

MICHIGAN
POTATOES

The logo for Michigan Potatoes features the words "MICHIGAN" and "POTATOES" in a white, rounded, sans-serif font. The word "MICHIGAN" is positioned above "POTATOES". A stylized green sprout with three leaves is integrated into the design, with its stem forming the letter "O" in "POTATOES". The entire logo is set against a dark blue rectangular background, which is itself centered within a light green border.

The background features a logo for Michigan Potatoes. It consists of the words "MICHIGAN" and "POTATOES" in a light green, rounded, sans-serif font. A stylized green potato with three leaves is positioned behind the text, partially overlapping the word "POTATOES".

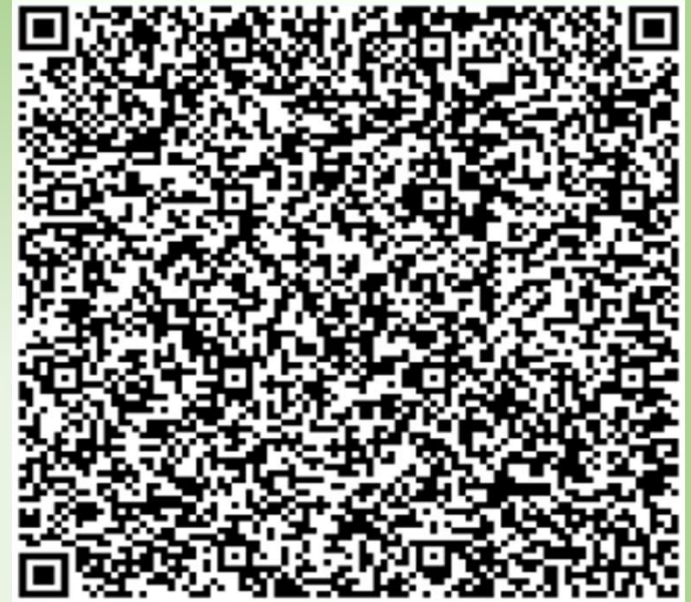
Improving Your Business

About Me

- Steve Kluemper – Steve.Kluemper@AgriStrategiesLLC.com
- Founded AgriStrategies LLC www.AgriStrategiesLLC.com
- Helping agricultural producers, processors and suppliers with their financial management and vision
- 30 years of experience bringing financial solutions to all types and sizes of agricultural companies across the United States
- Grew up on a farm in Jasper, Indiana and graduated from Purdue University with degrees in Agricultural Economics '91 and Food and Agribusiness MBA '03
- Live in East Lansing, MI with my wife, Heather and 4 sons

Contact Me

You can scan this QR code to
add my contact information:



Steve Kluemper

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Twitter & LinkedIn: @SteveKluemper

**Every contact will result in a donation to
the Michigan FFA Foundation!**

About AgriStrategies LLC

www.AgriStrategiesLLC.com

**Helping agricultural producers, processors and suppliers
with**

Improving their Cash Flow and Profitability

Managing their Business and Finances

Facilitating Stakeholder Discussions

Gaining Independent Perspectives

Analyzing Important Decisions

Communicating their Vision

AgriStrategies LLC

You can scan this QR code to learn about my FFA support.



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<https://www.AgriStrategiesLLC.com/news-and-insights/>

Questions

- <https://agristrategiesllc.com/contact-me/>
- What's more important: liquidity or profitability?
- Does a business need to grow to survive?
- What business risk is most often overlooked by owners?



Improving Your Business

- Adding an owner
- Selling the business
- Discontinuing a line of business
- Shrinking the business
- Buying out an owner
- Buying a new business
- Starting a new line of business
- Growing the existing business
- Changing the business •

Making Your Business Successful

- Successful businesses can answer these key questions about their business and any improvements contemplated for their business:
- What are the goals (and plans to meet them)?
- What decisions need to be made (and how will they be made)?
- How will success be measured (and data used for vision)?

What Are The Goals (And Plans To Meet Them)?

1. Why are you in business?
2. Who are your key stakeholders?
3. What are your business' competitive strengths?
4. What does success look like for your business and stakeholders?
5. How will your business achieve success?

What Decisions Need To Be Made (And How Will They Be Made)?

1. Where could this decision take you?
2. How will you make this decision and what resources are available to help?
3. What commitments are you making with this decision?
4. How are you planning to meet all the commitments you make?
5. How does this decision effect your goals?

How Will You Measure Success (And Use Data For Vision)?

1. What data do you need to measure success?
2. How do you balance the level of success with each of your goals?
3. What metrics do you need to measure the drivers of future success?
4. What risks are there to achieve success?
5. How do you manage risks to an acceptable level?

How Is Your Business Doing?

1. Is it meeting the goals of key stakeholders? Who are the key stakeholders and what are the goals and benchmarks for success?
2. Is it competitive? What are its competitive strengths and how are they being leveraged?
3. Is it profitable? How has it built wealth and what investments are being made for sustained profitability?
4. Is it efficiently using its assets? Which assets are generating the greatest return and how are “earnings and turns” being improved?
5. Is it generating an acceptable return? What risks are stakeholders taking and how are they being compensated?

Setting Goals

Making Decisions

Keeping Score

Plan

Budget

Data

Strengths

Senses

Success

Clarify

Communicate

Commit

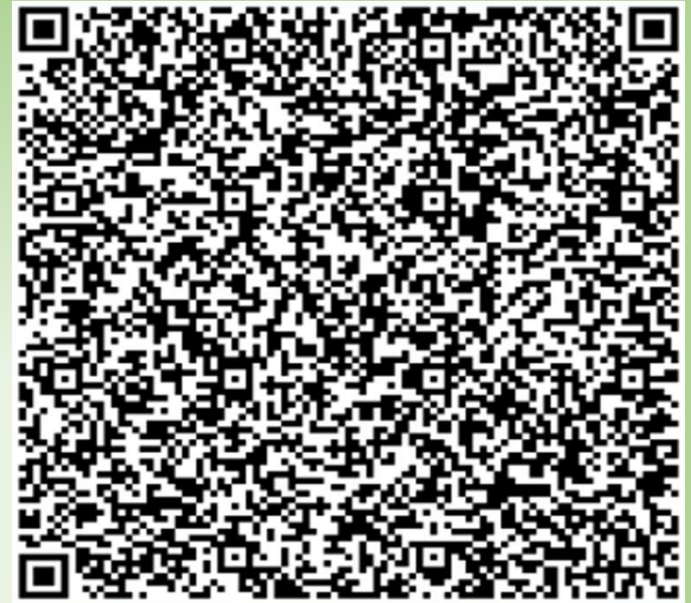
Cash Is King

Communication Is Crucial

Crush The Competition

Thank You!

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