

## Information on Bruno's Workshops & Seminars, as well as scheduled courses

**Bruno Wiskel is "The Prosperous Farmer"** and has combined 32 years of grain growing, cattle wrangling, sheep shearing, hog handling, fish frying, goat herding, fruit producing, tree planting, board sawing and vegetable raising know-how into a series of presentations that show precisely how other agriculturally minded people can make more money and have more fun in their farming operations.

With 4 published books and over 150 published articles and technical papers, Bruno integrates cutting edge technology with progressive marketing savvy that propelled his yearly farming income from \$30,000 per year to \$30,000 per month. Not bad for a land base of less than forty acres!!



**To book Bruno for your next event, CALL: (780) 689-2944**

**Courses available for your group as well as those currently scheduled.**

### **The Rural Millionaire - 21 Secrets for Selling Agricultural Products**

This course is for agricultural entrepreneurs who would like to make a whole lot more money from their current farming operation.

Bruno illustrates in great detail how he increased his gross farm sales from \$30,000 per year to more than \$30,000 per month while at the same time decreasing his workload from dawn to dusk 364 days a year to golfing or fishing everyday in the summer and skiing everyday in the winter.

#### **Topics Include:**

- Identifying Strengths
- Naming a Business
- Creating a Slogan
- Branding the Business
- Diversifying
- Bundling Products
- Pricing Levels
- Advertising
- Direct Mail

- Website
- Blogging
- Customer Relations
- Attracting and Retaining Employees
- Research and Development
- Marketing Techniques
- Finding Niche Markets
- Building Customer Relationships
- Going Green
- Creative Financing
- Becoming The Expert
- Agricultural Opportunities

Some comments from Course participants:

**Ricki Flemming - Granum, AB** *"Bruno is passionate about what he does and has unique ideas..."*

**Kelly Butler - New Norway, AB.** *"Great Content and Use of Humour."*

**Laura Thygesen - Edmonton, AB.** *"Great speaker, very enthusiastic, I'd highly recommend him!"*

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## **Building an Energy Efficient Home For Less**

WE CAN OFFER THIS COURSE ANYWHERE IN ALBERTA. IF YOU WOULD LIKE US TO OFFER THIS COURSE IN YOUR AREA, CONTACT US AT 1-866-618-7337.

The course text, "**Designing and Landscaping the Family Home**" is available at the presentation for additional charge but it is recommended to purchase and read the book beforehand. <http://www.theprosperousfarmer.com/books.htm>

**Who would be interested in this course?** The focus of this course is on people who are planning to build a new home on the farm or acreage but who are interested in saving money on construction costs and heating costs once the house is built. A properly built house can reduce natural gas costs by 90%. This course will also show people with existing homes how to save up to 50% on natural gas costs.

This course has been taught at the University of Alberta extension department for the past six years, and is based on an actual 5500 square foot building (Mr. V's) that cost less than \$35 per square foot to build finished on three floors with three bathrooms, and uses less than \$250 of natural gas per year (90% saving). The featured home, located 150 km north of Edmonton actually uses approximately

50% of the natural gas than smaller homes located over 2500 km south around San Francisco, California and we have the natural gas bills from the different locations to prove it.

**Topics Include:**

- The affects of weather on your building
- How to select an energy efficient house
- Home heating options
- Reducing your current home heating bill.
- Construction tips and techniques
- 7 ways to reduce the cost of building by 30%
- Integrating house design with landscape design
- Tour of an existing 5500 square foot building that cost less than \$35/square foot to build yet uses less than \$250 of natural gas a year. The tour is only at the Athabasca and area course.

If you are planning to attend the course it is a good idea to read the book "**Designing and Landscaping the Family Home**", by Bruno Wiskel. The book and the course follow the same format; but trying to absorb 5 hours of information during the course may be difficult unless you get a head start by reading the book.

If you can't attend the course, then buying the book "**Designing and Landscaping the Family Home**" will give you some of the material discussed in the course. The book is available online in the book section of this website. <http://www.theprosperousfarmer.com/books.htm>

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## **Drilling a Water Well Without Getting Soaked**

WE CAN OFFER THIS COURSE ANYWHERE IN ALBERTA. IF YOU ARE INTERESTED IN HAVING US PRESENT THIS COURSE IN YOUR AREA, CALL 1-866-618-7337

**Who would be interested in this course?** Any one who is planning to drill a water well in the near future. The course is given by a professional hydro geologist who will provide the background to subsurface water, illustrate the do's and don'ts of drilling a water wells to minimize costs and options to consider if things are not working out as planned.

### **Topics Include:**

- Principles of groundwater.
- Rules and regulations of water well drilling.
- Finding water on your property.
- Where to drill.
- How deep to drill.
- How much water can be expected?
- Water quality testing.
- Troubleshooting bad water.
- Alternate water sources.
- Water conservation.

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## **The Art of Successful Negotiation**

If you are tired of paying exorbitant prices for everything from fence posts to machinery repairs, then this is the course for you.

Bruno uses his 25 years of negotiating experience to develop some bargaining strategies that can be used successfully in situations that range everywhere from the bedroom to the boardroom and just about everything in between. This "Tell All" expose' shows how you can increase your bargaining position at home, in the retail store or the court house by understanding the four basic principles that govern every single transaction

### **Topics Include:**

- What is and what is not negotiable
- Types of negotiating
- When to start and finish the negotiating process
- Gathering information
- Making the negotiations go smoother
- Negotiating Techniques
- Determining your BATNA
- When negotiations break down
- Negotiating at home
- Negotiating at the retail store
- Negotiating with oil and gas companies

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## Negotiating Seismic On Private Land

WE CAN GIVE THIS COURSE ANYWHERE IN CANADA GIVE US A CALL 1-866-618-7337

**Who would be interested in attending this course?** This course is geared towards farmers and ranchers who would like to maximize their returns when seismic operations cross their land.

### Topics Include:

- Principles of seismic operation
- Understanding the seismic permit document
- Dealing with advance seismic personnel
- Agreeing on a minimum price
- Obligations of the permitter and land holder
- Negotiating damages
- Real life seismic examples

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## Building a Lake at the Cabin

**Who would be interested?** People who would like to own lake property but do not want to put up with outrageous land costs, sky high taxes, drunken neighbors and fishing regulations that don't allow you to keep any fish.

### Topics Included:

- Finding the best land for building the lake.
- Size and Orientation of the lake
- Fish Basics - physiology, habitat, growth characteristics
- Buying and stocking fish fingerlings
- Harvesting and Marketing
- Winter pond Management
- Landscaping your pond

WE CAN OFFER THIS COURSE ANYWHERE IN ALBERTA. IF YOU ARE INTERESTED IN HAVING THIS COURSE DELIVERED IN YOUR AREA, CONTACT US TOLL FREE 1-866-618-7337

## Pruning Trees and Shrubs of the Prairies

**Athabasca and Area Course:** Mr. V's Building 8 km west of Boyle at the junction of highway 63 and 663.

Phone 1-866-618-7337 for more information.

Register early because space fills up fast.

**Who would be interested?** People who are looking to keep their trees and shrubs in tip top shape to maximize flower and fruit production.

### Topics Included:

- Tree Physiology
- Proper time to prune
- Pruning equipment
- What to prune
- Shaping the tree
- Hands on practical pruning of trees and shrubs including fruit trees, ornamental trees, shrubs and hedges.

### What to Bring:

- Outdoor wear including rubber boots - we run the course rain or shine.
- Safety glasses
- Leather gloves
- Hand pruners, loppers, pruning saws

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## Woodlot Management

**Who would be interested?** This course is for farmers, ranchers and acreage owners who are wondering what they can do with the tangled mess out back.

### Topics Include:

- History of forest management in Canada
- Plant physiology and tree growth
- Evaluating an existing woodlot
- Starting a tree farm
- Improving the woodlot
- Harvesting and marketing
- Reforestation
- Animals in the woodlot
- Tour a managed woodlot

If you can't attend the course, then buy the book "**Woodlot Management**" by Bruno Wiskel online in our book section!

<http://www.theprosperousfarmer.com/books.htm>

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## **Changing from a Price Getter to a Price Setter**

If you are looking for an alternative to sky high heating costs or would like to be carbon neutral then this is the course for you

Topics include: If you are farmer or rancher that is sick and tired of selling your product for pennies to a multinational company with its head office in another country then this is the workshop for you.

This dissertation shows you how you can be the one who sets the price of your agricultural commodities.

- Creating a monopoly
- Selecting the best farm location
- Cutting out the middleman
- Creating a Buzz for your product
- Diversifying your product line

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## **Funding For Agricultural Workshops**

Financial assistance for presenting "Changing from a Price Getter to a Price Setter" at your next agricultural function can be obtained in Canada from The Agriculture and Food Council "Advancing Canadian Agriculture and Agri-food (ACAAF) Speaker and Event" program at

<http://www.agfoodcouncil.com/funding/acaaf/speaker--events.aspx>.

In addition funding can also be obtained from Tracy Railton, Community Investment Coordinator, Farm Credit Canada at 1-306-780-6141

In Alberta assistance can be obtained from UFA (toll free)1-866-333-3832 ask for Stephanie Laborge or apply online at <http://www.ufa.net> then click on "About Us" then "Community Investment"

## Diversify or Die - The Layman's Guide to Agricultural Prosperity

This breakout session will be the hit of your agricultural conference. Bruno shows precisely how he turned a mom and pop, money-losing, one-commodity farm into a diversified agricultural enterprise that now has 5 separate business units run by a staff of 10 happy employees.

This workshop for every farmer who is sick and tired of letting some one he doesn't know in some foreign country determine the price of his commodity. Whether you grow potatoes in PEI, oilseeds in Ontario, or beets in B.C. this seminar will help you expand your agri-business in ways you never imagined.

In this workshop, Bruno illuminates the path he took to quintuple his net earnings while at the same time reduce his workload by 60%.

In this workshop, participants will learn tips on:

- Selecting a diversification strategy that's right for your farm.
- Planning for success right off the starting line
- Branding your farm, not your cattle
- Creating a buzz without getting the hives
- How to become a price setter, not a price getter

As with all of Bruno's seminars, he uses his contagious enthusiasm and his "off the wall" sense of humour to uniquely frame each "Aha" moment with numerous "Ha Ha" ones.

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