

2021-22 Continuing Education for Ag Professionals & Farm Operators – Focusing on Management

Ag Ed Plus Management Certificate 19-006-9

Page 3 of 3

LTC Course Title	Catalog	Available/*Course Fee = \$153.96 (*A one-time additional \$6 fee per-school-year will be assessed.)
Ag Education PLUS—Agricultural Sales	30-006-315	Each class is available for students to attend 100% Online or a Combination of In-Person and Online . You may also choose to switch between the two on a weekly basis. See the in-person schedule below.
Ag Education PLUS—Commodities & Marketing	30-006-330	
Ag Education PLUS—Legal Considerations	30-006-340	

Completion of these five LTC Courses earns the “Ag Ed Plus Management” Certificate of Completion

Ag Education PLUS – Agricultural Sales – Class Options

...prepares the student to become an effective salesperson, including pre-call planning, uncovering customer needs, conducting and completing a sale. Includes fundamental principles of marketing agricultural products, pricing, merchandising and creating product marketing plans, effective communication skills needed to develop positive working relationships in agribusiness including team building, conflict resolution and industry advocacy.

Class 60398: In-Person @ LTC School of Ag (7003 Gass Lake Rd, Manitowoc), **Wednesdays, 10:30a-12pm, August 25-December 8**

Option: Attend through your Computer – you may also attend the in-person class from your computer at this scheduled time.

Plus **Online** – An additional lecture or learning activity, as well as the in-person content, is **100% online weekly**.

Ag Education PLUS – Commodities & Marketing – Class Options

...provides the Ag Education PLUS with fundamental principles of marketing products, processes, agencies, pricing, merchandising, and obtaining bargaining power. Other topics include the futures market structure and function; futures commodity contract specifications; futures trading procedures; commodity futures and options, and trading strategies.

Class 20258: In-Person @ LTC School of Ag (7003 Gass Lake Rd, Manitowoc), **Thursdays, 11-12:30pm, January 27-May 12**

Option: Attend through your Computer – you may also attend the in-person class from your computer at this scheduled time.

Plus **Online** – An additional lecture or learning activity, as well as the in-person content, is **100% online weekly**.

Ag Education PLUS – Legal Considerations – Class Options

...instructs Ag Education PLUSs on the legal liabilities and state and federal regulations pertaining to an agribusiness including contractual agreements, employee and consumer rights, insurance, debt collection, as well as bankruptcy and employment protection issues as regulated by DOL, OSHA, DILHR.

Class 20256: In-Person @ LTC School of Ag (7003 Gass Lake Rd, Manitowoc), **Tuesdays, 8:30--10am, January 25-May 10**

Option: Attend through your Computer – you may also attend the in-person class from your computer at this scheduled time.

Plus **Online** – An additional lecture or learning activity, as well as the in-person content, is **100% online weekly**.

To Register, call the LTC Registration Desk at 920-693-1366

Ask for the Class Number listed with your class choice option.

If you have questions regarding the classes, please call or email your program instructors for specific details:

Liz.Gartman@gotoltc.edu 920-693-1258 | Craig.Lallensack@gotoltc.edu 920-693-1259

Note to MPTC Participants: Moraine Park Technical College & Lakeshore Technical College together agree to provide FSA Borrower Training at both LTC & MPTC Districts. Even though students may live in the MPTC District and attend the classes from your computer, all Registrations occur through LTC's Student Services. Lakeshore Technical College is located at 1290 North Ave, Cleveland Wisconsin 53015. Our School of Agriculture's location is 7003 Gass Lake Rd, Manitowoc WI

Paul Carlsen, Ph.D., President