

Education Land Use Member Benefits Capitol Regulations  
 Energy Dairy Crops Safety Ag in the Classroom  
 Taxation Use Value Assessment Hunting  
 Farm Bureau Institute Energy Marketing Energy Land Use  
 Transportation  
 Ag in the Classroom Livestock Member Benefi  
 YFA Transportation Leadership Health Women's Program  
 Legislation Communication Regulations Government Farm Bureau Foundat  
 Wildlife Dairy Labor

# A Vision *for Agriculture.*



# 2011 Annual Meeting December 2-5

Kalahari Resort and Conference Center, Wisconsin Dells

92<sup>nd</sup> Wisconsin Farm Bureau Federation Annual Meeting  
 77<sup>th</sup> Rural Mutual Insurance Company Annual Meeting  
 Young Farmer and Agriculturist Conference



### Friday, December 2

#### Young Farmer and Agriculturist (YFA) Conference Begins

- 2:00 p.m. YFA Committee Meeting – Acacia
- 3:00 p.m. Registration Opens – Registration Booth 3
- 5:00 p.m. First-timer's Orientation Session – Crown Palm
- 6:00 p.m. YFA Welcome Dinner – Ballrooms A, B, G, H
- 7:30 p.m. District YFA Meetings
- 8:30 p.m. Musical Entertainment – Ballrooms C, D, E, F

### Saturday, December 3

- 7:00 a.m. Registration Opens – Registration Booth 3
- 7:00 a.m. YFA Committee Reorganization Meeting – Empress
- 8:00 a.m. YFA Breakfast & Program – Ballrooms A, B, G, H
- 10:00 a.m. Workshops (10:00 and 11:00, see next page)
- 12:00 p.m. YFA Luncheon – Ballrooms A, B, G, H
- 12:00 p.m. Discussion Meet Judges Luncheon and Orientation - Cypress

#### Wisconsin Farm Bureau Federation (WFBF) Annual Meeting Begins

- 12:30 p.m. Producer Club Luncheon – Suites I, VIII
- 1:30 p.m. Discussion Meet Quarterfinals I – Acacia, Bamboo, Crown Palm, Ironwood, Banyan
- 1:30 p.m. Excellence in Ag Practice Session – Portia
- 1:30 p.m. Achievement Award Interviews – Desert Rose, Mahogany
- 2:00 p.m. Trade Show Opens – Suites II, III, IV, V, VI, VII
- 2:30 p.m. Discussion Meet Quarterfinals II – Acacia, Bamboo, Crown Palm, Ironwood, Banyan
- 3:00 p.m. Excellence in Ag Presentations – Portia
- 4:00 p.m. Discussion Meet Semifinals – Banyan, Ironwood
- 4:00 p.m. Farm Bureau Reception – Suites II, III, IV, V, VI, VII
- 5:00 p.m. Trade Show Closes
- 5:30 p.m. **Farm Bureau Extravaganza!**  
**Featured Entertainment: Jeff Civillico**  
– Ballrooms A, B, C, D, E, F, G, H
- 8:30 p.m. Trade Show & Silent Auction Open (until 10:00 p.m.)

### Sunday, December 4

- 7:00 a.m. WFBF Women's Committee Meeting and Reorganization – Empress
  - 8:00 a.m. Registration Opens – Registration Booth 3
  - 8:00 a.m. Morning Devotional – Tamarind, Guava
  - 9:00 a.m. Resolutions Processing – Empress
  - 9:00 a.m. Discussion Meet Finals – Suite I, VIII
  - 10:00 a.m. Buffet Brunch & General Session – Ballrooms A, B, C, D, E, F, G, H
- Featured Speaker: Dick Wittman**  
Positioning Your Farm Business for Successful Transition

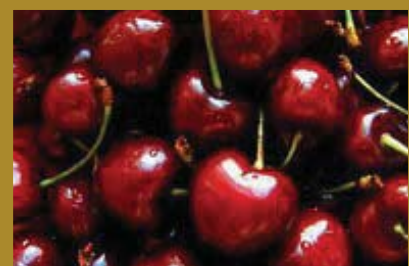
#### YFA Conference Ends

- 12:30 p.m. Trade Show & Silent Auction Opens (closes following halftime of the Packer game)
- 1:00 p.m. Workshops
  - 2012 Farm Bill: An Insider's View - Guava, Tamarind
  - Educating Others with AITC Resources - Portia
  - OSHA's Role in Dairy Safety - Wisteria
- 2:30 p.m. Policy Development Committee Meeting – Empress
- 3:00 p.m. Reception & Green Bay Packer Game – Ballrooms A, B, C, D, E, F, G, H
- 4:15 p.m. Packer Tailgate Party Buffet
- 6:30 p.m. Farm Bureau Awards Program – Ballrooms A, B, C, D, E, F, G, H

### Monday, December 5

- 7:00 a.m. Registration Opens – Registration Booth 3
- 7:00 a.m. Breakfast & General Session – Ballrooms A, B, C, F, G, H
- 9:00 a.m. District Caucuses:
 

District 1: Wisteria	District 6: Aralia
District 2: Portia	District 7: Marula
District 3: Tamarind	District 8: Aloeswood
District 4: Guava	District 9: Tamboti
District 5: Mangrove	
- 10:30 a.m. Resolutions & Business Meeting – Ballrooms A, B, C, F, G, H



Education Member Benefits Ag in the Classroom Health  
 Livestock Safety Education Transportation Dairy Government  
 Benefits Environment Wildlife Energy Farm Bureau Institute Marketing

# Young Farmer and Agriculturist Conference

## Morning Breakout Sessions

Saturday, December 3, 10:00 a.m.



### Case Study Workshop - "Strategies for Implementing Effective Business Management Systems and Transitions"

R.L. (Dick) Wittman  
 Wittman Farms/Consulting

The opportunity to run a multi-family farm operation can be one of the most fulfilling—and challenging—aspects of today's agriculture. This session focuses on implementation techniques and strategies for putting in place professional management systems and transition plans for multi-family farm operations. Wittmann draws on real world experiences gained from client consulting and personal management of a diversified, multi-family farm operation. His use of prepared illustrations, real world case studies plus informal question and answer format provide a comfortable forum to discuss the most sensitive family farm business question, challenges or transition concerns you may have. You won't want to miss this exciting chance to grow your management potential!



### If You Build it, They Will Come: Keys to a Successful County YFA Program

Maria McGinnis  
 2011 Chair  
 WFBF Young Farmer & Agriculturist Committee

Every county Farm Bureau needs young and enthusiastic people to generate new ideas and keep traditions alive. Join State Young Farmer and Agriculturist Chair Maria McGinnis and fellow State Committee members for an inside look on how to build and sustain an active county YFA program. In addition to covering the tools to be a successful county chair, they will discuss event ideas, how to create interest and excitement and activities that can be implemented immediately. All current County YFA Chairs should attend this session. Members interested in learning more about the chair role and how to be a more effective YFA member should attend as well.



### Knowing Your Audience and Speaking in Their Terms

Johnna Miller  
 Director of Media Development  
 American Farm Bureau Federation

Today's consumers are bombarded with messages about food and agriculture. To be an effective communicator about our industry, you have to be heard above the crowd. Want to make sure your message comes through clearly? Looking for ways to get a skeptical audience to listen? In this interactive workshop, you will learn how to engage today's consumer and explore proven strategies to be a credible and confident speaker. If you want to take your communication and agricultural literacy efforts to the next level, you won't want to miss this session with top notch communicator Johnna Miller.



### OSHA's Role in Dairy Safety

Mary Bauer  
 Compliance Assistant Specialist  
 Occupational Safety & Health Administration

Looking for ways to improve the safety of your employees and family on your farm? Adding employees and wondering if you will fall under OSHA regulations? Curious what OSHA's standards are as they move to more closely monitor agriculture? This session will focus on health and safety on the farm along with OSHA's agricultural regulations. This session will illustrate how the farm workplace can be made safer, and in doing so can come into OSHA compliance. Whether you farm with only your immediate family or manage a large number of employees, join Mary Bauer to have your questions answered and learn how you can lower risks on your operation.

## WFBF Young Farmer and Agriculturist Conference

### 2011 Sponsors



# Workshops and Entertainment

## Farm Bureau Extravaganza! Featured Entertainment Saturday, December 3, 5:30 p.m.



**Jeff Civillico**  
Jeff Civillico has developed his own unique brand of entertainment he calls "Comedy in Action." His highly interactive routines provide the perfect backdrop for his presence and spontaneity, allowing him to handle any situation that arises - no matter how ridiculous! Jeff has quickly become known for his ability to connect with his crowd, establishing a remarkable rapport with audiences all over the nation. "Comedy in Action," blends comedy, juggling, balancing, athleticism, and audience participation to produce an unforgettable experience. When he's not performing for major corporate events nationwide, Jeff appears regularly in several shows on the Las Vegas strip.

## Keynote Presentation Sunday, December 4, 10:00 a.m.



**Positioning Your Farm Business for Successful Transition**  
R.L. (Dick) Wittman  
Wittman Farms/Consulting  
Business management practices, not economic issues are often the reason family operations dissolve business relationships or fail in their efforts to achieve viable business succession and long term sustainability. This speaker will examine key managerial proficiencies that must be implemented as well as consequences of failing to adopt these practices in everyday operations. Wittman will tackle a number of sensitive issues related to family business management, presented from the viewpoint of a working family farm manager who has provided family farm business transition consulting for over 30 years. Whether you're a seasoned veteran farm manager or just starting your career in agriculture, you will want to join Wittman for what is sure to be an engaging session with the potential to impact your farm's future.

## Afternoon Breakout Sessions Sunday, December 4, 1:00 p.m.



**Educating Others with Ag in the Classroom Resources**  
Darlene Arneson  
Coordinator  
Wisconsin Ag in the Classroom

Educating youth and the general public about agriculture is critical to the future of our industry. At the same time, educating these groups can sometimes seem like a daunting task. Fortunately, Wisconsin Ag in the Classroom, government agencies, agricultural groups and other individuals have a variety of educational resources and funding opportunities. Join Darlene Arneson for a motivating session that will feature educational resources, share tons of great ideas for activities and programs, and highlight success stories that will assist you in your agricultural literacy efforts.



**OSHA's Role in Dairy Safety**  
Mary Bauer  
Compliance Assistant Specialist  
Occupational Safety & Health Administration

Looking for ways to improve the safety of your employees and family on your farm? Adding employees and wondering if you will fall under OSHA regulations? Curious what OSHA's standards are as they move to more closely monitor agriculture? This session will focus on health and safety on the farm along with OSHA's agricultural regulations. This session will illustrate how the farm workplace can be made safer, and in doing so can come into OSHA compliance. Whether you farm with only your immediate family or manage a large number of employees, join Mary Bauer to have your questions answered and learn how you can lower risks on your operation.



**2012 Farm Bill: An Insider's View**  
Mary Kay Thatcher  
Director of Public Policy  
American Farm Bureau Federation

Wondering what's in store for the 2012 Farm Bill? American Farm Bureau's chief agricultural lobbyist will clearly explain how today's economic and political climates will influence the next farm bill, and how that will impact your farming operation. Mary Kay Thatcher knows her way around the farm and the halls of Congress. You won't want to miss her presentation.

