capital Investment, Row Crop, Sweet Potatoes, and Tobacco (tied to PESTEL)	Mr. David Mayo Mr. Scott Mickey
9:25am – 10:25am	SP: Assessing the Organization's Strengths and Weaknesses	Mr. Greg Hopper Mr. Paul Mugge
10:25am – 10:40am	BREAK	
10:40am – 11:40am	SP: Detailed SWOT (Strengths, Weaknesses, Opportunities and Threats)	Mr. Greg Hopper Mr. Paul Mugge
11:40am – 1:10pm	BREAK & LUNCH – Featured Speaker Senior Director Trade Development, BCO Sales, Georgia Ports Authority	Mr. Chris Logan
1:10pm – 1:40pm	SP: Introduction to Customer Segmentation	Mr. Greg Hopper Mr. Paul Mugge
1:40pm – 2:25pm	Cont. SP: Intro to Customer Segmentation (Teamwork)	Mr. Greg Hopper Mr. Paul Mugge
2:25pm – 2:55pm	Cont. SP: Intro to Customer Segmentation (Team Reports)	Mr. Greg Hopper Mr. Paul Mugge
2:55pm – 3:10pm	BREAK	
3:10pm – 3:55pm	FS: Guest Speaker (to be finalized)	
3:55pm – 5:30pm	FS: CEO, Highland Corporation <i>"Highland Precision Ag"</i>	Mr. Steve Maxwell
5:30pm – 6:30pm	(BPD): Wrap of the Day – Open Discussion for any interested to participate. This is meant to provide an opportunity for continued discussion and questions on <i>any</i> of the topics covered during the day.	
6:30pm – 9:00pm	DINNER – (Your Choice) Participants have an open evening to take advantage of Savannah's fine culinary options.	

Wednesday, January 16, 2019

6:45am – 7:45am	BREAKFAST	
7:45am – 8:25am	Morning review and Day's Forecast	Michelle Grainger
8:25am – 9:25am	FM: Comparison Analysis	Mr. David Mayo Mr. Scott Mickey
9:25am – 9:40am	BREAK	
9:40am – 10:45am	Cont. FM: Comparison Analysis	Mr. David Mayo Mr. Scott Mickey
10:45am – 12:15pm	HR: Recruiting and Sourcing	Mrs. Sharon Justice
12:15pm – 1:30pm	LUNCH – Guest Speaker (to be finalized)	
1:30pm – 2:15pm	Instructions and Final Remarks for Preparation of Session II & Adjourn	Michelle Grainger