

# AGRIBUSINESS EDUCATION INVITE for Dairy Farm Business Owners

## BACKGROUND

Hi, I am Lynaire Ryan, an Agribusiness Consultant, based in New Zealand. Dr Pat Dillon, Teagasc, has encouraged me to bring these business seminars to Ireland. Since 1997 I have been involved in developing and facilitating seminars for dairy farm business owners in NZ and Ireland.

These focus on business, financial and strategic planning training. Examples include:

- 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
- Bank of New Zealand Farm Business Growth Programme – two day courses

**We would like to offer dairy farm business owners the opportunity to attend one or both seminars in Autumn 2018. 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   10 am – 3.30pm	
<b>Day</b>	Content - each day facilitated by Lynaire Ryan, supported by Teagasc or private consultants
<b>1</b>	<b>Optimising your Dairy Farm Business</b> <ul style="list-style-type: none"> <li>• Hear from Teagasc's Brendan Horan or Laurence Shalloo</li> <li>• Determine steps to take charge of your business and life direction</li> </ul>
<b>2</b>	<b>Evaluating your dairy business performance – financial analysis</b> <ul style="list-style-type: none"> <li>• Analyse your 2017 accounts</li> <li>• Anonymously compare key performance indicators</li> <li>• Further financial analysis and commentary provided by private consultant Mary Kinston</li> </ul>
<b>3</b>	<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>
<b>4</b>	<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>	
2 day, overnight seminar   Day one 10am – 5pm, 7pm dinner   Day two 8.30am – 3.30pm	
Facilitated by Lynaire Ryan and colleague Paul Bird, also from New Zealand. Paul and Lynaire have delivered Strategic Planning seminars in NZ together for 17 years. Supported by Teagasc or private consultants.	
<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>	

*This seminar is partially  
funded by Skillnet*



# AGRIBUSINESS SEMINAR LOCATIONS...



## **BUSINESS BRUSH UP SEMINAR**

CHOOSE ONE LOCATION

4 days, 1 day per fortnight | **Seminar fee** €460 per person

### **Ardboyne Hotel, Navan, Co Navan**

Tuesdays – 4 and 18 September, 2 and 16 October 2018

### **Inn at Dromoland, Co Clare**

Wednesdays – 5 and 19 September, 3 and 17 October 2018

### **Great National Ballykisteon Hotel, Tipperary, Co Tipperary**

Thursdays – 6 and 20 September, 4 and 18 October 2018

### **Fernhill House Hotel, Clonakilty, Co Cork**

Tuesdays – 11 and 25 September, 9 and 23 October 2018

### **Shanacloon Room, Paddy O’Keeffe Centre, Moorepark, Fermoy, Co Cork**

Wednesdays – 12 and 26 September, Monday 8 and Wednesday 24 October 2018

### **Springhill Court Hotel, Waterford Rd, Kilkenny, Co Kilkenny**

Thursdays – 13 and 27 September, Friday 12 and Thursday 25 October 2018

## **STRATEGIC MANAGEMENT SEMINAR**

CHOOSE ONE LOCATION

Two day, overnight seminar | **Seminar fee** €280 per person

Participants book and pay for their own D,B&B directly to the hotel.

### **SM1 Dromoland Inn at Dromoland,, Co Clare**

Tuesday 30 and Wednesday 31 October 2018

B&B: Double/Share twin €40 per person | Single €70 per person | Dinner 3 course €25 per person

### **SM2 Glasson Glasson Country House Hotel, Athlone, Co Westmeath**

Thursday 1 and Friday 2 November 2018

B&B: Double/Share twin €55 per person | Single €85 per person | Dinner 3 course €40 per person

### **SM3 Newbridge Keadeen Hotel, Newbridge, Co Kildare**

Tuesday 6 and Wednesday 7 November 2018

B&B: Double/Share twin €60 per person | Single €99 per person | Dinner 3 course €40 per person

### **SM4 Newbridge Keadeen Hotel, Newbridge, Co Kildare**

Thursday 8 and Friday 9 November 2018

B&B: Double/Share twin €60 per person | Single €99 per person | Dinner 3 course €40 per person

## **BONUS OFFER** - Spouse 'half price fee' at Strategic Management Seminar

Spouse / family member attends Strategic Management seminar at half price seminar fee (€140)  
– offer valid until 31 August.

### **Three steps to qualify:**

- Only available for registrations made prior to 31 August
- Register for the Business Brush Up Seminar
- Register yourself and your spouse / family member for the Strategic Management Seminar, using Spouse 'half price code' which will be provided upon registering for Business Brush-up

## **REGISTER TODAY**

Click this link [macra.ie/skillnet](http://macra.ie/skillnet) to register

Look for the seminar name and location you wish to attend

Registrations close Wednesday 15 August 2018

## **FOR FURTHER INFORMATION CONTACT**

Lynaire Ryan, Agribusiness Consultant, email [lynaire1@yahoo.com](mailto:lynaire1@yahoo.com)