

Business Development Training Session

Presented by Wisconsin Custom Operators

FRIDAY, MARCH 17, 2017, 8 A.M.

KIMBERLY, WISCONSIN

Liberty Hall | 800 Eisenhower Drive, Kimberly, Wis.

REGISTER ONLINE

wiscustomoperators.org

FINAL SCHEDULE

8:00	Registration, continental breakfast
8:30	Welcome
9:00	Hiring & firing: Your rights - Blake Knickelbein, Twohig Rietbrock Schneider & Halbach
10:00	Coffee break
10:15	Small business health insurance plans - Staci Wocjik, Vincent Urban Walker and Assoc.
11:00	Social media and business promotion - Joanna Wavrunek, Dairy Business Association & Jamie Ackley, Smith Custom Farming, Inc.
11:45	Lunch
12:30	Effective job descriptions and meaningful performance reviews - Tom Wall, Dairy Coach
1:30	Wrap-up
2:00	Program concludes

Operating a safe and productive business isn't limited to equipment and in-field safety. Based on member feedback, WCO is hosting its first ever Business Development Workshop to focus on HR, marketing and administrative topics. This workshop will serve as the 2017 WCO Safety Certification continuing education credit. Insurance companies feel strongly about safety, and are willing to offer discounts to WCO members who become safety certified and embrace the content of the safety certification program.

This year's program is geared towards owners and managers, but all are welcome. For your business to become safety-certified, at least one representative from each custom operator's business must attend.

