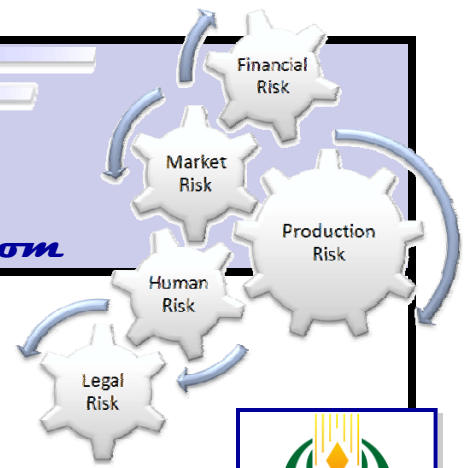


eRightRisk™

<http://eRightRisk.com>



How Much Risk Is Right For You...

Tools For Risk Management Educators

– presented by *RightRisk*, LLC as a pre-congress seminar prior to the International Farm Management Association Congress 17

Do You Know?

- ◆ The different sources of risk to your farm and controls for them?
- ◆ How to measure your chances of an unfavorable outcome?
- ◆ The different attitudes people have toward risk or your own?
- ◆ The relationships between decisions and outcomes?

The IFMA17 pre-congress seminar will not only provide participants an overview of three, innovative RightRisk educational products, but will also provide the tools necessary to allow participants to make similar presentations to clients back home. Products selected for presentation have been used extensively with audiences across the U.S.A. The approach used will be hands-on and interactive in nature.

Tools for Risk Management Educators will present **Risk Navigator-SRM** - a 10-step strategic risk management process; **Ag Survivor** - a farm risk simulation helping participants explore risk management options for typical western U.S. farms/ranches; and **Feasibility of Alternative Rural Enterprises** - a course to help operators explore new enterprises and business opportunities. A detailed agenda and registration information is available at our web site eRightRisk.com.

RightRisk programs allow participants to:

- (1) Develop risk management strategies,
- (2) Compare one strategy to another,
- (3) Practice making management decisions related to risk, and
- (4) Learn about their own personal risk management styles.

RightRisk, LLC is made up of a group of researchers and extension specialists from several western states. Our mission is to *develop and deliver innovative and effective risk management education* for ranchers and farmers across the United States.

During a *RightRisk* workshop, you'll examine:

- ✓ Sources and Controls for Risk: production, marketing, financial, legal, and human.
- ✓ Lessons on Probability.
- ✓ Risk Attitudes.
- ✓ Risk-Bearing Ability: financial situation, probabilities, costs of risk management strategies, break-evens, profit goals, and responsibilities.
- ✓ Relationship of Decision & Outcomes: good decision–good outcome, good decision–bad outcome, bad decision–good outcome, bad decision–bad outcome
- ✓ Safety First Criteria: insuring a minimum income level before maximizing profits.



Our mission is to develop and deliver innovative and effective risk management education programs.