



What's Happening at NCIS

May 22, 2017

Topics this week:

- Marketing Planning Workshops
- AIR Worldwide Presentation



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Another active week at NCIS. With many new and important developments taking place in our industry, we bring you a "round-up" of NCIS activities, meetings, projects and progress. A list of future events will also be included in each edition.

We welcome your comments and look forward to sharing this update with you.



NCIS Offices will be closed Monday, May 29 in honor of Memorial Day!
What's Happening will resume publication Monday, June 5.

Marketing Planning Workshops

NCIS is partnering with Extension Educators at North Carolina A&T State University and South Carolina State University to teach a series of workshops on marketing to limited resource and socially disadvantaged farmers in the Strike Force counties in the Carolinas. The objective is to help farmers and ranchers understand their risk exposure and develop marketing plans and strategies for their farms. This training consists of a series of three workshops and sixty hours of individualized instruction. NCIS conducted the first of the three workshops in Clinton, NC, May 18; Lumberton, NC, May 19; and Bowman, SC, May 20. During these workshops, each participant was instructed in how to use the business planning approach to evaluate their risk exposure and was introduced to the five decision variables that compose the Marketing Mix (product, price, place, promotion, people). Participants were given a homework assignment to complete before the next workshops which will be conducted in June. Funding for the project is from a competitively awarded Cooperative Agreement with RMA. Dr. Laurence Crane, NCIS, is Project Director and primary instructor of this activity.



2017 AIR Worldwide Presentation by NCIS

NCIS President, Tom Zacharias, presented a Crop Insurance Industry Update at the AIR Crop Insurance Symposium, organized by AIR Worldwide. This annual event, held in Boston, MA, May 18-19, provides a forum for its international audience to gather information from the insurance industry, academia and the U.S. government. Other guest speakers included Dr. Robert Johansson, Chief Economist at the US Department of Agriculture (USDA); Dr. Keith Coble, Mississippi State University; Dr. Bruce Sherrick, University of Illinois; Rémi Villeneuve, Agriculture and Agri-Food Canada; Chris Aulbur, USDA, Risk Management Agency; and Barry Goodwin, North Carolina State University.

Future Meetings and Events Calendar (Regional/State Meetings and Schools in Orange)

Event	Date(s)	Location
2017 Meetings - Click Here to access meeting information. Registration open 4 to 6 weeks prior to date of meeting(s).		
2017 Meetings		
Program Development Committee Meeting	May 23-24	Overland Park, KS
MPCI & CH Wheat, CH Canola School	May 23-24	Stillwater, OK
Board of Directors Meeting	June 26-27	TBD
NCIS 2018 Train the Trainer Fall Conference	July 18-19	Overland Park, KS
MPCI & CH Lentil, Safflower, Chickpea, Winter Pea/Pea & Mustard/Canola School	June 20-21	Moccasin, MT
CH Wheat, Corn & Soybean School	June 21-22	Columbia, MO
MPCI & Crop-Hail School	July 11-12	Grand Island, NE
CH Corn, Soybean, Small Grain and MPCI Forage School	July 13	Beresford, SD
CH New Adjuster, Corn & Soybean	July 19	Lamberton, MN
CH Corn & Soybean School	July 20	Lamberton, MN

MPCI & CH Corn, Soybean, Grain Sorghum & Cotton School	July 26-27	Manhattan, KS
MPCI & CH Potato & Malting Barley School	August	Alamosa, CO
CH Potato & Field Corn, MPCI Mint & Apple School	August 2-3	Richland, WA
CH Corn, Soybean, Wheat in Classroom School	August 2-3	Champaign, IL
NAIC Summer Meeting	August 5-8	Philadelphia, PA
CH New Adjuster-Corn, Soybean, Dry Bean, Wheat/Barley School	August 7	Fargo, ND
CH Corn, Soybean, Dry Bean, Wheat/Barley School	August 8-9	Fargo, ND
MPCI Peanut & CH Rice School	August 8-9	Stoneville, MS
Whole Farm Revenue Protection (WFRP) Loss Adjustment Training	September 6-7	Savannah, GA
Board of Directors Meeting	September 20-21	Overland Park, KS
NCIS 2018 Train the Trainer Spring Conference	November 8-9	Overland Park, KS
NAIC Fall Meeting	December 2-5	Honolulu, HI
Board of Directors Meeting	December 7-8	TBD
<i>2018 Meetings</i>		
NCIS 2018 Claims Managers' Conference	January 17-18	Overland Park, KS
Crop Insurance Industry Convention	February 4-7	Scottsdale, AZ
NAIC Spring Meeting	March 24-27	Milwaukee, WI
NCIS 2019 Train the Trainer Fall Conference	July 17-18	Overland Park, KS
NAIC Summer Meeting	August 4-7	Boston, MA
NCIS 2019 Train the Trainer Spring Conference	November 7-8	Overland Park, KS
NAIC Fall Meeting	November 15-18	San Francisco, CA