



# BUSINESS BRUSH-UP

## 2019 SEMINARS

Lynaire Ryan, Agribusiness Consultant from New Zealand, is delighted to offer the popular Business Brush-up seminar to dairy farmers in autumn 2019.

### Business Brush Up – Five Locations

1.	Sligo	Aurivo	Wed 4 and 18 Sept, 2 and 16 Oct
2.	Newcastle West	Kerry Agribusiness	Thurs 5 and Fri 20 Sept, 3 and 17 Oct
3.	<b>Moorepark</b>	<b>Open to all dairy farmers</b>	Tues 10 and 24 Sept, 8 and 22 Oct
4.	Clonakilty	Carbery Group	Wed 11 and 25 Sept, 9 and 23 Oct
5.	<b>Carlow</b>	<b>Open to all dairy farmers</b>	Thurs 12 and 26 Sept, 10 and 24 Oct

**REGISTER NOW, places strictly limited**

Visit [macra.ie/business](http://macra.ie/business) to register

Look for the seminar name and location you wish to attend  
or phone Macra 01 426 8905 Tuesday-Thursday

for further information contact Lynaire at [lynaire1@yahoo.com](mailto:lynaire1@yahoo.com)

# AGRIBUSINESS EDUCATION SEMINARS

## BACKGROUND

Lynaire Ryan has been involved in developing and facilitating seminars for dairy farm business owners in NZ and Ireland, since 1997. These focus on business, financial and strategic planning training. Examples include:

- Business Brush up and Strategic Management seminars in Ireland in 2018 attended by over 300 farmers, following Teagasc's Dr Pat Dillon's invitation to bring business seminars to Ireland
- DairyNZ's Mark and Measure - over 2500 dairy farmers have attended these highly acclaimed seminars
- Irish Wealth Creation - 16 day course – attended by over 200 farmers

**There are two seminars available. We would like to offer dairy farm business owners the opportunity to attend one or both seminars in Autumn 2019. We highly recommend attending both seminars. We strongly encourage spouses (where relevant) to attend the Strategic Management seminar.**

<b>BUSINESS BRUSH-UP SEMINAR</b>	
4 days, one day a fortnight   9.45 am – 3.30pm	
Day	Content - each day facilitated by Lynaire Ryan, supported by Teagasc or private consultants
1	<b>Optimising your Dairy Farm Business</b> <ul style="list-style-type: none"><li>• Determine steps to take charge of your business and life direction</li><li>• Hear from Teagasc's Brendan Horan or Laurence Shalloo</li></ul>
2	<b>Evaluating your business performance – financial analysis</b> <ul style="list-style-type: none"><li>• Analyse your 2018 accounts and anonymously compare key performance indicators</li><li>• Further financial analysis and commentary provided by private consultant Mary Kinston</li><li>• Hear from a guest farmer speaker who operates a high performing business</li></ul>
3	<b>Steps to growing your farm business</b> <ul style="list-style-type: none"><li>• Identify the key steps for your business</li><li>• Evaluating new opportunities</li><li>• Hear from a guest farmer speaker who has grown their business</li></ul>
4	<b>Understand yourself and your team better</b> <ul style="list-style-type: none"><li>• Evaluate your personality skills and the team around you</li><li>• Understand how to work alongside others better</li></ul>

<b>STRATEGIC MANAGEMENT SEMINAR</b>	visit <a href="http://macra.ie/business">macra.ie/business</a> to view these courses
2 day, overnight seminar   Day one 9.45 am – 6pm, 7pm dinner   Day two 9am – 3.30pm	
Seminar fee €280 per person, plus participants pay the hotel for D, B & B. Spouse attends at half price discount for bookings prior to 31 July, and thereafter a 25% discount, when at least one person registers for the Business BrushUp seminar – see Macra website for further details	
Facilitated by Lynaire Ryan and colleague Paul Bird, also from New Zealand. Paul and Lynaire have delivered seminars together for 18 years.	
<b>Choose from 3 dates and locations</b> <ol style="list-style-type: none"><li>1. Tues 29 and Wed 30 Oct, Glasson Country House Hotel, Athlone</li><li>2. Tues 5 and Wed 6 Nov, Faithlegg House Hotel, Waterford</li><li>3. Thurs 7 and Fri 8 Nov, Keadeen Hotel, Newbridge, Co Kildare</li></ol>	
<b>Need clarity on key priorities for your life and business? Design the future you want. Develop a one page strategic plan to lead you, your family, your business into the future with confidence.</b>	
<ul style="list-style-type: none"><li>• Dedicate time to focus on your life and business<ul style="list-style-type: none"><li>› What is important to you?</li><li>› What are you trying to achieve?</li><li>› Determine priorities, strategies, goals and actions</li></ul></li><li>• Learn from a dairy farming couple about their strategic planning experience: successes, benefits and challenges</li></ul>	

For further information email Lynaire at [lynaire1@yahoo.com](mailto:lynaire1@yahoo.com)