



Waukesha County Farm Bureau

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For information about our farm safety campaign, contact your local Rural Mutual agent.

Rural Mutual Agents in Waukesha County:

Graig Beckstrand (262) 378-5009	Peter Opie (262) 436-0200	Ann Hubbell (262) 542-4093
Brian O'Neil (262) 719-7530	Joe Ricciotti (262) 378-5009	Charles Reitz (262) 786-0600

Linda Schopen, District Manager - (920) 723-5108

Wisconsin Farm Bureau Federation

Ag Day at the Capitol Details

If you are interested in attending, contact Patti Roden (262.689.1838 or proden@wfbf.com). From 3-4 p.m. you will have the opportunity to meet with the legislators in room 300 NE at the Capitol.



Wisconsin Ag Women's Summit



WISCONSIN
Ag Women's
SUMMIT

Save the Date and plan to attend the Wisconsin Ag Women's Summit **March 4-5, 2016** at the Madison Marriott West, Middleton.

Numerous breakout sessions will engage women of all ages. Friday evening entertainment will be a casino night and the closing keynote speaker will be Jerry Apps on the importance of writing your own story.

Registration is OPEN! Sign-up and book your hotel before **February 3** for the early bird price, final date to register is **February 26**. Visit the website for additional details wiagwomenssummit.wordpress.com.

Scholarships Offered in 2016



The Waukesha County Farm Bureau will offer scholarships to students pursuing higher education in 2016. As they have done in the past several years, our county Farm Bureau will award up to six \$500 scholarships for deserving college and technical school students. **Applicants must fill out an application, and submit it along with supporting documentation by June 30, 2016. This deadline will not be extended.**

Please watch for further information in upcoming newsletters for availability of the new application or contact Ken Rosenow, scholarship committee chair, at ken@cedarhomefarms.com or 920.474.7128.

Each year this program is becoming more and more popular, so be sure to submit your applications on time. We look forward to receiving many applications again this year.

Seeking WFBF Promotion and Education Committee Member



The seat for the current committee member in District 1 is vacant. The person selected to represent District 1 will fulfill the current term until December 2017 and then will be eligible for appointment to a three year term. To be considered for appointment, prospective Promotion and Education Committee members should complete the **application form and return it to WFBF by January 15, 2016.**

DUTIES those on the committee will be expected to attend the State Committee meetings. They also will be responsible for promoting and working with County Promotion and Education Committees in their area. They should meet and/or visit with county leaders periodically to set up meetings and activities. Committee members should also meet with county Farm Bureau presidents and Women's committees in their district as needed to promote the Promotion and Education program and encourage participation. Committee members are highly encouraged to take an active role in the planning of district events.

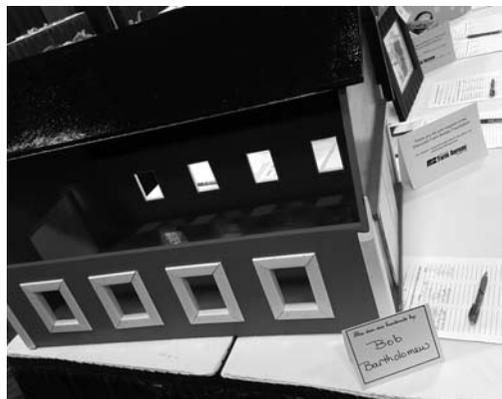
Find the application on your county Farm Bureau web page: wfbf.com/countyfarmbureau/waukesha.



COUNTYnews

WAUKESHA COUNTY FARM BUREAU EDITION

Barn Raises \$175 for Wisconsin Farm Bureau Foundation



Thank you to Waukesha County Farm Bureau board member Bob Bartholomew for making the barn that raised \$175 at the silent auction at the WFBF Annual Meeting. Funds raised at the Silent Auction support Wisconsin Farm Bureau Foundation programs.

The Wisconsin Farm Bureau Foundation was established in 1988 and is invested in the future of agriculture. The mission of the Foundation is to "Support agricultural education and develop agricultural leaders." The Foundation projects include: Ag in the Classroom, YFA program, Collegiate Farm Bureau Chapters, Leadership Institute, the Promotion and Education Committee, FFA Farm Forum, 4-H Key Awards and many more.

If you are interested in donating to the future of agriculture, check out the website wfbf.com/aboutwfbf/foundation.

96th WFBF Annual Meeting Recap

The 96th WFBF Annual Meeting and 81st Rural Mutual Insurance Annual Meeting has come and gone. A total of 1,133 Farm Bureau members and guests enjoyed the weekend.

Those from Waukesha County who attended the WFBF Annual Meeting included Bob and Carol Bartholomew, Dave Morris, Tom Oberhaus, Ken and Sue Rosenow and Lloyd and Cheryl Williams.

At the Saturday evening banquet, Senator Ron Johnson gave members an update on the issues going on in Washington. Dinner was followed by the Rick Wilcox Magic Show which continues to amaze members' year-after-year.

The Sunday morning keynote speaker was Dr. Lowell Catlett. He has very positive and upbeat predictions. "There has never been a better time to be in agriculture."

The Sunday afternoon workshops were again very educational with a wide range of topics that included adapting to technology, social media, business succession planning, writing your story and a panel discussion about county fair food stands.



Members enjoyed their time at the WFBF Annual Meeting. (L-R) Lloyd Williams with Bob and Carol Bartholomew.

At the Sunday evening banquet they announced that the 50/50 raffle raised \$2,000 for the WFB Foundation. In addition, Amanda Carlson graduated from the Institute Class.



Congratulations to Amanda Carlson for graduating from the Institute Class. She is pictured with WFBF President Jim Holte.

Peter Pelizza, Rural Mutual Insurance CEO, also spoke. His key points included a 6.5%

premium growth, 95% retention, a new farm safety initiative and they have raised money to donate 6,754 pounds of food to the food pantry.

At the district caucus, Dave Daniels was elected to another three-year term representing District 1 on the WFBF Board of Directors.

The resolutions meeting began with a bylaw change to change the 'Women's Committee' to a 'Promotion and Education Committee.' The bylaw change passed unanimously. There was a lot of discussion on the transportation policies.



Waukesha County delegates and alternate posed for a photo. (L-R) Dave Morris, Tom Oberhaus, Ken Rosenow and Lloyd Williams.

The weekend was a success and all attendees had a great time!

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Keep Saving Your Pop Tabs

Saving pop tabs is easy and clean. They're compact, with a concentration of recyclable aluminum. Unlike empty cans, they don't need to be rinsed. All the pop tabs that we collect go to the Ronald McDonald House. Revenue from recycling these little bits of aluminum helps

provide a 'home away from home' for families whose seriously ill children are undergoing treatment in the Milwaukee area.

Keep saving those tabs and turn them in to Judy Porter.

The women's committee will be going to the Ronald McDonald House in spring to serve a meal. Let Judy Porter know if you would like to go along or get more involved with the women's committee by calling her at 262.363.7397.



We Are Farm Bureau Proud

By Nicole Dempsey

The instant I found out the theme and events planned for the 2015 WFBF Annual Meeting and Young Farmer and Agriculturist (YFA) Conference, I couldn't wait for harvest to be finished so we could take our mini post-harvest vacation. The sessions and speakers lined up for this year's conference were the most interesting and relatable venue that I had seen in my three years of attendance so far, and boy did they deliver.

Friday, the conference began with all 520 YFA members attending the evening banquet. Many influential YFA leaders spoke and welcomed us to the eventful weekend ahead. Of all the things said Friday evening, there was one comment by Andrea Brossard, retiring state YFA Chair, that really stuck with me.

"It's a beautiful thing when a career and a passion come together."

This applied to everyone in the room. Whether or not we all shared a career in the industry, we all shared the same passion; agriculture. We had a shared passion for agriculture, and we were all in the room for the same reason: to ensure the future of our passion.

Each district broke up into their district meetings and then we all joined back for some entertainment by Rockstar Rodeo. The Fabulous Farm Babe, Pam Jahnke, even joined them on stage!

Saturday morning during brunch we heard from the YouTube celebrities of Agriculture, the Peterson Farm Brothers. The Peterson Farm Brothers are known across the globe for their music parodies promoting agriculture and telling their farming story. Three days after their first video was posted in June of 2012, it received 500,000 views and gave the brothers a trip to New York for an interview with Fox News. They have now traveled and performed around the world.

The Peterson Brothers realized through comments left on their videos that people living in more urban areas did not know much about agriculture. The brothers started a blog, made more farm videos and gave tours on their Kansas farm to educate others. They use their videos as a positive and credible message for agriculture.

They encouraged all of us to tell our story. "If farmers don't tell their story," they said, "someone else will." They told us you never know the impact you are going to make by sharing your knowledge and experience, so take the initiative, share your story and support each other because every little bit helps.

We attended two breakout sessions about various topics. The first breakout session we attended was hosted by Zach and Mitchel Fiene, Co-Founders of DMZ Aerial, about unmanned aerial vehicles (UAV's). They founded their own business to sell UAVs to co-ops and individual users for agriculture use.

Agriculture makes up 80% of UAV usage, while public safely



Waukesha County YFA Members at the YFA Conference. (Front L-R) Amanda Carlson, Jennifer Beres, Nicole Dempsey, Marilyn Kostuch, (Back L-R) Jacob Kuehl, Sean Beres, Sam Dempsey, Ryan Brueggemann and Charlie Oberhaus.

live feeding footage. Facility maintenance for buildings and irrigation systems and waterway and ditch management are more ways UAVs are used in precision agriculture. These are all ways that can improve our farms, practices and ultimately our product.

We learned the evolution history of UAV technology, the differences in the types of UAVs available and mapping tools used. At the end, they actually flew a UAV to show us how they lift and land.

The second breakout session was hosted by Brian O'Banion, Director of Sales for Farmobile, LLC to tell us about big data. Brian reviewed the value of precision data, how it is being used, how it will be used in the future, and how farmers can now receive payments for the data they collect – essentially being able to collect a 'double harvest' on the same crop.

Farmobile, LLC is a relatively new company founded in 2013 and supplies a small box to collect data from systems with ISOBUS. Data collected with Farmobile can determine soil compaction from engine torque, wet spots in the field from wheel slippage, and many more. Farmobile participated in some extensive beta testing including 106 farms, 600 different machines, 11 states and five Canadian provinces and more than 80,000 miles traveled.

All data collected from the machine is stored on the cloud through a Farmobile server. He compared the cloud to a Farmer's Almanac, where:

- Every season is a volume
- Farmers are the authors
- Land is the farmer's paper
- Inputs are the ink
- Machinery is the typewriter
- The agronomist is the editor

All of that data, an entire almanac, is essentially stored on the cloud for the farmer to go back and reference as needed. Working in the precision agriculture industry, I thought this was a creative comparison and a good way to connect with the 80% not utilizing any type of precision data collection.

Brian made a strong point that each farmer owns their data.

such as police and military make up the other 20%. The rapid growing \$82 million UAV market brings tremendous value to agriculture. In fact, the overall Precision Agriculture UAV market is worth 10 times that of the public safety UAV market. Why? UAVs can be used in crop scouting, including detecting nutrient deficiencies, plant disease and insect pressure. They can be used as thermal imagery tools, such as determining live cattle counts and providing

Even if the crop was harvested by a custom harvest group, they have to sign an NDA to get the data. This is mostly done in case the farmer is renting land a custom group is harvesting. The custom group cannot share the harvest data of that land with the landlord; "Good yields? Jack up the rent!"

Only 20% of farmers use precision agriculture tools, mostly because the value is misunderstood. However, Brian pointed out, good data drives good science and good science improves lives. Developments in science have given us more efficient machines and hardier seed varieties.

He said in order for farmers to want to participate in precision agriculture and incorporate data, they must be motivated by value. He explained a situation of selling a farmer's land to another farmer. The land becomes much more valuable if data can be provided of what was done to the land and what yields came off of it. The new farmer can then use his own experience and knowledge to make management decisions based on that data.

Dr. Lowell Catlett, Regents Professor in Ag Econ and the Dean of New Mexico State University's College of Agricultural, Consumer and Environmental Sciences, rounded off the weekend at brunch Sunday morning. He had an interesting perspective on agriculture and the direction it is heading, with many different facts to back him up. Among the thought provoking topics covered, he mentioned that what is a luxury to one generation becomes a necessity to the next. Generations ago had to eat what they had available and put in front of them, no ifs ands or buts about it. Dr. Catlett said there is no better time than now to be in agriculture. Consumers now have access to a multitude of different foods to meet different diets. He referred to it as world wealth. Although there may be different opinions about the types of foods available and the diets people are following today, the agriculture industry has been presented with an opportunity to meet these niches.

Again, we were told there is no better time to be in agriculture. Dr. Catlett informed us the agriculture industry has the lowest debt to equity ratio of any other industry; 10%. He also told us we live in the most transparent world today, with the quick access to cameras and social media. He said it is so easy for someone to snap a picture or a video of something wrong, but it is even easier to share what we do on a daily basis – to tell our own story.

Dr. Catlett's repeated words during his speech, "There's never been a better time to be in agriculture," spoke mountains of truth. Being in agriculture, we have an array of opportunities available for us. We have a multitude of new technology that's knocking at our door, we have more tools readily available to ensure the greatest efficiency and productivity there has ever been and we have the opportunity to serve and educate a world who depends on us and our products three times a day. There is no other industry in the world that can say that. Knowing this, we should all feel a great sense of pride in where we came from, what we are doing and where we are going. We should all be 'Farm Bureau Proud.'

We ARE all Farm Bureau Proud.

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.

From the Desk of Dave Daniels, District 1 Director



It was a great Young Farmer and Agriculturist Conference and WFBF Annual Meeting at the Kalahari in the Wisconsin Dells, December 4-7. More than 1,100 members were in attendance on Saturday night for the Farm Bureau Extravaganza. The highlight of the evening was Rick Wilcox and his Magic Show. I still can't figure out where all those

doves came from! This event is all made possible because of a great partnership with Rural Mutual Insurance, FS GROW-MAKR, United FCS, GreenStone Farm Credit Services and Badgerland Financial. We honored our volunteer members who helped sign up new and past due members to keep our organization moving forward. In our District 1 caucus I was reelected to a three-year term to be your representative on the

Farm Bureau and Rural Mutual Insurance Boards. I appreciate the support from the leadership of all eight counties in the southeast corner of our state. We also chose some young members who were in the Discussion Meet, Achievement Award and Excellence in Agriculture competition to represent Wisconsin in Orlando, FL, at the American Farm Bureau Annual Convention in January 2016.

So, as we start another new year, we'll have several dozen members venture to Orlando to see how we can affect national issues for our members. At the end of January we will have Ag Day at the Capitol in Madison. This will be our time to lobby our state legislature on the matters that affect us the most on our farms. It is early in the year that we meet our legislators and usually quite cold and blustery. It seems like the El Niño weather pattern may damper those cold temperatures. But it is a slower time on the farm so make the best of it and take in some **FARM BUREAU ACTION**.

Be Awarded a "Farm Bureau Proud" Jacket

County Farm Bureau volunteers will receive \$20 for every new voting or associate member they sign between October 1, 2015 and September 30, 2016. Qualifying new members must (a) have no previous Farm Bureau membership, or (b) be more than 25 months past their due date.

Farm Bureau volunteers qualify as members of the Farm Bureau Proud Club by signing five or more new Farm Bureau members during the membership year. Members of the 2016 Farm Bureau Proud Club and their spouse/guest will receive exclusive recognition at the December, 2016 WFBF Annual Meeting. Farm Bureau Proud Club members also receive a commemorative pin and a special gift in recognition of their efforts.

County Farm Bureau will receive \$1,000 cash award if the county Farm Bureau reaches its new voting goal by the March 31, 2016 month-end cut-off.

Volunteer membership workers who sign up five or more new members by May 5 will be awarded a 'Farm Bureau Proud' jacket, to be presented at their county annual meeting.

For membership applications or further information contact District 1 Coordinator Patti Roden at proden@wfbf.com or 262.689.1838.

District YFA Calendar

January 30	Admirals Game and Parmalee Concert (registration form online)
March 19	Spring Fling at Circle B – band is FM Rodeo and will begin at 8 p.m.
TBD	Brewers Game
TBD	Discussion Meet

For more details on upcoming YFA events 'Like' Waukesha County Farm Bureau and YFA on Facebook and visit the website: wfbf.com/countyfarmbureaus/waukesha.

Save the Date - Ag Venture Playland

Bring your kids, grand-kids and the neighbor's kids to this year's Ag Venture playland at the Waukesha County Fair. Waukesha County Farm Bureau has

donated money to the Ag Venture Playland area, where kids have the chance to play in the sand, pet animals or play on the playground...all while learning about agriculture! For more information and tickets go to WaukeshaCountyFair.com

Mark your calendars now for the Waukesha County Fair, July 20-24.



Waukesha County Farm Bureau Contacts:

President, Lloyd Williams	262.646.2436
Vice President, Thomas Oberhaus	262.968.2573
Secretary, John Meissner	262.538.1313
Treasurer, David Bartholomew	262.366.2366
Women's Chair, Judy Porter	262.363.7397
YFA Chair, Ryan Brueggemann	414.429.5499

Director, Bob Bartholomew	262.662.2782
Director, Randy Craig	262.662.4623
Director, Kevin McCarthy	262.363.8769
Director, David Morris	262.367.3012
Director, Scott Porter	262.363.5925
Director, James Renn	262.367.4427
Director, Ken Rosenow	920.474.7128
Director, Alan Runyard	262.468.4408
Director, Robert Schuett, III	262.968.4348
Director, Bob Stigler	414.378.7659
Director, David Swan	262.691.0471
Director, Ronald Williams	262.968.3297

Waukesha County Farm Bureau	877.483.3674
District 1 Coordinator, Patti Roden	866.355.7341
WFBF Board Director, Dave Daniels	262.878.5035
RMIC District Manager, Linda Schopen	920.723.5108

facebook

'Like' Waukesha County Farm Bureau on Facebook! You can find us by searching Waukesha County Farm Bureau.

Waukesha County FB Announces Essay Contest



We wish to announce the Wisconsin Farm Bureau Essay Contest for 2016. This year's topic is "Tell us about producing maple syrup in Wisconsin".

The contest is open to all fourth and fifth grade students in public, private and home school programs. **The essay has to postmarked by April 1, 2016** and sent to the Waukesha County Farm Bureau Essay Coordinator*.



A county winner will be announced and awarded a cash prize of \$15, second place \$10 and third place \$5. The essays will be judged by the county Farm Bureau women's committee. First place winner will compete for District 1 and that winner will be included in the judging for a state contest winner.

You will find more information including rules and instructions about the essay contest at wisagclassroom.org.

GOOD LUCK

*Carol Bartholomew, Essay Coordinator
Waukesha County Farm Bureau
W250-S9560 Center Drive
Big Bend, WI 53103