

# CAFA | Canadian Association of Farm Advisors

September 2011

## CAFA Newsletter Cultivating Business

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### FCC Learning Videos

FCC has some short video clips available online that offer some good information.

Click here:

<http://www.fcc-fac.ca/en/LearningCentre/Multimedia/index.asp>



**2011 is CAFA's 10th anniversary!**

### OUR NATIONAL SPONSORS



### Agricultural Banking



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A few years ago I read a letter to the editor in a farm paper from a farmer commenting that advisors / consultants don't know or understand the business of farming. I wrote shortly afterwards to that same paper about CAFA members and how they DO know and understand the business of farming. This past year I came across a similar letter.

CAFA is here to change that.

CAFA members have professional training and have made a further commitment to provide qualified and credible advice to the farm sector. Many of them have a close personal connection to the farm which also helps them appreciate the nuances of farm planning.

**There are farmers out there who don't know that there are advisors or consultants who DO know and understand the business of farming. Let's inform them.**

**Tell them!**

View our videos on 

[Join our mailing list](#)

### Do you publish or write articles?

CAFA is always looking for material for our newsletters and magazine, so if you write, send something in that we can share with our members. Send it to

info@cafabet.com

### Tax Planning for Farms Hosted by the Federated Press



This 2 day conference in Toronto, now in its 3rd year, features a number of CAFA members

Kevin Black  
Len Davies  
John Kennedy  
Cathy Parciak  
John Savel  
George Sinker

[Brochure & Registration Form](#)



Regards,

*Liz Robertson*



Liz Robertson, M.A.  
CAFA Executive Director

### Membership Renewals Past Due

CAFA member list going to the printers for the magazine September 30. If you have not resubmitted your membership, you will NOT be included in the magazine.

[For your convenience, click here to download a membership / certification application.](#)

### Trust a Large Factor in the Emotional Process of Family Business Succession

ScienceDaily (May 12, 2011) - A new study from Family Process shows that passing down a family business is an emotional process, and key factors need to be in place in order for the transition to prove successful. The owner needs to trust other family members' involvement in the long-term plan for the business, and nurture a healthy outlook and plan for their own retirement. In the United States alone there are an estimated 10.8 million family businesses. Only 30% of businesses stay in the family from the first to the second generation.

Alexandra Solomon, Douglas Breunlin, Katherine Panattoni, Mara Gustafson, David Ransburg, Carol Ryan, Thomas Hammerman, Jean Terrien. "Don't Lock Me Out": Life-Story Interviews of Family Business Owners Facing Succession.

[Read the study by clicking here.](#)

Farm Succession Planning -- Simplifying a complex puzzle Webinar

## CONFERENCE DATES

### PROFESSIONAL DEVELOPMENT & NETWORKING FOR FARM ADVISORS & CONSULTANTS AT ITS BEST!

**MANITOBA:** Thursday, November 17, 2011,  
Brandon -- LOOKING FORWARD: THE PEOPLE &  
BUSINESS OF FARMING

**ANNUAL GENERAL MEETING:** Thursday, November  
24, 5 p.m. FCC, Regina

**SASKATCHEWAN:** Friday, November 25, 2011,  
Regina -- FINDING & DEFINING EXECUTIVE &  
MIDDLE MANAGEMENT in FARM BUSINESS

**BRITISH COLOMBIA:** Wednesday, January 25,  
2012, Abbotsford -- PLANNING for SUCCESS on B.C.  
FARMS

**ONTARIO:** Thursday, February 2, 2012, Ottawa

**ALBERTA:** Thursday, February 16, 2012, Red Deer

**ONTARIO:** Thursday, June 7, 2012, Woodstock

### CULTIVATING BUSINESS Magazine

Watch for your copy of our annual  
magazine, Cultivating Business coming out  
this fall -- late October/ early November.

Every member receives a copy as do  
numerous farm organizations across  
Canada.

If you would like extra copies to distribute  
to your clients, please ask for them.

info@cafabet.com  
or  
1-877-474-2871

## CONTACT CAFA

[CAFA Website](#)

[Email CAFA](#)

Featuring Merle Good, Provincial Tax Specialist, AARD and Mark  
Muchka, Business Development Specialist, AARD  
Presented by Alberta Canola Producers Commission, February, 2010



Learn simple strategies that will ensure a  
smooth and equitable transfer of farm  
ownership, operations and assets to family  
members or third parties.

[Click here to watch the webinar](#) (39 minutes, recorded February 24,  
2010)

## The Professional Advisor's Critical Role in Business Succession Planning

Richard Walter, The Wealth Strategy Group

### Introduction

An increasing number of Canadians are now planning for or have  
already entered their retirement years. This trend is similarly  
impacting business owners, with the business itself often representing  
their most significant investment and source of retirement income.  
Ensuring the successful transition of the business to new owners is  
critical to obtaining full value for this investment, and providing a  
comfortable retirement for the business owner. Unfortunately,  
however, the business owner often neglects this important planning in  
order to deal with short-term business and personal needs.

[Click here to read the article.](#)

## Executive Development program 2011- 2012



GEORGE MORRIS CENTRE

Designed Exclusively for Agri-Food Professionals

The Executive Development Program (EDP) offers a practical,  
custom-designed  
approach to executive training.

Outstanding instructors and mentors present cutting  
edge management concepts in a  
comfortable, yet intense, learning environment.  
Bring focus and intent into your decision making process. Complete a  
practical and strategic  
business/operations plan. EDP participants will learn from other  
seasoned professionals in the  
agri-food sector.

***This program may be eligible for funding in ALBERTA through  
the Growing Forward Leadership Development Grant for a  
portion or up to 75:25 cost share which will be determined on  
a case by case basis. Applications must be received by  
September 20th.***

[Click here to learn more about this program.](#)

## Mailing Address

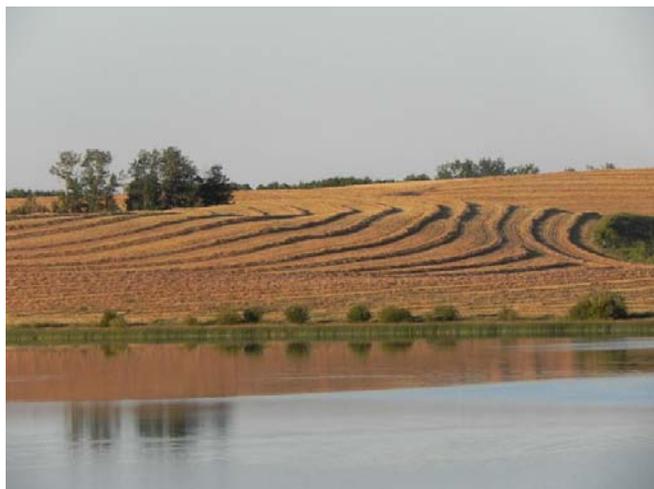
Box578  
Blaine Lake, Saskatchewan  
S0J 0J0

## Phone

1-877-474-2871

*"There comes a time in your life when you walk away from all the drama and the people who create it. You surround yourself with people who make you laugh. Forget the bad, and focus on the good. Love the people who treat you right, pray for the ones who don't. Life is too short to be anything but happy. Falling down is part of life, getting back up is living."*

--Unknown



*Harvested barley field -- the view out the CAFA office window.*

## The No. 1 Killer of Meetings & what you can do about it



According to Harvard blogger Peter Bregman, Harvard Business review

.....Over time, I identified a single factor that makes the biggest difference between a great meeting and a poor one: PowerPoint. The best meetings don't go near it.

PowerPoint presentations inevitably end up as monologues. They focus on answers, and everyone faces the screen. But meetings should be conversations. They should focus on questions, not answers, and people should face each other. I know it sounds crazy, but I've found that even the hum of the projector discourages dialogue.

Meetings are exorbitantly expensive when you add up the number of highly paid people in the room at the same time. They should be used as a time to engage deeply in issues, not to update each other on progress.

Try this. Instead of having executives prepare clear, well-thought-out (and boring) PowerPoint presentations about their own businesses, try having them lead informal discussions about their colleagues' businesses, using flip charts to collect important points, draw conclusions, and agree on action plans with owners and timelines.

Before the meeting, assign each executive an issue to explore that is outside his or her silo. A problem related to manufacturing might be assigned to the head of sales. A problem in marketing might be assigned to the head of operations. The executive's task is to investigate the issue and prepare some ideas and solutions for discussion.....

## Virtual Water

### Leaky Exports:

### A portrait of the virtual water trade in Canada

The Council of Canadian s

### **Virtual Water in crop agriculture**

Wheat is Canada's largest crop in terms of both area seeded and production, and is the single biggest export earner of all Canadian agricultural products. Canada is one of the top three high protein-milling wheat exporters on the planet, and a leading exporter of



barley, rye and oats. Unfortunately, these grains are also those with the highest virtual water content compared to other crop commodities.

[Click here to learn more.](#)

*Can anyone tell me what kind of insect is all over this dill? Email your answer to [info@cafanet.com](mailto:info@cafanet.com) ..... thanks!*

[info@cafanet.com](mailto:info@cafanet.com)



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CAFA | Box 578 | Blaine Lake | Saskatchewan | S0J 0J0 | Canada



Try it FREE today.