

OUR SPEAKER



A fifth-generation rancher who learned ranching working for northern California cattle and sheep producers, Dave earned a Bachelor's degree and a Master's degree from the University of California and Washington State University, respectively.

Dave Pratt

In 15 years as a Range and Livestock Advisor for the University of California's Extension Service, Dave researched management-intensive grazing and strategic issues impacting ranch sustainability, and taught innovatively, but with a practical edge. His work helped hundreds of farmers and ranchers develop and implement strategies for increased profit. He also helped develop the *Sustainable Ranching Research and Education Project*, and co-founded the *California Grazing Academy*; two programs that were large-scale, long-term efforts to develop, research and demonstrate economic, environmental and socially sustainable ranching practices; and which provided ranchers hands-on experience in management-intensive grazing.

Dave has taught the *Ranching for Profit* School since 1992, and bought the program from its founder in 2001, carrying on its mission by helping transform farms and ranches into sustainable businesses.

Colorado State University Extension
Delta Extension Office
525 Dodge Street
Delta, CO 81416

P r e s e n t s

RANCHING FOR PROFIT WORKSHOP

We'll teach you the three things you must do to increase your profit, and we'll show you how to use production and economic and financial benchmarks to improve your operation!

**Grand Junction
Courtyard by Marriott
765 Horizon Drive
Thursday, December 9, 2010
9a - 4p**



PROGRAM AGENDA

REGISTRATION FORM

We're Putting Profit Back Into Ranching – One Business at a Time!

North American ranchers are the most productive in the world – but we are also the least profitable and our ranches are therefore unsustainable in their current models.

We tend to work *in* our businesses, but we rarely work *on* our businesses – we know how to drive tractors and brand calves, but not how to build a cash flow or read a profit-and-loss statement.

- And most ranchers don't have a firm grip on their financial situations, either, with most having more than 90 percent of their money tied up in "fixed assets," but very little working capital. Most ranchers are wealthy on their balance sheets, but broke at the bank.

Finally, most ranch businesses are structured to fight nature, instead of work with natural cycles and the environment. The result is economic, financial, environmental and personal stress.

Our workshop is a hands-on training that will teach each participant how to start out with no land, no livestock and no time, and show them the three things they must do to build a sustainable ranching business from scratch. Each participant will learn why most ranches show a loss; how to overcome the challenge of no working capital; and will learn what it takes to build a sustainable ranch business and earn a healthy profit, instead.

MORNING SESSION

- Setting the Stage
 - Do you own a *business* – or just a lot of assets and even more jobs?
 - Conventional wisdom is correct – conventional ranching isn't profitable.
 - *Why* ranching isn't profitable...
 - Efficient or Effective? - Are we doing things right or doing the right things?
 - Working *in* the business vs. working *on* the business – knowing how to raise livestock is different from building and running a business that raises livestock.

Break

- Three Things to Do to Increase Profits
 - Starting a Business from Scratch
 - Looking for the "Deadwood"

Break

- Crunching the Numbers (Planning Process)
 - Projecting Profit or Loss
 - Setting a Profit Target

Lunch – Sponsored by Pfizer

AFTERNOON SESSION

- What do the Numbers Mean?
 - What are Benchmarks?
 - How are Benchmarks Established?
 - What are Profitability Benchmarks – and How do You Use Them?

Break

- Fat Balance Sheet, But Broke at the Bank?
 - Show Me the Money! (Capital Allocation)
 - Capitalize vs. Concessionize
 - Examples

Final Questions

Name: _____

Company / Ranch: _____

Billing Address: _____

City / State / Zip: _____

Phone: _____

e-mail: _____

\$75.00 per Ranch – Includes Lunch

Please list everyone who will be attending from your company / ranch so we can make sure we have lunch for everyone!

Name: _____

Name: _____

Name: _____

Check, cashier's check or money order payable to:
Delta Extension Fund

Bring, mail or FAX to:

Delta Extension Office - Attn: Becky
525 Dodge Street - Delta, CO 81416
(977) 874-2195 (Office Phone)
(970) 874-2192 (FAX)

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www.TriRiverArea.org

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