



## **Ranching For Profit with Dave Pratt May 19, 2016**

***Ranching for Profit – Putting profit back into ranching, one business at a time!***

**Dave Pratt** is one of the most sought after speakers and respected authorities on sustainable ranching in North America. He's earned a reputation for innovative teaching with a practical edge and has helped hundreds of farmers and ranchers develop and implement strategies to improve their land, strengthen their relationships and increase profit. His programs, which include the Ranching For Profit School and Executive Link, have benefited thousands of families and millions of acres.

**Where:** UC Cooperative Extension, Tulare County  
4437 S. Laspina St. Ste. B, Tulare, CA 93274

**When:** May 19, 2016, 9 AM – 4:00 PM

**Cost:** \$50 Pre-registration; \$60 at the door

### **Come Join Us and Learn About:**

- Why isn't conventional ranching profitable?
- What are your profit drivers?
- The three secrets for increasing profit
- Ranch succession planning



- Lunch and refreshments will be provided
- Please note registration will begin 15 minutes prior to event start time. Event will begin promptly
- Please register online at: [www.ucanr.edu/ranching4profit](http://www.ucanr.edu/ranching4profit) or by filling out the registration form available at the website below
- For more information visit: <http://cekern.ucanr.edu/Livestock/> or contact Julie at: 661-868-6219 or at [jafinzel@ucanr.edu](mailto:jafinzel@ucanr.edu)
- You can also visit Dave's website at: [www.ranchingforprofit.com](http://www.ranchingforprofit.com)



# Ranching For Profit™ Workshop

## Workshop Outline/Agenda

(All times are approximate.)

### 9 am • **Your ranch isn't a business, is it?**

- ✓ What are your paradigms about money, land, livestock and ranching and how do they influence your decisions?
- ✓ Do you own a business or a collection of expensive assets and a bunch of jobs?
- ✓ Are you subsidizing the ranch? (Most of your neighbors subsidize their ranches with off-farm income, inherited wealth, working for free, etc.)
- ✓ It doesn't do any good to do things right if you are doing the right things. (Efficiency v. Effectiveness)
- ✓ Are you working *ON* your business or just working *IN* it? (Knowing how to raise livestock is completely different than knowing how to build and run a business that raises livestock.)

### 10:15 • Break

### 10:30 • **The 3 Secrets™ for Increasing Profit**

- ✓ You can go broke making a profit! (Understanding the difference between economics & finance)
- ✓ The most practical definition of profit you will ever see.
- ✓ Starting from scratch, what do we need to do to build a profitable ranching business? (The answer is not, "Marry into a wealthy ranch family" ... at least that's not the only answer.)
- ✓ What are the "Three Secrets for Increasing Profit?"
- ✓ Are you pruning "dead wood" or twigs?

### Noon • Lunch

### 1:00 • **Where Is your dead wood?**

- ✓ Projecting profit or loss (Are you looking forward or backwards?)
- ✓ How much profit do you want to make? (Have you determined what your profit for?)
- ✓ What do the numbers mean? (Using the RMC benchmarks to find dead wood and profit drivers)

### 2:00 • Break

### 2:15 • **Some things never change ... not.**

- ✓ Understanding why we fear change
- ✓ Why we overvalue the status quo and exaggerate the risk of something new
- ✓ A simple, effective process to vet new ideas

### 3:00 • **Succession Doesn't Have To Suck**

- ✓ You don't owe your adult kids a living.
- ✓ Your adult kids don't owe you a retirement
- ✓ Birth order and bloodlines aren't enough
- ✓ Principles for successful transition.

### 4:00 • Adjourn

This engaging, interactive workshop will be led by Dave Pratt. Dave has been teaching the *Ranching For Profit School* for over 25 years and has helped thousands of ranchers on three continents apply *Ranching For Profit* principles to improve their land, their lives and their bottom line.



University of California

Agriculture and Natural Resources | Cooperative Extension

## Ranching For Profit – with Dave Pratt

May 19, 2016

9 AM – 4:00 PM

Registration Form

Location: UC Cooperative Extension, Tulare County  
4437 S. Laspina Street, Suite. B  
Tulare, CA 93274

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_ Number Attending: \_\_\_\_\_

Email: \_\_\_\_\_

***Refreshments and lunch will be provided to all participants.***

**Cost:** \$50 pre-registration; \$60 at the door

Registration is available online at: <http://ucanr.edu/ranching4profit>

Or, return this form, with payment, by May 13, 2016

**Check or money order can be made payable to: UC Regents**

Mail registration to: Ranching For Profit  
UCCE Kern County  
1031 S. Mt. Vernon Ave.  
Bakersfield, CA 93307

Please call: 661-868-6200 with questions