



AG BIZ MASTERS

LIVE February Year 1 Webinar

SWOT Analysis: Understanding Your Farm's Strategic

Thursday, February 18, 2026

12:00 P.M. **Welcome**

12:02 P.M. **SWOT Exercise Review with Winifred McGee**

Participants come prepared with pre-reading homework from the SWOT Case Study. Be prepared to participate as a group in the exercise discussion. Winifred will review key pieces of the case study and then begin discussion within the exercise. Why should you do a SWOT Analysis

12: 45 P.M. **Perspectives with a Lender with Rachel Eck**

Have you ever wondered what an agricultural lender is looking for in a loan application? Join us to discuss.

1:00 P.M. **Alumni Spotlight**

1:25 P.M. **Wrap-Up and Next Steps**

Answer any remaining questions from participants and wrap-up. Please feel free to share any closing remarks on the topics discussed throughout the meeting.

1:30 P.M. **Conclude**



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Meeting Link:

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