



# 10<sup>th</sup> Offering of the Feed Industry Profitability Workshop

**May 18-20, 2010  
Omaha, NE Session**

## Registration Fee

The workshop fee of \$750 includes course materials, lunch, breaks, computer software and use of the ESU computer laboratory.

## Schedule

### Day 1

9:00 am Introduction of speakers and participants  
 9:10 Competitiveness strategies and unique resources  
 9:50 Business planning and strategic positioning  
 10:30 Break  
 11:00 Exercise: identification of unique resources  
 Noon Lunch  
 12:45 pm Introduction to capital budgeting  
 2:00 Excel training on financial functions  
 2:30 Break  
 3:00 Capital budget case study  
 4:30 Financial statements and financial ratios  
 5:00 End-Day 1

### Day 2

8:00 am Benchmarking  
 9:00 Enterprise budgets  
 10:00 Break

10:30 Class exercise on cost control  
 11:00 Intro to optimization  
 Noon Lunch  
 12:45 pm Optimization exercise  
 2:00 Begin statistical process control  
 3:00 Break  
 3:30 Statistical process control  
 5:00 End-Day 2

### Day 3

8:00 am Statistical process control  
 10:00 Break  
 10:30 Benchmarking discussion  
 11:00 Advance capital budgeting: working capital  
 Noon Lunch  
 12:45 pm Data management and pivot tables  
 2:00 Business planning  
 3:00 Course ends

## Who Should Attend

The workshop is designed for individuals who desire to sharpen their management skills. Participants who will benefit from the training include managers of the feed manufacturing cost centers, mill managers, and office managers. Some prior experience working in Excel is important, since most classroom assignments and case studies involve spreadsheets.

## Maximum and Minimum Enrollment

Class size is limited to 20 participants. The course is subject to cancellation if there are less than 12 enrolled.

## Benchmarking Service

An objective of this training is to help the feed industry begin benchmarking their performance, both internally and with feed mills in other companies. An online (web-based) benchmarking service is available to class participants for one year.

## What's It About

The increasingly competitive feed industry necessitates that all managers and supervisors understand management principles that determine corporate profitability.

This workshop will equip participants to perform the following activities:

- Capital budgeting including preparation of detailed cash flow statements and assigning rate of return based on project risk,
- Interpret financial statements and assess feed mill competitiveness through the application of financial ratios and benchmarking,
- Perform detailed cost analysis using enterprise/cost center budgeting,
- Analyze and manage variability using statistical techniques that improve feed quality, operating efficiency, and profitability,
- Learn to assess the optimum operating conditions and identify economic efficiency,
- Utilize financial planning techniques to examine growth strategies.

The workshops include lectures, case examples, and in-class problem sets to help participants learn these skills. Excel training in financial and statistical functions, data management using pivot tables, and how to perform an optimization analysis are included in the workshops.

## Course Instructors

- Professor Michael Langemeier, Agricultural Economics, Kansas State University
- Professor Tim Herrman, Soil & Crop Sciences, Texas A&M University & Director, Office of the Texas State Chemist, Texas AgriLIFE RESEARCH

For additional information or if you have a special dietary need or other assistance, contact Dr. Tim Herrman at (979) 845 1121 or [tjh@otsc.tamu.edu](mailto:tjh@otsc.tamu.edu)

## Online Registration

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Registration is available online at the Texas A&M Market Place:

[https://secure.touchnet.com/C21490\\_ustores/web/store\\_main.jsp?STOREID=26](https://secure.touchnet.com/C21490_ustores/web/store_main.jsp?STOREID=26)

**Refund Policy:** Cancellations two weeks prior to the event will receive a refund less a \$100 processing fee.

## Training Location

Education Services Unit #3  
6949 South 110<sup>th</sup> Street  
Omaha, NE 68128-5722  
(402) 597 4880

## Lodging

Conference hotel with room block & shuttle:  
Hawthorne Suites  
Room block "ESU" confirm numbers 22055-22066  
Negotiated rate of \$84 + tax studio, \$109 penthouse  
11025 M Street, NE 68137  
(402) 331 0101