

Leadership



Training Series

Saturday,
November 11
10 a.m. to 2 p.m.

Heartland Farms
907 3rd Avenue
Hancock, WI 54943

Brought to you by the WFBF Promotion and Education Committee

MORNING PROGRAM 10:00 a.m. – 11:30 a.m.

Having an Influence, Making an Impact

Best way to convey your message!

- How to make a good connection
• How to invite public officials out to the farm or special events
• How to get through to a staffer
• When I call, will I be heard?
• How to engage and prepare members for Ag Day at the Capitol

Presenters: Steve Boe, WFBF Director of Local Affairs and
Cindy Polzin, Director Wisconsin Lottery and past Deputy Chief
of Staff for Governor Walker.

Lunch: 11:30 a.m. – 12:15 p.m.

PURPOSE:

This training series will focus on refining skills and abilities through personal growth and development in areas relating to governmental relations, public speaking and working with a variety of media formats.

WHY PARTICIPATE:

- to refine your leadership skills
• to learn from experts, exchange ideas and gain confidence
• to improve your communication and speaking skills
• to join in the political process at local, state and national levels

WHAT IS OUR EXPECTATION?

The WFBF Promotion and Education Committee expects attendees of the leadership Boot Camp Training sessions to refine their skills and abilities to increase their engagement and involvement in their county Farm Bureau and the grassroots governmental process.

AFTERNOON PROGRAM 12:15 p.m. – 1:45 p.m.

The Grassroots Process of Crafting Policies to Benefit
Members - Panel Discussion

A Respected Farm Bureau Tradition!

- How to get involved in policy development at the county level
• How to craft a resolution
• WFBF Policy Development Committee
• Amendments and what happens on the delegate floor (how to
amend a resolution and using the correct language)

Presenter/Moderator: Rob Richard, WFBF Senior Director of
Governmental Relations

Q&A – 1:45 p.m. – 2:00 p.m.

RSVP BY WEDNESDAY, NOVEMBER 1

Mail form and check, payable to Wisconsin Farm Bureau Foundation to WFBF, Deb Raemisch, P.O. Box
5550, Madison, WI 53705. Cost: \$10 per person (includes lunch)

Number attending: _____

Names: _____

