

RANCHING FOR PROFIT

Putting Profit into Agriculture

Newsletter #74

January - February, 2002

Healthy Land, Happy Families and Profitable Businesses

Vision without action is just a dream.

Action without vision is a waste of time.

But, vision with action can change the world.

It is not the situation, but what you do about it that makes *the* difference. 2002 can be your breakthrough year. The question is, Will you make it happen? This newsletter announces the **Ranching for Profit Conference** we'll be holding in June, our expanded **Executive Link** program and the **ProfitProbe™** program. These programs can help you clarify your vision and take actions to achieve it. What actions will you take to make this a Happy New Year?!

Ranching for Profit Conference **Wichita, Kansas, June 19-22, 2002**

The Ranching for Profit Conference features a fantastic line-up of speakers, field workshops on one of the most innovative ranches in the nation, great entertainment and, most importantly, the energy, enthusiasm and camaraderie of like minded business people from around the world who are determined to make ranching successful. (Several Australian *Grazing for Profit* alumni will be participating).

EL Boards will meet Wednesday morning through noon, Thursday. The conference begins at noon on Thursday with several provocative speakers include Stan Parsons, Alan Nation, Harlan Hughes, Gregg Simonds, and Wes Jackson. We'll tour the Ferrell Ranch and participate in practical workshops on range health, stream bank hydrology and innovative resource management. We'll cap the evening with a BBQ and entertainment. On Saturday, you'll discover breakthroughs to more effective communication and stronger relationships in a "Pathways" seminar. Ranching for Profit alumni who have attended Pathways training feel that Pathways did for their relationships what RFP did for the health of their land and profitability of their businesses.

You'll find a full agenda, a description of registration options and a registration form in this newsletter. Space is limited. Register early.

2002 Executive Link Program **Taking Action to Achieve Your Vision**

If you are like most Ranching for Profit School participants, you left the school with a green sheet full of good ideas. In Executive Link RFP alumni turn those ideas into actions.

We've expanded the 2002 EL program to include the Ranching for Profit Conference, a powerful benchmarking computer program called **ProfitProbe™** and new self-paced assignments to help create and implement a plan to achieve your vision.

The Ranching for Profit School gave you the tools to improve the health of your land and increase profit. The Executive Link can give you the structure, support and accountability many of us need to achieve the breakthrough we need.

EL dues are \$2,495/business/year. The fee includes three board meetings, a **ProfitProbe™** business analysis (normally \$300) and conference registration for 2 people from your business (\$490 for non-EL members).

We are holding WOTB training sessions for RFP alumni interested in joining the EL at the February/April EL meetings. The cost of this meeting is only \$250 which will be applied toward your EL dues should you decide to join.

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2002 Ranching for Profit Conference Abbreviated Agenda

| Timing | Meals | Program |
|---|--|--|
| Pre-Conference Orientation: Tuesday, June 18 | | |
| <i>Pre-conference session for new EL members, and family of current EL members.</i> | | |
| Noon | Luncheon for new EL members | |
| 1:00 | | WOTB training for new EL members |
| 6:00 | Reception w/cash bar | Mixer for new & veteran EL members |
| First Session—Devoted to Executive Link Board Meetings. | | |
| Day 1, Wednesday, June 19 | | |
| 7:00 | Group Breakfast | Hosted by Executive Link Chapter |
| 8:00 | | EL Board Meetings (Round 1) |
| Noon | Group lunch | Hosted by Executive Link Chapter |
| 1:00 | | EL Board Meetings (Round 2) |
| 6:00 | | Adjourn for the day. Dinner on your own. |
| Day 2, Thursday, June 20 | | |
| 7:00 | Group Breakfast | Hosted by Executive Link Chapter |
| 8:00 | | EL Board Meetings (Round 3) |
| 11:00 | | EL Wrap Up |
| Second Session—Continuing Education | | |
| Day 2, Thursday, June 20 (continued) | | |
| Noon | Group Lunch | Hosted by Executive Link Chapter |
| 1:00 | | Breakthroughs in Ranching for Profit with Stan Parsons, Alan Nation, Harlan Hughes & Gregg Simonds |
| 7:00 | Banquet | Stan Parsons, The Stories I could tell, told |
| Day 3, Friday, June 21 | | |
| 8:00 | Group Breakfast | Hosted by Executive Link Chapter |
| 9:00 | | Breakthroughs in Agricultural Ecology, Wes Jackson |
| 11:30 | Box Lunch On Bus | Bus to the Ferrell Ranch |
| 1:00 | | <i>Workshops: Innovative IMG - Pete Ferrell Rangeland Health – Charlie Orchard Practical Hydrology – Presenter not confirmed</i> |
| 5:00 | BBQ | <i>Live Music</i> |
| Day 4, Saturday, June 22 | | |
| 8:00 | Group Breakfast | Hosted by Executive Link Chapter |
| 9:00 | | Pathways: Improving Communication & Strengthening Relationships in Your Business, Chris LaPak |
| Noon | Group Lunch | Questions & Answers |
| 1:30 | | Pathways Continued |
| 4:00 | | Adjourn |
| 7:00 | Optional Dinner (Not included in the package) | Prairie Rose |

Conference Fees

Conference registration is \$295 for the first person from your business and \$195 for additional people from your business. (This fee is waived for the first two attendees from EL businesses.) The conference registration fee does not include the hotel's lodging/meal package. Hotel packages are:

| Meal/Lodging Options * | | | |
|--|--|-------------------------|-------------------------|
| Package | Includes | Single Occupancy | Double Occupancy |
| EL Meeting & Conference | 5 Nights Lodging (6/18-6/23), 4 Breakfasts, 4 Lunches, Banquet, Daily Breaks | 557.80 | \$712.80 |
| Conference Only | 3 Nights Lodging (6/20-6/23), 2 Breakfasts, 3 Lunches, Banquet, Daily Breaks | \$349.00 | \$456.00 |
| Conference Commuter | No Lodging, 2 Breakfasts, 3 Lunches, Banquet, Daily Breaks | \$107.00 | n.a. |
| * Fees paid directly to Holiday Inn Select, Wichita. Prices include all taxes and gratuities. Please call 316-686-7131 ASAP to reserve your room & meal package. | | | |

A New Tool to Assess the Sustainability of Your Business

ProfitProbe™ is a benchmarking, comparative analysis and business diagnostics software program designed to give a holistic evaluation of your business. It compares the performance and sustainability of your business to objective benchmarks, other businesses and your own past performance. It will:

- *Create economic, financial, ecological & sustainability benchmarks for your business*
- *Objectively pin point strengths and weaknesses in your business*
- *Report production costs per unit of production (\$/lb)*
- *Compare the performance of your business to others in and outside your region*
- *Show which of your enterprises are most profitable*
- *Determine which of the three secrets for increasing profit applies to your business (1. Reduce Overheads; 2. Improve Gross Margin/Unit; 3. Increase Turnover)*
- *Document economic, financial and ecological trends in your business from year to year*

The **ProfitProbe™** software was designed, developed and tested by Resource Consulting Services, Ltd. and the University of Central Queensland. It is based on the economic model and analysis procedures taught at the Ranching for Profit School. It has become an integral part of the Australian Executive Link program and has helped members pinpoint problems and determine strategies to increase profit.

When you enroll in our **ProfitProbe™** service you'll be sent an input booklet with step-by-step instructions. Our **ProfitProbe™** service includes phone consultation to address any questions you may have as you complete the booklet. Once completed you'll mail the booklet to our offices where RMC staff will enter your data into the **ProfitProbe™** program. We will mail you a confidential report for your business before the Ranching for Profit Conference.

A **ProfitProbe™** analysis will be available to all RMC alumni for \$300/report. The fee includes telephone consultation to discuss results. We strongly recommend that non-EL members consider attending a WOTB board meeting at the annual conference to discuss their results. The **ProfitProbe™** analysis for EL members is included in the annual EL fee.

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UPCOMING RANCHING FOR PROFIT EVENTS

RANCHING FOR PROFIT SCHOOLS

| | |
|-----------------------|------------------------------------|
| Billings, Montana | February 3 - 9, 2002 |
| Amarillo, Texas | March, 3 - 9, 2002 |
| Klamath Falls, Oregon | November, 10 -16, 2002 (tentative) |
| Kerrville, Texas | December 1 -7, 2002 (tentative) |

EXECUTIVE LINK PROGRAMS

| | | |
|-------------------------|----------------------------|------------------------|
| Alberta Chapter | Calgary, Alberta | February 5 - 7, 2002 |
| Colorado Chapter | Colorado Springs, Colorado | February 7 - 9, 2002 |
| Far West Chapter | Klamath Falls, Oregon` | February 11 -13, 2002 |
| Northern Plains Chapter | Billings, Montana | February 25 - 27, 2002 |
| Rio Grande Chapter | Kerrville, Texas | April 4 - 6, 2002 |

NORTH AMERICAN RANCHING FOR PROFIT CONFERENCE

| | |
|-----------------|--------------------|
| Wichita, Kansas | June 19 - 22, 2002 |
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For more information about these and other programs, including **ProfitProbe™** contact us at:
Phone: 707-429-2292 Fax: 707-429-2100 E-mail: rmc@ranchmanagement.com

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