

Enjoy a variety of speakers at HHD

THE *Rural Life* Tent typically features a wide variety of program topics scheduled throughout the day to entertain, enlighten and educate audiences of all ages and interests. Commodity marketing, humor and becoming an author are all part of the programs this year.

The *Rural Life* Tent is located in the southwest corner of the exhibit area, along First Street.

Manage election-year marketing

Arlan Suderman, market analyst for *Farm Futures*, presents a morning and afternoon program each day to keep producers updated with current market trends. Development of a massive middle class in Asia and the rest of the world continues to fuel global demand for food, fuel and fiber, resulting in declining stocks of raw commodities. The growth in demand paints a bright picture for production agriculture in America, but agriculture is also increasingly falling under the scrutiny of politicians feeling the pressure to do something in an election year to control inflation. Seizing the opportunities while avoiding the potential pitfalls of changing political winds will be essential for maintaining farm equity growth into 2009.

Cowboy humor and poetry

R.P. Smith, Nebraska's homegrown humorist and cowboy poet, returns to Husker Harvest Days to share his stories and poetry. R.P. is the fourth generation to raise cattle on the Pinecrest Ranch in Custer County. Pinecrest Ranch marked its centennial in 2006. R.P. says that it still isn't a real big place, he just comes from a long line of stubborn and persistent people. The commentary and poetry that R.P. shares are a byproduct of the beef industry, and have been processed by reciting for ruminates, relatives and ranchers.

R.P.'s material is inspired by his family and what's going on at the ranch,



giving his work an authenticity and down-to-earth quality that strikes a familiar chord with his audiences regardless of their occupation. He has found that humor and a firm faith that God is in control are mighty important tools

to have when life takes an unexpected turn.

Mega trends in agriculture

David Kohl, professor emeritus of agricultural finance and small business management and entrepreneurship at Virginia Tech, Blacksburg, Va., energizes agricultural lenders, producers and business persons with his keen insight into the agricultural industry through extensive travel, research and exposure during his career.

Kohl joins Husker Harvest Days for two programs on Wednesday, Sept. 10. His first session at 10 a.m. discusses trends in agriculture. The agricultural and general economies are operating in an environment of financial turbulence. It is rapidly changing every day and never ending. Kohl will address issues regarding alternative energy, land values, interest rates, global markets and much more.

Kohl's program at Husker Harvest Days is sponsored by Pinnacle Bank.

Making money from home

Author Mary Connealy will talk about her experiences in getting a book published. As a rural farmwife, she knows

many of her neighboring wives are commuting to work, sometimes for an hour or more, while she was able to find work in her own home office.

She will also talk about her books and tell how her husband's all-boy family, and now their four daughters, inspired the comedy in her historical Western romantic comedies "Petticoat Ranch" and "Calico Canyon."

Successful agribusiness practices

Kohl returns for his second session on Wednesday, Sept. 10, at 2 p.m. Listen to the road warrior of agriculture, who has traveled over 7 million miles to find out what makes a good business great. This information is critical whether you're a producer, agrilender, or agribusiness owner. Kohl will cover producers' philosophies that stand the test of time, the golden rules of management and much more.

This program is also sponsored by Pinnacle Bank.



'Rural Life' Tent Daily Schedule

9:30 – 10:30 a.m. Tuesday and Thursday	Manage the Opportunities and Perils of Election-Year Marketing	Arlan Suderman, market analyst, <i>Farm Futures</i>
9:30-10:00 a.m. Wednesday	Mega Trends of Agriculture in the Age of Turbulence	Dr. David Kohl
10:00 – 11:00 a.m. Wednesday	Mega Trends of Agriculture in the Age of Turbulence	Dr. David Kohl
11:00 a.m. – noon Each day	Cowboy Poetry and Humor	R.P. Smith
1:00 – 2:00 p.m. Each day	Making money from a remote location. How I used my computer and the Internet to get a book published	Mary Connealy, author
2:00 – 3:00 p.m. Wednesday	Success Practices of Agribusiness Owners	Dr. David Kohl

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