



# Marathon County Farm Bureau

PO Box 5550 Madison, WI 53705

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**Rural Mutual Agents in Marathon County:**

<b>Leon Woller</b> (715) 257-1414	<b>Jennifer Howen</b> (715) 384-2826	<b>Rudy Mikulich</b> (715) 581-1837
<b>Shayne Courneya</b> (715) 842-0886	<b>Brad Kreklau</b> (715) 384-2826	<b>David Meihak - District Manager</b> (715) 630-4801
<b>Brian Deffner</b> (715) 298-5012	<b>Diane Echols</b> (715) 218-8280	

## Wisconsin Farm Bureau Federation



**March 4-5**  
Madison Marriott West, Middleton

Badgerland Financial | UW Extension | Wisconsin Farm Bureau Foundation

Women from the Wisconsin agriculture community are encouraged to attend the Wisconsin Ag Women's Summit presented by Badgerland Financial, Wisconsin Farm Bureau and University of Wisconsin-Extension.

### Agenda Highlights

#### Friday, March 4

9-10 a.m. Registration  
10-10:30 a.m. AgVocate of the Year Award Presentation  
10:30-11:30 a.m. Keynote Panel: Women In Ag: Understanding Where We've Been and Where We're Heading;  
Moderator: Amy Pflugshaupt, Anchor and Reporter, NBC 15 Madison  
1-4:30 Breakout Sessions  
7:30-10 p.m. Casino Night

#### Saturday, March 5

6:30-7:30 a.m. Workout: Water aerobics or boxing and cardio  
8:30-9 a.m. Meet the 2016 AgVocate of the Year  
9-10 a.m. Breakout Sessions  
10:15-11 a.m. Brunch  
11 a.m. Closing Keynote by Jerry Apps: The Importance of Writing Your Own Story  
12:15 p.m. Adjourn

For more information, visit [wiagwomenssummit.com](http://wiagwomenssummit.com).

## 'All About Beef' App Has New Games

The American Farm Bureau Foundation for Agriculture released a new educational app, 'All About Beef,' funded in part by the Beef Checkoff.



App versions of 'The Steaks are High' and 'Grocery Grab' are STEM-based games funded by the Beef Checkoff Program and geared toward students in grades third through fifth.

The My American Farm games, including 'The Steaks are High' and 'Grocery Grab' are available on the iTunes store for iPhone and iPad, at Google Play for Android devices, on Amazon for the Kindle Fire and [www.MyAmericanFarm.org](http://www.MyAmericanFarm.org).

The Beef Checkoff Program funded development of the game and supporting resources. The Beef Checkoff Program was established as part of the 1985 Farm Bill and assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products.

The My American Farm resource is a project of the Foundation and the site and resources are made possible through the generous support of title sponsor, DuPont Pioneer.

For more information and My American Farm resources, please visit [www.MyAmericanFarm.org](http://www.MyAmericanFarm.org).



# COUNTYnews

MARATHON COUNTY FARM BUREAU EDITION

## Marathon County Farm Bureau Members Attend Ag Day at the Capitol

Ag Day at the Capitol is the largest gathering of farmers from around the state representing a variety of farm groups who want to learn more about state issues and meet with their state legislators.

The Rural Mutual Insurance Company and GROWMARK, Inc., are major sponsors of the event. Cosponsors of the event with the Wisconsin Farm Bureau include a variety of other dairy, beef, pork, horse, corn, soybean, cranberry, potato and vegetable groups.



## 2015 YFA Conference Wrap-Up

On December 4-6, more than 500 YFA members from around the state attended the YFA Conference. Each year, this conference is held in conjunction with the WFBF Annual Meeting.

YFA members attended breakout sessions including the Peterson Farm Brothers who talked about how to advocate for agriculture.

YFA members also were competed in state-wide contests such as Excellence in Agriculture, Achievement Award and the Discussion Meet.

This year, Beth Schaefer from Marathon County represented Wisconsin in the national Excellence in Agriculture competition at American Farm Bureau Federation Annual Meeting in Orlando, Florida. She did a great job representing Wisconsin and Marathon County!

### Congratulations Beth!



YFA members from Clark, Portage, Price, Taylor, Marathon and Wood counties attended the WFBF Annual Meeting.

## 96<sup>th</sup> WFBF Annual Meeting Highlights

On December 5-7, Farm Bureau members from across Wisconsin gathered at the Kalahari Resorts in Wisconsin Dells to take part in the 96<sup>th</sup> WFBF Annual Meeting. Members attended breakout sessions including a panel of county food stand chairs, Ag in the Classroom training and social media and advocating training.

Delegates discussed and voted on issues for agriculture and passed the proposed bylaw change, changing the name of the Women's Committee to the Promotion and Education Committee.



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## Meet District 8 Promotion and Education Committee Representative: Lauren McCann



In December, Don Radke and Ashleigh Calaway met an energetic and passionate individual - Lauren McCann.

Lauren shared how she loved educating the public about where their food comes from and how important agriculture is. Don knew that he had found the right person to fill the district vacancy.

Lauren is originally from the Fort Atkinson area. She earned a bachelor's degree in animal science from UW-River Falls and is working as a reproduction technician for North Star Cooperative/Select Sires.

Lauren is excited to build connections throughout the district as well as with area farms. Her excitement

for what Farm Bureau has to offer is contagious.

If you are interested in getting involved in the Promotion and Education Program, please contact Lauren at [lauren.l.mccann@outlook.com](mailto:lauren.l.mccann@outlook.com) or 920.728.4948.

## Let's Talk Membership

*The key to membership work is to go after potential members who you believe will leave a impact or help the organization make a difference for agriculture. Also, share the experiences that you have been through and what impact they had on you.*

— Brad Weber

*Membership is important because a healthy organization needs to maintain or increase its membership numbers. The keys to membership work are showing your passion for Farm Bureau. Also prepared with information and know your perspective member as much as possible.*

— Randy Wokatsch

2015 marked the last year of the long-standing Producer Club luncheon at the WFBF Annual Meeting. Just like those of us in agriculture continue to make changes to move with the times so does Farm Bureau.

On October 1, we kicked-off the new and improved Farm Bureau Proud Club along with the new district-wide membership incentives.

District-wide incentives still up for grabs:

### I'll Get 2!

**April 1:** Take the 'I'll get 2' pledge and you are entered into a drawing for a \$50 Kwik Trip card and a \$50 Fleet Farm card (total \$100 prize).

*\*One entry for the first two members you sign and for every additional one after that. Starting now until April 1.*

### 5x5

**May 5:** Sign five members by May 5 and receive a Farm Bureau Proud jacket, that will be presented at your county Farm Bureau annual meeting and entry into the Farm Bureau Proud Club! Plus members of the 2016 Farm Bureau Proud Club and their spouse or guest will receive exclusive recognition at the 2016 WFBF Annual Meeting. Farm Bureau Proud Club members also receive a commemorative pin and a special gift in recognition of their efforts.

### I'm a Rock Star

**September 30:** Sign five members between now and September 30 and you are entered into a drawing for a \$250 Visa gift card. Along with your entry into the Farm Bureau Proud Club.

*\*One entry for the first five memberships and then one entry for each membership after.*

For more membership information or if you want to go on a membership drive, please contact District 8 Coordinator Ashleigh Calaway at 866.355.7348 or [acalaway@wfbf.com](mailto:acalaway@wfbf.com).



District 8 Producer Club members included: (L-R) Brad Weber, George Blomberg, Melissa Yates, Lyle Weden, Randy Wokatsch and Don Radtke, WFBF District 8 Director.



## Ag in the Classroom Program Offers Matching Grants



The Wisconsin Farm Bureau Foundation is offering matching grants of up to \$500 for groups

sponsoring programs or projects that promote agricultural literacy.

Grants will be awarded for amounts up to \$500 to applicants that secure or provide equal matching funds for the proposed project. Grants may be awarded for less than the full amount requested, based upon discretion of the judges and the funds available. The budget section of this application provides space for detailing the amount requested and how it will be used.

### Grant Selection Criteria

A judging committee will review all funding requests that are properly completed and postmarked by the **April 1** deadline. Completed applications must be typed or computer-generated, using a font size no smaller than 10-point.

The application may be reproduced using word-processing software only if line or page spacing is not altered. Please submit five copies of the application (the original can be signed and then four copies made from it). An editable form of this application is available at [wisagclassroom.org](http://wisagclassroom.org).

The proposed project must be targeted to grades preK-12 and should enhance student knowledge of the contribution made by agriculture.

Projects that use funds toward an ongoing, sustainable education effort will receive preference over those that involve a 'one-

time' program. Proposed projects or events designed to reach large groups of students will be given preference, as will those that involve innovative approaches to promoting agricultural literacy. Continuing, annual or on-going projects should show plans for improvement, expansion of program or other changes the grant will help achieve.

Each funding request must include the following:

- Goals and objectives of project – 20 percent.
- Description of proposed project and how it enhances student awareness of agriculture – 40 percent.
- Itemized budget summary – 20 percent.
- Project timetable – 5 percent.
- Methods to be used to measure the success of the project – 5 percent.
- Listing of local groups, individuals or other partnering organizations involved in the proposed project – 10% percent.
- 100-word summary of the project for press releases and promotional purposes.
- Signature of applicant and matching group representative (required).

### Application Information

Complete the attached form and return postmarked by **April 1** to: Wisconsin Farm Bureau Foundation, Agriculture in the Classroom, P.O. Box 5550, Madison, WI 53705.

Winning applicants will be notified by early May. All projects that receive funding must be completed by **May 31, 2017**. A final report of the project and how funds were used must be submitted to Ag in the Classroom by **June 30, 2017**.

For more information, please contact the Wisconsin Farm Bureau Foundation at 608.836.5575 or visit [wisagclassroom.org](http://wisagclassroom.org).

### Be Social...



...With WIFarmBureau

## Picture This in Marathon County



Do you have a great photo that you have taken around your farm or somewhere in the county? We want to see them!

Submit your photos to Lynn Siekmann at [lsiekmann@wfbf.com](mailto:lsiekmann@wfbf.com) or post it on social media using #WFBFPictureThis. Your photo could be featured in the next edition of the Marathon County Farm Bureau newsletter...or maybe even the *Rural Route!*

## There are Benefits to Your Farm Bureau Membership:

- Auto** .....
- General Motors Discount
- Health** .....
- ScriptSave® Prescription Drug Savings Card
  - Stroke Detection Plus
- Supplies and Products** .....
- Case IH
  - Caterpillar (NEW)
  - FS-GROWMARK Patronage
  - Grainger
  - Polaris
  - Office Depot

- Communication** .....
- AgriVisor
  - The Country Today
- Insurance** .....
- Rural Mutual Insurance Company
  - Farm Bureau Financial Services
- Travel** .....
- AAA
  - AVIS Car Rental Discount Program
  - Choice Hotels International, Inc.
  - Wyndham Hotel Group

- Financial** .....
- AgriPlan Medical Reimbursement Program
  - Farm Bureau Bank
- Protection** .....
- \$500 Reward Protection Program
  - Accidental Death Policy

For complete details visit [wfbf.com/benefits-membership](http://wfbf.com/benefits-membership).

## From the District 8 Director's Desk



2016 marks a critical year in the world of all things water.

This year alone we have seen more news reports, social media coverage and general discussion on the topic than ever before.

In order to help address the concerns of others it is important for you, our members and those involved in agriculture, to take the time to educate yourself on what is going on not only in your county but also your state and nationally.

It is important to attend your township and county board meetings and let them know what you are doing to make a positive impact on the environment and to address the water concerns of those around you.

Your elected officials need to know where you stand in regards to the Wisconsin River total maximum daily loads (TMDLs) or phosphorus levels in the river.

It is important that those involved in agriculture start working with municipalities and look at farmer-led initiatives to help address the concerns.

If you don't take the time to make your voice heard the other side will. So, I ask yourself, who do you prefer to have tell your story, those involved in the industry or environmental groups?

As always, if you have questions, concerns or suggestions, please call me.

**Don Radtke**  
District 8 Director

## Preparing for National Agriculture Day

### Celebrate National Ag Day March 15

Did you know that it can take up to 500 years to make an inch of **soil?**

Farmers use conservation practices to protect this resource.



March 15 is National Ag Day, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by American agriculture.

As the world population soars, there is even greater demand for the food, fiber and renewable resources produced in the U.S. The National Ag Day program believes

that every American should:

- Understand how food, fiber and renewable resource products are produced.
- Value the essential role of agriculture in maintaining a strong economy.
- Appreciate the role agriculture plays in providing safe, abundant and affordable products.
- Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

Agriculture provides almost everything we eat, use and wear on a daily basis and is increasingly contributing to fuel and other

bio-products. Each year, members of the agricultural industry gather to promote American agriculture. This effort helps teach millions of consumers.

By far, the most effective part of this program is the role you play in helping spread the word. A few generations ago, most Americans were directly involved in—or had relatives or friends involved in—agricultural-related endeavors.

Today, that is no longer the case. That is why it is so important that we join together at the community level...our voices, in concert, become a shout that carries our message a great deal further than any one of us can do alone! We are pleased that you have joined this effort to promote American agriculture.

Download more helpful tools at [www.agday.org](http://www.agday.org)! You'll find:

- Talking points about the importance of agriculture.
- Ag Day logos.
- Sample presentation speech.
- Press release (to download and modify for your event).
- PSAs (to download and modify for your event).
- Print advertisements.

For more information, please visit [wfbf.com/programsevents/nationalagday](http://wfbf.com/programsevents/nationalagday).



## Marathon County Farm Bureau Contacts:

President, Bill Mueller 715.675.3489  
Vice President, Ryan Prah 715.842.7167  
Secretary, Randel Wokatsch 715.443.2457  
Treasurer, Beth Schaefer 608.577.6845  
Women's Chair, Heather Schlessler 217.714.1837  
YFA Chair, Shannon Boschma 715.205.2655

Director, Michael Borchardt 715.897.5356  
Director, Chad Erickson 715.352.3589  
Director, Joe Kaiser 715.218.1298  
Director, James Riehle 715.675.6111  
Director, Chad Stockinger 715.432.6760  
Director, John Utecht 715.845.9335  
Director, Eric Vogel 715.573.8518  
Director, Mark Zimmerman 715.571.5512

Marathon County Farm Bureau 877.583.5880  
District 8 Coordinator, Ashleigh Calaway 866.355.7348  
WFBF Board Director, Donald Radtke 715.539.2892  
RMIC District Manager, Dave Meihak 715.344.6220

## Marathon County Farm Bureau Offers Scholarship

### Scholarship requirements

Applicant must be:

- A student enrolled in a four year university or two year technical school program with a freshman, sophomore or junior standing or a high school senior accepted to four- or two-year program.
- A Marathon County resident or member of Marathon County Farm Bureau.
- Preference will be given to student pursuing an agriculture degree.
- Two letters of recommendation must accompany scholarship application.



Applications are due by **April 1** and are available from Marathon County Farm Bureau or [wfbf.com/countyfarmbureaus/marathon](http://wfbf.com/countyfarmbureaus/marathon). Notification of scholarship recipient will be by June 1. Return completed application to:

**Marathon County Farm Bureau**  
P.O. Box 5550  
Madison, WI 53705

For more information, contact District 8 Coordinator Ashleigh Calaway at 866.355.7348 or [acalaway@wfbf.com](mailto:acalaway@wfbf.com).

## Ag in the Classroom Essay Contest

Each year Wisconsin Ag in the Classroom offers an essay contest for fourth and fifth-grade students in public, private and home schools, including 4-H clubs, Farm Bureau families and other organizations.



The 2016 topic is 'Tell us about producing maple syrup in Wisconsin.' This topic coincides with the 2016 book of the year, *Sugarbush Spring* by Marsha Wilson Chall.

Marathon County Farm Bureau contest entries are due by **April 1**. For rules, promotional materials, lessons and activities and other resources related to the essay contest and book program, visit [www.wisagclassroom.org](http://www.wisagclassroom.org) or contact 608.828.5644.