



**WORLD CLASS
WEBINARS**
PRESENTED BY PDPW

“Road Ready: Putting Your Business Financials In Gear”

PRESENTED BY: Dr. David Kohl



David Kohl received his M.S. and Ph.D. degrees in Agricultural Economics from Cornell University. For 25 years, Kohl was Professor of Agricultural Finance and Small Business Management and Entrepreneurship in the Department of Agricultural and Applied Economics at Virginia Tech. Kohl has published four books and regularly writes for *Ag Lender* and *Corn and Soybean Digest*. Dr. Kohl is a facilitator of the United States Farm Financial Standards Task Force and member of the Canadian Agricultural Financial Standards Task Force. Kohl is currently President of AgriVisions, LLC and is also a business coach and part owner of Homestead Creamery.

**World Class Webinars are always LIVE on a Wednesday, from Noon – 1:00 p.m. CST *
Participate in both webinars or select just one.**

April 23, 2014 (register by April 16)

ECONOMICS & DAIRY DASHBOARD DIAGNOSTICS

Dr. Dave Kohl will give you the latest news on global economics and trends in agriculture. Now that the cycle is in transition, what do dairy producers need to observe? Participants will find out the ten characteristics of a CFO dairy producer. Dr. Kohl will present a dashboard scorecard checkup featuring ratios that producers need to know how to calculate on their operations, along with a financial and benchmarking worksheet. He will also answer a few of the top questions from his travels on the road. Dr. Kohl's personal experience with the dairy industry and involvement with a creamery provide practical and innovative information for this presentation.

Wednesday, May 14, 2014 (register by May 7)

MANAGING THROUGH THE CYCLES: STAYING IN CONTROL OF YOUR BUSINESS

Dr. Dave Kohl will give a quick economic update before giving tips on how to stay in control of your business. Extreme economic cycles play havoc with the financial bottom line, balance sheet, and cash flow management. Internal business cycles including growth, transition, and evolution increase management and business acumen of owners and managers. This session will present an economic update followed by the rules of the road concerning finance and management. Given the new economic environment, more emphasis will be placed on cash flow and profits, while there will be less focus on asset appreciation. Do not miss this quick tune up on staying in control given the many external and internal variables facing your business.

Sign up today online or call PDPW!

PDPW members register for \$100 per session or save when you sign up for both sessions at \$175.

Non-PDPW members can register at \$125 per session or save when you sign up for both sessions at \$200.

*** If you have a date/time conflict, you can watch a fully recorded version at your leisure.**

You must be registered to receive a recorded session.

For more information go to www.pdpw.org or call PDPW at 800-947-7379.