

Madeline Schultz

Madeline Schultz is the Iowa State University Extension and Outreach Women in Ag Program Manager. In this role, she works to develop educational programs, increase connections among women in agriculture, build the professional capacity of educators, and steward funding in order to help women improve their lives and contribute to national food security. Schultz coordinates Iowa's Annie's Project courses. She contributed leadership to Annie's Project nationally from 2008 to 2015. Annie's Project is a national farm management education program for women; www.anniesproject.org. Schultz co-founded the Women in Agriculture Learning Network in 2014 at www.eXtensoin.org. Schultz began her career with Extension by joining Iowa State University's Value Added Agriculture Program in 2003. She contributed to the national Agricultural Marketing Resource Center Web site; www.agmrc.org, a virtual library for value-added agriculture. Schultz contributes to her family farm businesses. The National Association of County Agricultural Agents honored Iowa Annie's Project with an Excellence in Farm and Ranch Management Achievement national finalist award in 2014. At Iowa State University, Schultz earned Bachelor of Science degrees in Agribusiness and Economics in 2003 and the Master of Business Administration degree with an interest in Sustainable Agriculture in 2007.



Session Description

Women Planning Businesses (3:30 pm to 4:30 pm), Mar. 4)

Farm and ranch businesses are dynamic organizations that continually change and adapt based on who is involved, economic forces, and technological advances. We'll highlight AgPlan, an online business planning tool, and guide you to other excellent resources. You can use these tools to develop your business goals, get the right people on your team, design a marketing plan, improve your operational practices, and/or determine your financial position. This session will help you build your confidence in planning for your future.