



The Executive Farm Management Program
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Session I: 2022 Executive Farm Management Syllabus

Tuesday, January 18, 2022

Pawleys Island, SC

1:00pm – 2:00pm	Welcome and Kick-off (inclds) Welcome & Intro to the Brown Family Farm Case	Dr. Blake Brown
2:00pm – 3:30pm	Human Resources (HR): Introduction to DISC: Discover Your Better Relationships	Mrs. Sharon Justice
3:30pm – 3:45pm	Break	
3:45pm – 5:00pm	Strategic Planning (SP): What Exactly Is a Business Model? Overview of the Business Model Canvas	Ms. Lisa DeCarlo Dr. Blake Brown Mr. David Mayo
5:00pm – 5:45pm	Check Into Hotel	
5:45pm – 9:00pm	Dinner – Low Country Boil	

Wednesday, January 19, 2022

Pawleys Island, SC

6:45am – 7:45am	Breakfast	
7:45am – 8:25am	Morning Review and Day's Forecast	Dr. Nathan Smith
8:25am – 9:45am	New Farm Case Overview & Introduction to the Characters of the Case	Mr. Scott Mickey
9:45am – 10:00am	Break	
10:00am – 11:00am	Financial Primer	Mr. Scott Mickey
11:00am – 12:00pm	Financial Management (FM): Financial Statements – Mapping to the Brown Family Farm	Mr. Scott Mickey
12:00pm – 12:45pm	Break & Working lunch Delivered	
12:45pm – 1:45pm	SP: Environmental Scan: USDA Risk Assessment	Dr. Nathan Smith Mr. Scott Mickey
1:45pm – 2:45pm	SP: Detailed SWOT (Strengths, Weaknesses, Opportunities and Threats)	Ms. Lisa DeCarlo
2:45pm – 3:15pm	Break	
3:10pm – 3:40pm	SP: Introduction to Customer Segmentation	Ms. Lisa DeCarlo Mr. David Mayo
3:40pm-4:10pm	Cont. SP: Jobs-to-be-Done (JTBD) Framework	Ms. Lisa DeCarlo Mr. David Mayo
4:10pm – 5:10pm	SP: Diving Deeper into the BMC: CS, CR, Channels	Ms. Lisa DeCarlo Mr. David Mayo
5:10pm – 6:00pm	Bull Pen Discussion (BPD): Wrap of the Day – Open Discussion for anyone 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.	
	Dinner on Your Own	

Thursday, January 20, 2022

Pawleys Island, SC

6:45am – 7:45am	Breakfast	
7:45am – 8:30am	Review of current BMC for Case Study Farm	Dr. Blake Brown Ms. Lisa DeCarlo Mr. David Mayo
8:30am – 9:25am	SP: Crafting the All-Important Value-Proposition	Ms. Lisa DeCarlo Dr. Blake Brown Mr. David Mayo
9:25am – 10:25am	SP: Work in Teams to Map the Current BMC for the Case Study Farm	Ms. Lisa DeCarlo Dr. Blake Brown Mr. David Mayo
10:25am – 10:40am	Break	
10:40am – 11:40am	SP: Diving Deeper into the BMC: KP, KA, KR	Ms. Lisa DeCarlo Dr. Blake Brown Mr. David Mayo
11:40am – 1:10pm	Lunch	
1:10pm – 2:10pm	FM: Benchmark & Capital Investment Tied to PESTEL	Mr. Scott Mickey
2:10pm – 2:40pm	Alumni Spotlight: Program ROI	McLeod Family
2:40pm – 2:55pm	Break	
2:55pm – 5:00 pm	HR: Recruiting, Hiring and Setting Goals, Practice using the Case Farm	Mrs. Sharon Justice
5:00pm – 6:00pm	(BPD): Wrap of the Day – Open Discussion for anyone 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 @ Hanser House .3 miles via bike trail	ArborOne Farm Credit

Friday, January 21, 2022

Pawleys Island, SC

6:45am – 7:45am	Breakfast	
7:45am – 8:25am	Morning Review and Day's Forecast	Dr. Blake Brown
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 with team, work on case study farm	Mr. David Mayo Mr. Scott Mickey
10:45am – 12:15pm	HR: Dealing with Difficult People Part 1 Conflict, I statements and Listening	Mrs. Sharon Justice
12:15pm – 12:45 pm	Break	
12:45-1:30	HR: Navigating Generations	Mrs. Sharon Justice
1:30pm – 2:00pm	Instructions and Final Remarks for Preparation of Session II & Adjourn	Dr. Blake Brown

Session II: 2022 Executive Farm Management Syllabus

Monday, January 31 2022

Raleigh, NC

4:00pm – 4:15pm	Gather and Greet @ Embassy Suites	
4:15pm – 5:15pm	Human Resources (HR): What's My Communication Style?	Mrs. Sharon Justice
5:15pm – 5:30pm	Break	
5:30pm – 6:00pm	Board Bus for Dinner	
6:00pm – 8:30pm	Dinner @ Humble Pie	AgCarolina Farm Credit Cape Fear Farm Credit Carolina Farm Credit

Tuesday, February 1, 2022

Raleigh, NC

6:45am – 7:45am	Breakfast	
7:45am – 8:15am	Depart Hotel / Arrive Alumni Center (EFM to Provide Transportation)	
8:15am – 8:30am	Morning Review and Day's Forecast	Dr. Blake Brown
8:30am – 9:00am	Review: Brown Family Farm Case	Dr. Blake Brown Mr. Scott Mickey
9:00am – 10:30am	Workshop - The Top 10 Mistakes that Break Up a Family Business	Mrs. Jolene Brown
10:30am – 10:45am	Break	
10:45am – 12:00pm	HR: Difficult Conversations Part 2: Crucial Conversations	Mrs. Sharon Justice
12:00pm – 1:30pm	Lunch FS: Status of Family Farms	
1:30pm – 2:30pm	FS: Succession Planning for the Brown Family Farm	Mr. Jason Page
2:30pm – 2:45pm	Break	
2:45pm – 4:45pm	FS: Logistics & Supply Chain Issues	Mr. Jon Kirchoff, ECU Mr. John Kros, ECU
4:45pm – 5:00pm	Break	
5:00pm – 5:30pm	Expectations for Developing a New BMC for the Case Study Farm and what to expect for the Shark Tank	EFM Faculty led by Lisa
5:30pm – 6:15pm	Reception	
6:15pm – 8:00pm	Dinner "When Pigs Fly!"	Mrs. Jolene Brown
8:00pm – 8:30pm	Depart Arrive Alumni Center/ Return to Hotel (EFM to Provide Transportation)	

Wednesday, February 2, 2022

Raleigh, NC

6:45am – 7:45am	Breakfast	
7:45am – 8:15am	Depart Hotel / Arrive Alumni Center, (EFM to Provide Transportation)	
8:15am – 8:25am	Morning Review and Day's Forecast	Dr. Blake Brown
8:25am – 9:45am	FS: Telling your Story, Creating Your Brand	Dr. Christine Kowalczyk, ECU
9:45am – 10:00am	Break	
10am – 11:30am	FS: Marketing your Business	Ms. Anissa Davenport
11:30am – 12:15pm	Panel Discussion – Marketing	Ms. Lisa DeCarlo

		Ms. Anissa Davenport Dr. Christine Kowalczyk
12:15pm – 1:00pm	Lunch	
1:00pm – 2:00pm	Case Study Work: Teams Develop New Potential CS and VP	
2:00pm – 3:15pm	FS: Risk and Crisis Management	Ms. Anissa Davenport
3:15pm – 3:30pm	Break	
3:30pm – 5:00pm	Social Media Panel	Mrs. Marlowe Ivey Vaughn Mr. Brandon Batten
5:00pm – 5:30pm	Casework in Teams: Sharing from Breakout	
5:30pm – 6:00pm	Depart Alumni Center/Arrive Hotel (EFM to Provide Transportation)	
6:00pm – 8:00pm	Dinner With Your Team	
8:15pm – 8:30pm	Homework for Teams: What new CH, KR, KP & KA does your new potential CS & VP require?	

Thursday, February 3, 2022

Raleigh, NC

6:45am – 7:45am	Breakfast	
7:45am – 8:15am	Morning Opening and Overview	Dr. Blake Brown
8:15am – 9:00am	Review of BMC; Share new CS&VP; what new CH, KR, KP & KA does this require (Review Homework for Teams: What new CH, KR, KP & KA does your new potential CS & VP require?)	Ms. Lisa DeCarlo
9:00am-10:00am	FM: Forecasting Including; Cost Structure (CS) and Revenue Streams (RS)	Mr. David Mayo Mr. Scott Mickey
10:00am – 10:20am	Break	
10:20am – 11:00am	Casework in Teams: Developing CS and RS for your new BMC; what data is needed?	Ms. Lisa DeCarlo and EFM Faculty
11:00am – 11:45am	FS: Tax Issues for Large Farms	Mr. David Haskins, Frost PLLC
11:45am – 1:00pm	Lunch FS: Big Data	Mr. Bryan Dobson, CEO Mr. Stephen Swain Quality Equipment
1:00pm – 2:15pm	FS: Big Data	Dr. Ed Barnes, Cotton Incorporated
2:15pm – 2:30 pm	Break	
2:30pm – 3:30pm	FS: Carbon Markets	Dr. Eric Edwards
3:30pm – 4:00pm	Homework: Acquiring the Data Needed for Your New BMC	
4:00pm – 5:00pm	Casework: Teams	
5:00pm	Adjourn	

Session III: 2022 Executive Farm Management Syllabus

Sunday, February 20, 2022

Savannah, GA

3:30pm - 4:00pm	Gather and Greet @ Embassy Suites Historic; Team Workout: Business Model Canvas & BFF	Dr. Blake Brown
4:00 - 4:30pm	Hotel Check-in	
4:30 - 4:45pm	Board Trolley to Chef Darin's	
5:00pm – 8:30pm	Chef Darin's Kitchen Table Interactive Cooking Class	AgGeorgia Farm Credit AgSouth Farm Credit
8:30pm – 8:45pm	Return to Hotel	

Monday, February 21, 2022

Savannah, GA

6:45am – 7:45am	Breakfast	
7:45am – 8:20am	Morning review and Day's Forecast	Dr. Blake Brown
8:20am – 9:35am	Financial Management (FM): Forecasting Results Exercise – Round II	Mr. David Mayo Mr. Scott Mickey
9:35am – 9:50am	Break	
9:50am – 10:50am	Human Resource Management (HR): What's My Change Style:	Mrs. Sharon Justice
10:50am – 11:05am	HR: Conversations about changes ahead on the Brown Family Farm	Mrs. Sharon Justice
11:05am – 1:00pm	Working Lunch Work with Team	
1:00pm – 3:00pm	Concurrent Sessions: Group 1: Commodity Markets Group 2: Managing Labor Fresh Produce Safety Issue	Mr. Scott Mickey Mrs. Beth Oleson
3:00pm – 3:15pm	Break	
3:15pm – 4:45pm	Trade Issues	Dr. Blake Brown
	Dinner-work with small groups-free night	

Tuesday, February 22, 2022

Savannah, GA

6:45am – 7:45am	Breakfast	
7:45am – 8:15am	Morning Review and Day's Forecast	Dr. Blake Brown
8:15am – 9:15am	FS: Tricks of the Trade	Mr. David Mayo Mr. Scott Mickey
9:15am – 10:15am	FS: The Future of Automation	Mr. Wes Porter, UGA
10:15am – 10:30am	Break	
10:30am – 11:30am	Crop Insurance	Dr. Nathan Smith
11:30am – 1:00pm	Lunch & Featured Speaker	TBD
1:00pm – 2:00pm	HR: Managing the Farm: Beyond the Basics, Handbook, Policies and other people challenges	Mrs. Sharon Justice
2:00 pm -3:00 pm	HR: Leading with the 4 Cs	Mrs. Sharon Justice
3:00pm – 3:15pm	Break	
2:30pm – 3:30pm	TBD	
3:30pm – 4:45pm	Work in Teams	
4:45pm – 5:30pm	TBD	

5:15pm – 6:00pm	Teamwork	
6:00pm – 8:00pm	Group Dinner	
8:00pm – 9:30pm	Teams Finalize Presentations	

Wednesday, February 23, 2022

Savannah, GA

6:45am – 7:45am	Breakfast	
7:45am – 8:30am	Morning Review and Day's Forecast Plus Shark Tank Board Introduction	Dr. Blake Brown
8:30am – 9:00am	Team Presentations	
9:00am – 9:30am		
9:30am – 9:45am		
9:45am – 10:15am		
10:15am – 10:45am		
10:45am – 11:00am		
11:00am – 11:30am		
11:30am – 12:00pm		
12:00pm – 12:30pm		
12:30pm – 2:30pm		Lunch & Graduation
2:30pm – 3:00pm	Adjourn	