



Texas Cooperative Extension

Rural Entrepreneurship and Agricultural Diversification

B.I.G. Conference

Waco Convention Center, January 19, 2005

Dr. Ashley Lovell & Dr. Greg Clary, Co-chairs

- 8:30 to 9:00 Registration
- 9:00 to 9:15 Welcome/Introductions and Conference Objectives – Dr. Ashley Lovell
- 9:15 to 9:45 [Identifying “New Agriculture” Opportunities](#) – Dr. Greg Clary
- 9:45 to 10:15 [Planning for Success](#) – Dr. Ashley Lovell
- 10:15 to 10:30 Break
- 10:30 to 11:00 Marketing for Success – Leo Sullivan, Small Business Development Center and Dan Russell, Russell Pecan Orchard, Shelling and Tree Farm
- 11:00 to 11:30 [Where is the Money? – Gerald Popp](#), Executive Vice President and Market Executive, Extraco Banks, Gatesville
- 11:30 to 12:00 [Support for Successful Small Business Development](#)
 - Local institution – Golda Eldridge, Small Business Development Center Director and Continuing Ed, McLennan College
 - TCE – Dr. Greg Clary

Q&A on Business Management Issues
- 12:00 to 1:00 Lunch
- 1:00 to 1:45 [Landowner Liability & Risk Management](#) – Judon Fambrough, JD, Texas Real Estate Center, Texas A&M University
- 1:45 to 2:45 Breakout Session
 - A New Product Business - Drue Bynum, Raising traditional livestock non-traditionally, Denison
 - [“Focus on Marketing – Web Design”](#) – Shelley Ellis, Owner of AllAboutNicheMarketing.com, Glen Rose
- 2:45 to 3:15 Conference Wrap-up

For follow-up questions or assistance, contact Ashley Lovell at :

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