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**WCO business development training scheduled for March 17**

DEFOREST, Wis. (Feb. 22, 2017) - The Wisconsin Custom Operators (WCO) is pleased to announce a business development training scheduled for March 17 at Liberty Hall in Kimberly, Wis. This program showcases speakers on a variety of relevant topics in human resources, marketing and administration in the context of the custom farming industry. Office managers, owners, crew leaders and employees from the custom farming industry are encouraged to attend.

The business development training qualifies as continuing education towards the WCO Safety Certification program, now in its third year.

The purpose of WCO’s safety certificate program is to train WCO members and their employees in occupational safety and health in order to reduce incident rates. Participants have the opportunity to earn a certificate upon completion and are eligible for insurance discounts.

“Operating a safe and productive business isn’t limited to equipment and in- field safety,” said Bryce O’Leary, WCO President. “Our first two years of the program were a success, and this year we have chosen to focus on key business topics that will add value to the professional custom operators who participate.”

The training on March 17 will consist of the following topic areas:

* ***Hiring & firing: Know your rights -*** Blake Knickelbein, attorney, Twohig Rietbrock Schneider & Halbach S.C.
* ***Small business health insurance plans*** - Staci Wocjik, Vincent Urban Walker and Assoc.
* ***Social media, business promotion & employee recruitment*** - Joanna Wavrunek, Dairy Business Association & Jamie Ackley, Smith Custom Farming, Inc.
* ***Effective job descriptions and meaningful performance reviews -*** Tom Wall, Dairy Coach

To register go to wiscustomoperators.org. The program is free for WCO members. Non-members are welcome to attend (for a fee). The program runs from 8 a.m. – 2 p.m. and lunch is provided thanks to sponsor Dave Anderson and Vincent, Urban, Walker & Associates.

WCO is an organization comprised of individuals throughout the state who derive their income in whole or part from providing custom farming services. To learn more about the Wisconsin Custom Operators, Inc. including membership and event registration, go to [wiscustomoperators.org](http://www.wiscustomoperators.org) or email [info@wiscustomoperators.org](mailto:info@wiscustomoperators.org)

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