

2016 ANNUAL REPORT



A Message from Dale Beaty

It was basketball coaching legend John Wooden who said, *"Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability."*

Many fail to heed Coach Wooden's wisdom about not resting on their laurels, and that's one reason why more than half of all businesses fail within their first five years. The fact that the Wisconsin Farm Bureau Federation has been around for 97 years speaks to our drive for continuous improvement and our commitment to remain relevant to our members.

This annual report provides a snapshot of some of our successes over the past year. While I'm very proud of what we've already accomplished; I know we have the ability to be even better. Here are some of the programs and activities being worked on with an eye toward the future success of our organization.

A newly-formed Centennial Committee recently met for the first time to map out how WFBF will mark 100 years. During 2019, the focus will be on celebrating and honoring those who have brought us to where we are today; our history, traditions, and past successes. During 2020, the focus will be on our next 100 years and those who will lead us in the future. Committee members also recognize the importance of using our centennial celebrations as a way of building relationships with audiences outside of farming.

A 'play book' project is in the works which outlines the best Farm Bureau activities and events taking

place on the county level. True to its mission, the newly-formed state Promotion and Education Committee wants to see these great ideas spread and take hold across Wisconsin's 61 county Farm Bureaus.

Another publication is in the works which focuses on Wisconsin's implements of husbandry law. WFBF's governmental relations team has been critical in pushing the passage of updates and improvements to the laws impacting farm machinery on roadways. This guide book is a continuation of the multi-year educational effort that WFBF staff have undertaken with UW-Extension and the Wisconsin Department of Transportation.

As a member, you are part of the lifeblood of Farm Bureau. Any successes highlighted in this annual report are due to you; our volunteer members and leaders working in your county and collegiate Farm Bureaus.

Farm Bureau is always looking for ways to maximize our ability to innovate and work smarter. You have my pledge that WFBF will continue providing the valuable legislative representation, education, public relations and leadership development you need to better yourself and your farm or agribusiness.

Thank you for your membership.

A handwritten signature in black ink that reads 'Dale M. Beaty'.

Chief Administrative Officer
Wisconsin Farm Bureau Federation



Members



Life Line Screening was added as a new member benefit.



Farm Bureau launched a successful **I'll Get 2** campaign where members pledged to sign two new members by March 31.

WFBF celebrated **membership gains** during its 2014-15 year.

More counties joined the financial, administrative and newsletter portions of WFBF's innovative County Services Program.



Rural Mutual Insurance was named as a Ward's 50 Property-Casualty Company for the **8th** straight year.



A new partnership with Caterpillar was announced that provides members up to \$2,000 in purchase incentives.

Now in it's **10th** year, WFBF's leadership Institute graduated another crop of emerging leaders for our organization and rural Wisconsin.



Led **4** member trips to Washington, D.C.

Interaction

AG DAY ON CAMPUS

All three collegiate Farm Bureau chapters (Madison, Platteville and River Falls) hosted Ag Day on Campus events in April.



More than **200 members** took part in a training program during the first part of 2016. Trainings ranged from making committees work and parliamentary procedure to succession planning for the county Farm Bureau and membership.

The Wisconsin Farm Bureau Federation continues their partnership with the Sand County Foundation for the Leopold Conservation Award.



Communication



Farm Bureau's blog series was named **BEST BLOG** among its peers by the American Farm Bureau Federation. Find them at wfbf.com/newspublications/blogs.



Members host **#WFBFTakeoverTuesday** on WFBF's Instagram account, where they share more about themselves and their jobs.



#WIAgProud

On National Ag Day, **March 15**, Farm Bureau members flooded social media with positive images and the hashtag, **#WIAgProud**.



Farm Bureau's member magazine **Rural Route** was selected as **'Best Magazine'** among its peers by the American Farm Bureau Federation for the **4th** consecutive year.

Outreach



Ag in the Classroom hosted a bus tour for teachers statewide to farms and ag-businesses in central Wisconsin.

Annual Meeting

Farm Bureau Proud

A mix of great speakers and entertainment attracted more than **1,000 members**

to WFBF's Annual Meeting in December.



#FFAFF16



Nearly **200** students attended the FFA Farm Forum in February. WFBF has hosted this event in Wisconsin Rapids for the past **44 years**.



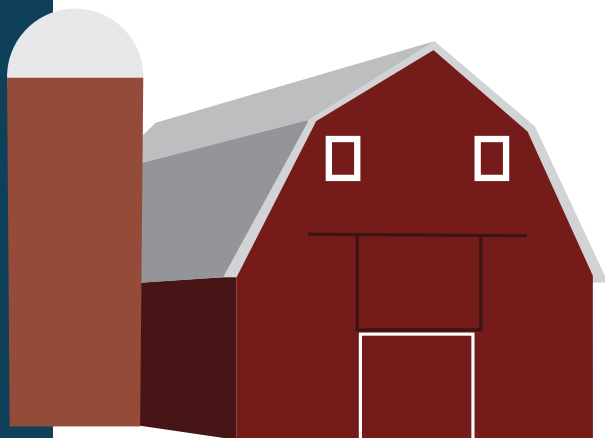
AgVocate of the Year

Dairy farmer and Calumet County Farm Bureau member, Deb Reinhart, was named the 'AgVocate of the Year' at the Women's Ag Summit in Middleton in March.



Elite Sustaining Sponsor

Rural Mutual Insurance Company is an Elite Sustaining Sponsor for the Farm Technology Days for 2016 until 2018.



Advocacy

Legislative Achievements

- Fall harvest weight exemption now begins August 1
- Piping of manure allowed in right of ways
- UW land sales allowed to be reinvested by UW-CALS
- Funding available to producer-led watershed initiatives
- Updates to IOH law, including use of multiple lanes in roundabouts



Government Relations staff serve on a variety of state agency (DATCP, DNR, DOT) advisory committees.



Photo Credit: WisDOT



Ag Day at the Capitol brought hundreds of farmers to Madison to lobby, network and advocate.

Volunteers for Agriculture (Farm Bureau's political action committee) successfully endorsed Justice Rebecca Bradley and will be involved in many state legislative races this November.



Farm Bureau Staff

ADMINISTRATION

Jim Holte, WFBF President	608.828.5700
Dale Beaty, Chief Administrative Officer	608.828.5714
Jill Bennwitz, Executive Assistant	608.828.5701

GOVERNMENTAL RELATIONS

Paul Zimmerman, Executive Director	608.828.5708
Rob Richard, Senior Director	608.828.5703
Karen Gefvert, Director	608.828.5713

OPERATIONS

Jeff Fuller, Treasurer and Executive Director of Operations	608.828.5715
Steve Mason, General Accountant	608.828.5720
Sonya Huebner, Administrative Assistant	608.828.5705

PUBLIC RELATIONS

Casey Langan, Executive Director	608.828.5711
Amy Eckelberg, Director of Communications	608.828.5706
Lynn Siekmann, Graphic Designer	608.828.5707
Marian Viney, Graphic Designer	608.828.5721

MEMBER RELATIONS

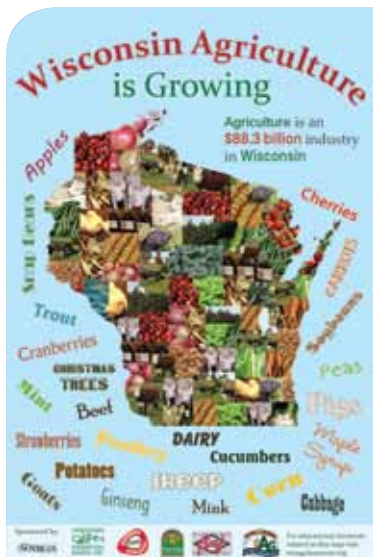
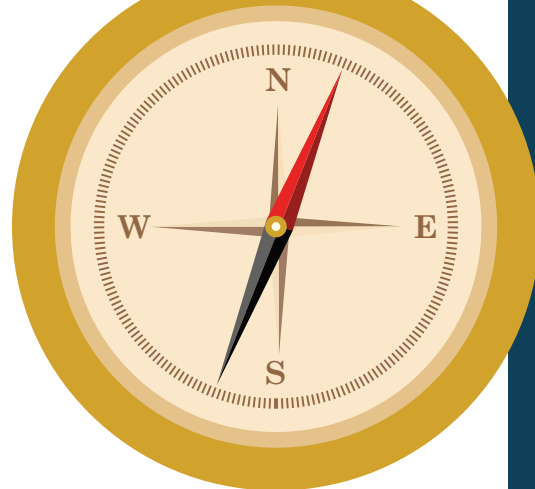
Bob Leege, Executive Director	608.828.5710
Deb Raemisch, Director	608.828.5712
Wendy Kannel, Director of Training and Leadership Development	608.828.5719
Teyanna Loether, Foundation Director and Ag in the Classroom Coordinator	608.828.5644
Darci Meili, Administrative Assistant	608.828.5704

District Coordinators:

Patti Roden, District 1	866.355.7341
Amy Blakeney, District 2	866.355.7342
Melissa Doyle, District 3	866.355.7343
Steve Boe, District 4	866.355.7344
Becky Hibicki, District 5	866.355.2029
Becky Salm, District 6	866.355.7345
Wes Raddatz, District 7	866.355.7346
Ashleigh Calaway, District 8	866.355.7348
Katie Mattison, District 9	866.355.7349

Direction

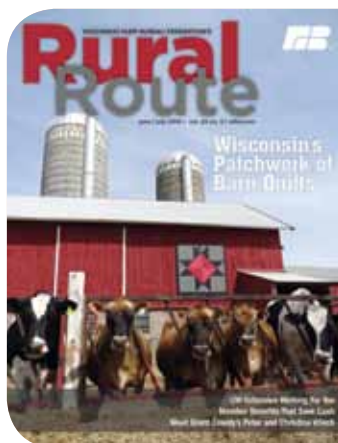
The Women's Program for Education and Leadership was changed to Promotion and Education, allowing more members to be involved with ag education and promotion.



To offer more agricultural education materials, a **COMMODITY MAP** and corresponding **FACT SHEETS** were created.



Took over publication and redesigning books from the former Wisconsin Agribusiness Council.



The June/July 2016 edition of the *Rural Route* was mailed to WFBF's more than **20,000** associate members again this year.

WFBF Board Directors

James Holte, President, District 9,
Elk Mound
Richard Gorder, Vice President, District 3,
Mineral Point
Dave Daniels, District 1, Union Grove
Arch Morton Jr., District 2, Janesville
Joe Bragger, District 4, Independence
Kevin Krentz, District 5, Berlin
Rosie Lisowe, District 6, Chilton
Wayne Staidl, District 7, Peshtigo
Donald Radtke, District 8, Merrill
Derek Orth, YFA Chair, Stitzer
Rosalie Geiger, Promotion and Education
Chair, Reedsville

