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Alcorn State University Extension Program
IN COOPERATION WITH
The Mississippi Association of Cooperatives

SMALL FARMERS CONFERENCE 2010

AGENDA

MONDAY, MARCH 29, 2010

8:00 a.m.

REGISTRATION

9:00 a.m.

Regency Room

Opening Session

Call to Order

Presiding

Dr. Kenneth Stallings
Animal Science Professor
Alcorn State University

Invocation

Melbah M. Smith
CEO, Success Unlimited
Brandon, Mississippi

Musical Selection

Alcorn State University Chorale
Charles Wesley, *Director*

Welcome

Honorable Harvey Johnson, Jr.
Mayor, City of Jackson

Greetings

Representative Greg Ward
Chairman
Agriculture Committee
Mississippi House of Representatives

Dr. Norris Edney
Interim President
Alcorn State University

Dr. Barry L. Bequette
Dean, School of AREAS
Alcorn State University

Ben F. Burkett
State Coordinator
Mississippi Association of Cooperatives

**Overview and
Accomplishments**

Dr. Dalton H. McAfee
Extension Administrator
Alcorn State University Extension Program

**Introduction of Keynote
Speaker**

Melbah M. Smith
CEO, Success Unlimited
Brandon, MS

Keynote Speaker

Barbie Bassett
Chief Meteorologist, WLBT-TV
Brandon, MS

11:00 – 11:15 a.m.

BREAK

Vendors Borrowers Training
Windsor Room 1

11:15 – 11:45 p.m.

e-Xtension

Dan Cotton
Director of the e-Xtension Initiative
University of Nebraska

11:45 – 12:15 p.m.

**Community
Philanthropy**

Athan Lindsay
Associate Director for Community Philanthropy
National Rural Funders Collaborative

LUNCHEON

Presiding

Representative America “Chuck” Middleton
House of Representatives, District 85

12:15 – 1:15p.m

Invocation

Bettye Oliver

*Director for Community Programs
USDA Rural Development*

Musical Selection

Alcorn State University Chorale

Charles Wesley, Director

Introduction of Keynote Speaker

Sandra Ford

*Underserved Outreach Coordinator
Mississippi Forestry Commission
Alcorn State University*

Luncheon Keynote Speaker

Charlie Morgan

*State Forester
Mississippi Forestry Commission*

1:15 – 1:30p.m.

BREAK

1: 30 – 4:30p.m.

Round Table Discussion

“Let’s Talk”

*A dialogue between
Agency personnel and
farmers/ranchers*

Charles Sheppard, Moderator

George Jones

Acting Director

USDA Rural Business Cooperative Services

Michael R. Sullivan

State Executive Director

USDA Farm Service Agency

Dr. Homer Wilkes

State Conservationist

USDA Natural Resource Conservation Service

Dr. Gregory Reed

Associate Director

Small Farm Development Center

Alcorn State University

Roddric Bell

Specialist

USDA Risk Management Agency

Sharon Paige

Instructor, Nutrition and Dietetics

Alcorn State University

Wayne Tucker
Director, Forest Management
Mississippi Forestry Commission

Purvie Green
Coordinator
Mississippi Department of
Agriculture and Commerce
Mississippi Farmers Market- Nutrition Program

Anthony Reed
Interim Assistant Extension Administrator
Alcorn State University Extension Program

4:30 – 4:45p.m.

Closing

Myra C. Bryant
Executive Director
Mississippi Association of Cooperatives
2010 Conference Chair

Announcements

Lyvetta R. Mickell
Support Staff
Alcorn State University Extension Program

6:00 p.m.

**Meet and Greet
Reception**

Regency Hotel & Conference Center
The Crown Room

SMALL FARMERS CONFERENCE 2010

LEARNING SITES

TUESDAY, MARCH 30, 2010

This full day is set aside for participants to attend various educational workshops and learning sites. These “breakout sessions” are on-site, hands-on learning events for conference attendees.

VEGETABLE AND FRUIT PRODUCTION SITE

Location – Alcorn State University Experiment Station

Depart Hotel – 7:30- am

Arrive at Station – 9:00 am

Site Coordinator – Dr. Frank Chukwuma

Tour Host – Rilondricks Beeman

This site will feature a tour of the 12 acre Vegetable/Medicinal Crop research conducted at the Experiment Station. Participants will gain knowledge on clonal propagation of Muscadines, Organic Vegetable Production, Sustainable Vegetable Production, Pest Management and Recordkeeping. Also, a brief presentation on Water Quality and Human Health will be presented.

BEEF CATTLE LEARNING SITE

Location – Nettie Reed Howell, Sandhill, Mississippi

7:30 a.m. – Depart Hotel

8:45 a.m. – Arrive Howell Farm

Site Coordinator – Rondall Hawkins

Tour Host – Audrey Wilson

This learning site will be held on Mrs. Nettie Howell’s 81 acre Beef Cattle Farm in Sandhill, MS. The farm depicts an ideal model of a profitable small farm when applying recommended practices. This site will focus on Nutrient Management, Forage Production, Marketing and Recordkeeping. Participants will also gain knowledge through “hands-on” demonstrations on how to properly

administer vaccines, castration, benefits of growth implants, and sire management.

FOREST STEWARDSHIP SITE

Location – Alcorn State Forest Demonstration

7:30 a.m. – Depart Hotel

9:00 a.m. – Arrive at Alcorn State University

Site Coordinator –Sandra Ford

Facilitator – Rockiell Woods

Tour Host –Rockiell Woods

The learning site will demonstrate what a small forest landowner should do to maintain his or her land in production after a timber sale. The small forest landowner will know where to go for forest management services with the Mississippi Forestry Commission. The learning site will, also, demonstrate a site that is in production. The income that can be generated from this site has no limits! The Mississippi Forestry Commission will show how growing timber is just like having money in the bank.

ASSET BUILDING WEALTH CREATION

Location: Regency Hotel

8:30 a.m. – Hotel

Site Coordinator – Melbah M. Smith

Facilitator – Tanya James

This learning site is designed to provide participants an opportunity to build an inclusive state-wide coalition of organizations. These organizations will have vested interests in supporting an asset building/wealth creation program agenda, policy for limited resource land-based communities, and farmers as well as for victims of recent hurricanes within the state. This session will identify strategies for developing agendas as linkages to creating wealth for low income people; the effectiveness of partnerships and collaborations as a process for sharing information and resources; the importance of appropriately defining asset-building; the importance of strong leadership in the development of an asset coalition that provides appropriate education in order to help families take advantage of the asset building, and wealth creation strategies that are available. Organizations with this emphasis from across the state have been invited to attend.

WOMEN IN BUSINESS

Location: Regency Hotel

8:30 a.m. – Hotel

Site Coordinator – Myra Bryant

Facilitator – Bobby Shaw

Tour Host – Lyvetta R. Mickell

This learning site is designed to assist and educate those women who desire to start their own business or to enhance their business skills. It is for women of all ages and backgrounds. Today's "Woman in Business" is on the move, eager to learn and always looking for the innovations that promote success. This year, the highlighted focus will be on how to develop a business plan and where to look to find funding sources on both the state and federal levels. Also, three local women in business will share with those present, their successes and pitfalls in starting their businesses. These presentations will enable women to leave the classroom and embark upon starting their own business. As always, this is a great opportunity to network with other women with the same interests.

Projected Women in Business Tours

EduCare Learning Center-Angela Courtney

Daycare Center and After School Program, Byram, Mississippi

Our mission at EduCare Learning Academy is to provide high quality early childhood education that includes a developmentally appropriate curriculum; knowledgeable, and well-trained staff and educators; and comprehensive services that support children's health, nutrition and social well-being. At EduCare Learning Academy, we focus on the needs of very young children. We are currently using Mississippi State University Early Childhood Learning Guidelines, with the combination of Adventures in Learning and the benchmarks from the Department of Education to create daily lesson plans. This information is used to develop a curriculum that is age appropriate in all classrooms. Research proves that the years between birth-six are extremely important to the overall development and healthy growth of a child. EduCare, also offers an after school care program, a summer youth program and programs that offer life-long skills to the youth.

C&C Jewelry Plus- Berta Cannon

Jewelry Store, Brandon, Mississippi

C& C Jewelry Plus was established in June, 2009. Berta Cannon, co-owner along with her husband, Samuel Cannon, said that, God gave her a vision to open up her own clothing store one day while working in her office at the MS State Dept. of Health. She said that her company is based on the belief that her customers' needs are of the utmost importance, and that her entire team is committed to meeting those needs. They carry clothing lines from some of the best known designers in the world, and their desire is to meet the needs of all women of all ages and sizes. As a result, a high percentage of their business is from repeat customers and referrals.

FSA VENDORS BORROWERS TRAINING

The Vendors Borrowers Training Program is a structural designed program which offers courses through the Alcorn State University Extension Program in conjunction with other departments at ASU to help meet the requirement for borrowers training as outlined in Farm Service Agency (FSA) regulations.

These courses are designed to address real world problems and help agricultural producers become more profitable and better prepared to operate in today's changing business environment. Producers may take any combination of the three courses as determined through consultation with FSA personnel.

Practical exercises, participation in class, and testing will be used to evaluate the participant's ability to understand and implement the concepts taught in each course. Based on FSA guidelines, a score for each participant will be provided to the FSA state office. FSA will determine the need, if any, for additional training. Certification will be awarded at the end of the class.

Upon completion of the program, participants will receive a certificate depicting their certification in the above mentioned programs areas. Participants will also be introduced to current tools and methods that will help enhance their current farming practices and minimize farm risk.

SMALL FARMERS CONFERENCE 2010

AGENDA

WEDNESDAY, MARCH 31, 2010

8:30 a.m.

Regency Room

Presiding

Dr. Magid Dagher

Director

Small Farm Development Center
Alcorn State University

Invocation

Isabel Scott

Pastor

Walker Chapel AME Zion Church
Meridian, Mississippi

**Musical
Selection**

Jerome Myles, Sr.

Gospel Recording Artist
Natchez, Mississippi

9:00 – 9:45 a.m.

**Alternative Energy
Opportunities**

Leif Kindberg

Energy Specialist

National Center Appropriate Technology

**How to sell
at Farmers Markets**

Michael McNair

Marketing Specialist

National Center Appropriate Technology

BREAK

9:45-10:00 a.m.

10:00-12:00 p.m.

**Marketing Concurrent
Workshops**

**Quality Control and
Vegetable Production and
Handling**

Value-Added Production

**Prosperous Promotion
and Marketing** (for active
growers only)

Nicole Bell

Interim Facility Manager
Small Farm Development Center
Alcorn State University
Windsor II

Brian Dickason

Director of Marketing
US Food Service
Jackson, Mississippi
Windsor III

Paul Darby

Consultant
Darby, Inc.

Ben F. Burkett

Elizabeth Myles

Marketing Specialist
Small Farm Development Center

Alcorn State University

Luncheon

12:00 – 1:15 P.M.

Presiding

Dr. Magid Dagher

Invocation

Reverend Eddie Kennedy

Greengrove Missionary Baptist Church
Oak Grove, Louisiana

**Introduction of
Keynote Speaker**

Darnella Smith-Murray

Director, Multi-family Housing
USDA Rural Development

**Luncheon
Keynote Speaker**

Trina George

Director of Rural Development
USDA Rural Development

1:15 – 1:45 P.M.

**Awards Ceremony
Conference Wrap-up**

Dr. Dalton H. McAfee

Door Prizes

Savannah Jackson-Hales

Cooperative Development Specialist
Mississippi Association of Cooperatives

Closing

LaTania Toomer

Director, MAMP Program
Mississippi Association of Cooperatives

Myra C. Bryant

2010 Chairperson

Biography

Pearlie S Reed

Assistant Secretary for Administration

Pearlie S. Reed was sworn in as the Assistant Secretary for Administration on May 21, 2009. He is committed to carrying out Secretary Vilsack's priority to transform USDA into a model organization, positioned to meet the present and future needs of its employees and customers.

Since 2003, Reed worked as a consultant in his own firm based in Marion, Arkansas, focusing on agriculture, conservation, economic development and management issues. Prior to 2003, he held a variety of positions at USDA throughout a distinguished 35 year career.

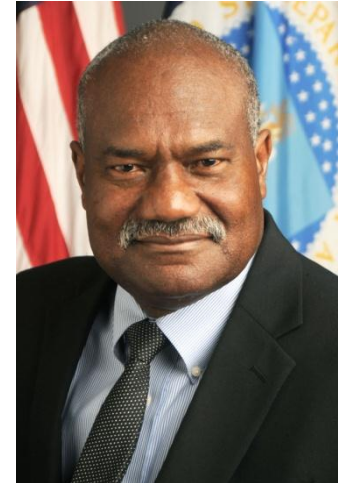
He began his career at USDA as a student trainee with the Soil Conservation Service in Walnut Ridge, Arkansas in 1968 while in college and rose to the position of the Chief of the Natural Resources Conservation Service in 1998. Reed served in that position until 2002.

He served in four states and headquarters during his career with USDA's NRCS. From 1994-97, he served as NRCS's Associate Chief. He was the State Conservationist for California from 1989-94 and State Conservationist for Maryland from 1985-89 responsible for leading comprehensive soil, water, and resource conservation and development programs in those states.

Reed previously served as Acting Assistant Secretary for Administration from 1997-98. A leader on Civil Rights issues, he was appointed to head the Civil Rights Action Team by then USDA Secretary Dan Glickman. The team issued a report that made recommendations on how to improve civil rights both inside and outside of USDA. President Bill Clinton issued an order that all 92 recommendations of the team be implemented.

Over the course of his career, he has received numerous awards and honors including the Distinguished Presidential Rank Award for strength, integrity, industry and a relentless commitment to excellence in public service. He also received the George Washington Carver Public Service Hall of Fame Award and the USDA Silver Plow Award.

He is a native of Heth, Arkansas. Reed graduated from the University of Arkansas at Pine Bluff and received a Master's of Public Administration degree from the American University, Washington, D.C.



Biography

Barbie Bassett is WLBT's Chief Meteorologist. Originally from Marks, she was reared on a farm as the last of four children. Barbie graduated from Mississippi College in 1993 with a Bachelor of Science degree in Mass Communications. She received her Master of Science degree from Mississippi State University with concentration in Broadcast Meteorology in 1995. Barbie is WLBT's first Chief Meteorologist in the station's 50 year history and has been granted the Seal of Approval from the American Meteorological Society. She has been given the "Best Weathercast" award by the Associated Press for the last three years.

Barbie won the 2000 Mrs. Mississippi International title. At the Mrs. International pageant, she was named a semi-finalist in the Top 15 as she competed against women from all over the world. She has held 4 state beauty pageant titles and 1 national title over the years. Barbie is the current reigning Mrs. Magnolia State and is an accomplished opera singer, pianist, and model.

Before joining WLBT, Barbie was the weekend meteorologist for WTVC in Chattanooga, Tennessee. For two years, she was the morning meteorologist for WAPT, the ABC affiliate in Jackson. She is also an adjunct professor of communication for Mississippi College.

Barbie sits on the Board of Directors for the Mississippi Hugh O'Brian Youth Leadership Foundation, the Mississippi Epilepsy Foundation, the Girl Scout Council of Middle Mississippi, The Christmas Village, the Junior Auxiliary Madison Ridgeland Advisory Council and she is a graduate of Leadership Mississippi. She is Vice President of the American Meteorological Society Jackson Chapter, she teaches two year olds in Sunday School at Colonial Heights Baptist Church, she is a Life Member of the Madison-Ridgeland Junior Auxiliary and is a member of the Junior League of Jackson. Barbie was selected as the "Volunteer of the Year" for the National Hugh O'Brian Youth Leadership Foundation for 2004 and has been named one of Mississippi's "Top 40 Under 40".

In her spare time, she enjoys storm chasing, collecting Barbie Dolls, and spending time on the family farm.

Barbie and her husband are the parents of three children: Grace, Will Christian and Lilly Faith.

