

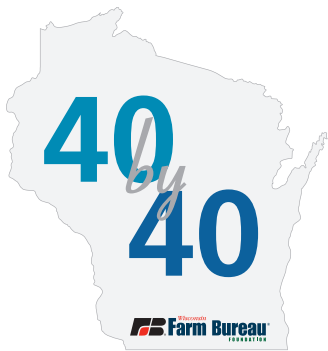
Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____



_____ \$40

_____ \$400

_____ \$1,400

_____ \$4,000

Other \$ _____

Donations must be a minimum of \$40 to be a part of the 40 by 40 campaign.

Please send me information on the following opportunities to support the Foundation.

- Wisconsin Ag Open Golf Outing
- WFBF Annual Meeting Silent Auction
- Learn and Lead Programs
- Betty Engel Note Card Sales
- Book Sales
- Memorial and In Honor Of Gifts
- Charitable Gifts

Return form to:

Wisconsin Farm Bureau Foundation

Darlene Arneson, Director

Phone: 608.828.5719

darneson@wfbf.com

1241 John Q. Hammons Drive

P.O. Box 5550

Madison, WI 53705-0550

(Account 991096)

About Roger Cliff



The WFBF Board of Directors appointed Roger Cliff Chief Administrative Officer (CAO) in April of 2004. As CAO, Roger is responsible for the day-to-day operation of the WFBF and its subsidiary organizations. The WFBF is the largest organization of general farms in the state.

Roger began his career with the WFBF in 1973 as a lobbyist for the organization. In 1977 he was appointed Executive Director of Governmental Relations.

During his four-decade career with Farm Bureau, Roger has worked with eight governors and hundreds of legislators to help shape agricultural policy in Wisconsin.

A lifelong resident of Wisconsin, Roger was born in Madison, but considers himself a native of Lancaster where at an early age his family moved their farming operation. He graduated from UW-Platteville in 1971 with a degree in political science. He received his master's degree in public administration from the University of Wisconsin-Madison in 1978.

About Collegiate Farm Bureau

In 2010 UW-Madison established the first collegiate Farm Bureau in Wisconsin. In 2012 chapters were formed at UW-Platteville and UW-River Falls. The collegiate Farm Bureau chapters are true win-win opportunities for students and Wisconsin Farm Bureau. The students win by being part of an organization which will build their social network, increase their understanding and knowledge of agricultural issues and policies, and develop their leadership skills. Wisconsin Farm Bureau wins by cultivating a new generation of agricultural leaders ready to take active roles in the county Farm Bureaus once they put down roots in their local communities.

To find out more about the collegiate chapters go to wfbf.com/countyfarmbureaus/collegiatechapters.

Celebrating 40 Years of Service



Campaign

To Benefit WFB Foundation Programs Including Collegiate Farm Bureaus.

About 40 by 40



The 40 by 40 campaign is a way to continue Roger Cliff's legacy of leadership. In recognition of Roger's years of service the campaign will run until the 2013 WFBF Annual Meeting with hopes of raising \$40,000 to benefit the Wisconsin Farm Bureau Foundation and Wisconsin Collegiate Farm Bureau chapters at UW-Madison, UW-Platteville and UW-River Falls.

All contributions of \$40 or more receive a lapel pin and will be listed as a donor in publications and on the WFB Foundation webpage. Donors will also receive recognition at the 2013 WFBF Annual Meeting.

Suggested donations are \$40, \$400, \$1,400 and \$4,000.

Legacies Live On



Roger Cliff will be missed when he retires at the end of 2013 but the difference he has made for agriculture will be ever present as he passes the torch. Roger's help implementing the first collegiate Farm Bureau in Wisconsin is just his latest in a strip of achievements. While all of his achievements for Farm

Bureau and its members are profound, perhaps his most influential achievement was getting use-value assessment of farmland implemented.

Wisconsin's use value assessment law taxes farmland at the value of its use, as opposed to its potential market value. The law aids farmers and protects Wisconsin farmland from development by providing a property tax formula reflecting the income farmers can generate from using that land for agriculture.

It's because of Roger's work that all farmers save thousands of dollars each year. That's something to tip your hat to.

Learn More

The WFB Foundation solicits and accepts contributions to assist with educational activities and instruction of youth in subjects useful and beneficial to Wisconsin's agricultural community.

Since its creation in 1988, the Foundation has contributed more than \$769,000 toward projects that support the future of agriculture. These worthy efforts include:

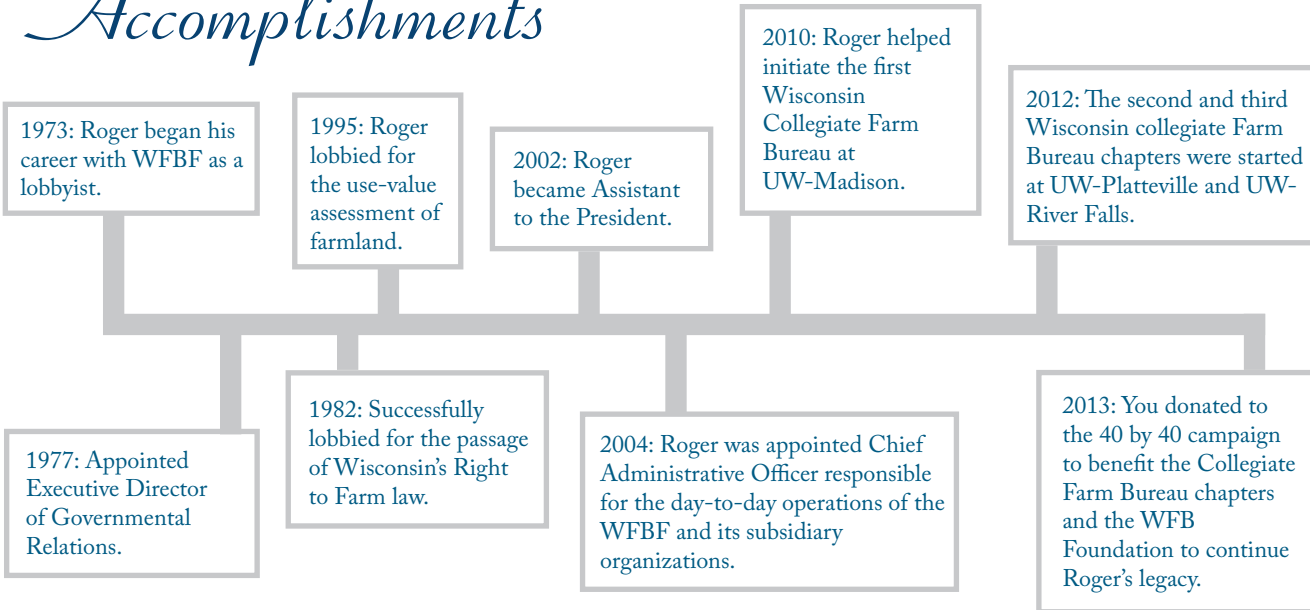
- Ag in the Classroom
- Farm Bureau Institute
- Wisconsin Cranberry Discovery Center
- UW Foundation Rural Youth Scholarship Fund
- Leadership Wisconsin (Formerly Wisconsin Rural Leadership Program)
- Wisconsin 4-H Foundation
- Wisconsin FFA Foundation



For more than 85 years, Farm Bureau has maintained its strong connection to youth by supporting and developing future generations of leaders. Farm Bureau is one of the leading organizations providing support for FFA and 4-H programs in the state. The Wisconsin Farm Bureau and county Farm Bureaus contribute annually to state and local FFA and 4-H programs and other community programs.



Accomplishments



Visit wfbf.com/aboutwfbf/foundation to learn more.