

Save the Date!

April 27-28, 2012

Kalahari Resort
Wisconsin Dells



Wisconsin

Ag Women's SUMMIT

Presented by:



Look inside for the full Summit agenda and make plans today to attend!

SAVE \$25 BY REGISTERING EARLY

Early Registration Fee: \$115/person
(if received on or before February 27, 2012)

After February 27, 2012: \$140/person

Registration deadline: April 23, 2012

SAVE \$ ON HOTEL RESERVATIONS

You are responsible for your own room reservations at the Kalahari Resort. Request the WI Ag Women's Summit room block on or before March 27, 2012, to receive the REDUCED standard room rate (up to 4/room): \$139/night + tax. Regular rates will apply for reservations made after March 27, 2012. (877-525-2427, www.kalahariresorts.com)



Get all the latest updates! www.facebook.com/Wisconsin.Ag.Womens.Summit

TO REGISTER:

Complete the mail-in form below -OR- register and pay online at www.badgerlandfinancial.com (link under Customer Corner)

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____ County: _____

Phone: _____ E-Mail: _____

Are you a WI Farm Bureau member? Yes ___ No ___ Are you a Badgerland Financial customer? Yes ___ No ___

Note: You do not have to be a member or customer to attend. All are invited and welcome!

Do you have special dietary needs? Yes ___ No ___ If yes, please indicate: _____

Please mail form and payment to: WI Ag Women's Summit, Attn: Dale Beaty, WFBF, P.O. Box 5550, Madison, WI 53705
Please make checks payable to: WFBF

Partnering once again are Badgerland Financial, the Wisconsin Farm Bureau Federation and UW Cooperative Extension to host the 2012 Wisconsin Ag Women's Summit! We are excited to offer you an expanded conference agenda for 2012, now including not only one - *but two* - outstanding keynote presentations, as well as more breakout sessions and opportunities for you to learn and network. And in case you missed it last year, back by popular demand with an all-new show to entertain us is Piano Fondue!

Don't delay—register today for the 2012 Wisconsin Ag Women's Summit!

Keynote Speakers

Kevin Hall

Transform Your Life Through the Power of Words

In this engaging session by Kevin Hall—acclaimed business consultant, coach and bestselling author of *Aspire*—you will learn the inherent power of key words that function as passwords for unlocking purpose and potential. You will discover and understand that words contain intrinsic power, a force capable of lighting one's paths and hoped-for horizons. Used correctly words are the first building blocks for success and inner peace; they provide the vision and focus and show the way to growth and contribution. Used incorrectly, they are capable of undermining even the best of intentions. There is a language of success and language of distress. There is a language of progress and a language of regress. Words sell, and words repel. Words lead, and words impede. Words heal, and words kill. You will discover how to develop a new leadership vocabulary that looks up, not down, and inspires, motivates, uplifts, excites, and propels. Above all you will learn how to transform your life by using the right words at the right time to build relationships, to convey points of view, to inspire and encourage, and to live a life of meaning and significance.



Paul Wesselmann

GREAT Expectations: Five Awesome Actions for Success in Work & Life

Life is challenging and at times overwhelming. We'll kick off the conference with a funny and inspiring speaker who has a unique perspective on helping yourself and others achieve their potential. Paul Wesselmann, aka The Ripples Guy, will help us explore five actions that you can apply yourself AND you can share with others to help all of us get more out of work, school, family and life: goal setting, role modeling, esteem building, attitude adjusting, time/stress managing. Paul has been helping people expand their possibilities with engaging keynotes and useful workshops at conferences and trainings around North America for over 20 years. His weekly inspirational email RIPPLES is read by over 27,000 subscribers around the world and you can learn more about his work at TheRipplesGuy.com and TheRipplesProject.org.



*What's the quickest & easiest way to register?
You can now register & pay online!*

www.badgerlandfinancial.com

(Click on the "2012 WI Ag Women's Summit Registration" link under the Customer Corner)



2012 Wisconsin Ag Women's Summit Agenda

Day 1 - FRIDAY, APRIL 27, 2012

- 9:00-10:00 a.m. Registration**
- 10:00-11:00 a.m. Welcome, Keynote Presentation by Paul Wesselmann**
GREAT Expectations: Five Awesome Actions for Success in Work & Life
- 11:15 a.m.-12:15 p.m. Breakout Sessions #1 (choose one)**
- | | |
|------------------|--|
| Kevin Bernhardt | <i>Financial Statements - WHY?</i> |
| Sabrina Matteson | <i>Building Social Capital</i> |
| George Chavez | <i>Forever Fitness</i> |
| Paul Wesselmann | <i>Too Many To-Dos: Practical Time Management Tips</i> |
- 12:30-1:30 p.m. Lunch**
- 1:45-2:45 Breakout Sessions #2 (choose one)**
- | | |
|-----------------|---|
| Kevin Bernhardt | <i>Financial Statements - WHY? (repeat)</i> |
| Phil Harris | <i>Selecting the Farm Business Arrangement that Works for You</i> |
| Cheryl Skjolaas | <i>Keeping Young Hearts Safe on the Farm</i> |
| Paul Wesselmann | <i>Too Many To-Dos: Practical Time Management Tips (repeat)</i> |
- 3:00-4:00 p.m. Breakout Sessions #3 (choose one)**
- | | |
|------------------|--|
| Sabrina Matteson | <i>Building Social Capital (repeat)</i> |
| Phil Harris | <i>Selecting the Farm Business Arrangement that Works for You (repeat)</i> |
| Cheryl Skjolaas | <i>Keeping Young Hearts Safe on the Farm (repeat)</i> |
| George Chavez | <i>Forever Fitness (repeat)</i> |
- 5:00 - 6:00 p.m. Social**
- 6:00-7:00 p.m. Banquet & Program**
- 7:00 p.m.-? Entertainment by Piano Fondue (back by popular demand!)**
Dueling piano all-stars Christopher Lange & Josh Dupont's all-request rock -n- roll show will leave no one sitting in their chairs! From country to current pop, from oldies to Broadway classics, this duo plays them all!

Day 2 - SATURDAY, APRIL 28, 2012

- 6:30-7:30 a.m. Workout w/ George Chavez (optional)**
- 7:30-10:30 a.m. Registration**
- 8:00-9:00 a.m. Breakfast**
- 9:15-10:15 a.m. Breakout Sessions #1 (choose one)**
- | | |
|---|---|
| Sabrina Matteson | <i>Unlimited Community Development</i> |
| Kay Wiemer & Janine Lovekamp | <i>What to Keep, What to Throw Away: Organizing & Retaining Your Tax & Farm Records Information</i> |
| Rochelle Ripp, Katie Davis & Ann Larson | <i>Social Media Frenzy - Likes, Tweets & Blogs</i> |
| Paul Wesselmann | <i>Less Stress, More Sanity: Managing Burnout & Compassion Fatigue</i> |
- 10:30-11:30 a.m. Breakout Sessions #2 (choose one)**
Repeat Breakout Sessions #1 except Sabrina Matteson will present *Building HomeTown Prosperity*
- 11:45 a.m.-12:30 p.m. Lunch**
- 12:45-3:45 p.m. Keynote Presentation by Kevin Hall**
Transform Your Life Through the Power of Words
- 4:00 p.m. Adjourn**

*See reverse side for breakout session descriptions.

Sabrina Matteson
Director - Rural Affairs
American Farm Bureau Federation

Building Social Capital

Are there things about your community you love? Are there things you wish were different? Are there interesting people you would like to meet? Fun events that should have community support? Your efforts in your own home town can help build social capital to improve networks and relationships. Strong connections and collaborations produces economic vitality and community benefits. This workshop explores how each person can discover the best about her community and partner with others to make it an even better place.

Unlimited Community Development

Farmers' market? Broadband? Exercise sessions? Craft group? YOU can be the spark to improve the quality of life in your home town. Working from your knowledge about building social capital, you will work in this hands-on interactive workshop with others from a community like yours to decide on a project that would make your community a better place. You will discuss your community strengths and opportunities, decide on a project to improve it, discover collaborators, and fulfill project steps necessary to accomplish your chosen project.

Building HomeTown Prosperity

What characteristics make a community strong? A place that young families want to move back to? What does it take to bring residents of a town together to make it a better place? The HomeTown Competitiveness program is a four pillar approach to mobilizing local leaders, energizing local entrepreneurs, raising community development dollars, and creating places that young rural families will be willing to live. Learn how communities can use a "pull-yourself-up-by-the-bootstraps" method of community development. In this interactive workshop, you will learn how to build on the assets of your own community to create better opportunities in your home town.

Kevin Bernhardt
Farm Management Specialist
UW-Platteville/Extension

Financial Statements - Why?

Learn how to incorporate farm financial information into the fabric of farm life. Emphasis will be on the three core financial statements: balance sheet, income statement and cash flow. Why do we keep these statements and how do they serve management's needs.

George Chavez
BeachBody Coach

Forever Fitness

Today life is complicated, stressful and demanding. How do you deal with all of these daily life changes in a constructive, healthy and more productive way? This session is designed to give you some tools to help you deal with today's challenges and incorporate a lifetime fitness plan. Plus, you'll be given workout tips that can be done not only at a gym but the comfort of your home.

Paul Wesselmann
Motivational Speaker & Trainer
Stone Soup Seminars

Too Many To-Dos: Practical Time Management Tips

"If only I had more time, I could get everything done!" If you believe this myth, then you will want to attend this workshop that will be packed with useful information and ideas. Time is a more valuable commodity than money and it is VERY IMPORTANT to our success and sanity that we spend it well. In this fast-paced session you will explore some myths of time management AND useful techniques for each of the four main time management skills.

Less Stress, More Sanity: Managing Burnout & Compassion Fatigue

Wouldn't it be nice if you could just wave a wand and all the stress in your life would just disappear, even for a few minutes? Well, we haven't found the right wand or the right spell to make that happen, but there is still hope! By changing the way you look at a few things and adding just a few simple and brief actions to your daily life, it is possible to increase your effectiveness and enjoyment of work, school, and life.

Phil Harris
Farm Law Specialist
UW-Madison/Extension

Selecting the Farm Business Arrangement that Works for You

This session will provide you with the economic and legal considerations facing you when moving into a Partnership, Corporation, LLC, and other business structures. Information will also be shared on joint ventures and cooperative arrangements.

Cheryl Skjolaas
Outreach Specialist
UW-Madison/Extension

Keeping Young Hearts Safe on the Farm

The children who may live on your farm or visit need to be aware of the safe and unsafe activities on the farm. This session will discuss the ages and stages of youth development and how to prevent common farm-related injuries for the different age groups. Steps to take in an emergency and first aid resources will also be discussed.

Katie Davis, Ann Larson & Rochelle Ripp

Social Media Frenzy - Likes, Tweets & Blogs

Social media is a rapidly changing and increasingly important part of day to day communication. Hear from three women who have mastered Facebook, Twitter and blogging. Learn how to get started, which tool is right for you, and strategies to use these social media tools to their potential!

Kay Wiemer, Sr. Farm Accounting Specialist & Janine Lovekamp, Tax Consultant, Badgerland Financial

What to Keep - What to Throw Away: Organizing and Retaining Your Tax and Farm Records Information

Do you stress as April 15th nears or find you have piles of cluttered paper and receipts everywhere? Are you afraid to throw things away unsure if you need them for your monthly accounting or your tax return? Join us for this session where we will help you decide what to keep and what to throw away so your accounting and tax preparation is easy and accurate.



BREAKOUT SESSIONS: SPEAKERS & TOPICS