

Wisconsin Farm Bureau Federation's



# ignite

Innovate. Grow. Network. Inform. Train. Engage.

**April 5-6, 2018**

Holiday Inn Conference Center, Stevens Point

**Presented by:**



At the 2018 Wisconsin Farm Bureau IGNITE Conference you will learn about **innovative** county Farm Bureau programs, **grow** your knowledge of agriculture issues, **network** with other Farm Bureau leaders, become **informed** on roles and responsibilities within the county Farm Bureau, be **trained** to share your agriculture and Farm Bureau story and discover how you can **engage** all members to become active in your county Farm Bureau. This highly engaging and motivating conference is open to all Farm Bureau members who are interested in igniting a spark and taking their county Farm Bureau to the next level.

# Agenda

## Thursday, April 5

- 10:30 a.m.** Registration Open
- 11:00 a.m.** Kickoff Luncheon and Keynote



### There's A Snake in My Bumper!

#### Matt Rush

Executive Vice President, New Mexico Farm and Livestock Bureau

Occasionally in life, there are snakes that are laying in wait to scare you. There may even be people who know they are there but don't bother telling you. There may even be people who consistently push your buttons! How do you handle them? The reality is that the majority of us are perfectly content to simply do our jobs rather than to tell anyone who we are and why we do what we do. The sad truth is, in the absence of

our voices, those who don't know us, don't understand us or don't like us are redefining who we are. No matter what you do we MUST be Viable, Valuable and Visible to remain successful and avoid the snakes and the button pushers!

- 1:00 p.m.** Concurrent Breakout Sessions (4)  
1-2:15 p.m. \*break\* 2:30-3:45 p.m. \*break\* 4-5 p.m.
- 5:30 p.m.** Reception
- 6:00 p.m.** Dinner and Program/Speaker



### Humor for the Heart of Agriculture

#### Damian Mason

Indiana Farmer and Agricultural Speaker

America's funniest agricultural humorist presents comedy specifically geared to the people working in the business of agriculture, lined with a positive message.

- 8:30 p.m.** Casino Night

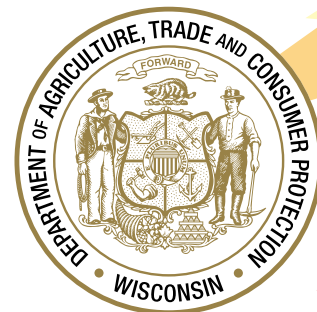
## Friday, April 6

- 7:30 a.m.** Buffet Breakfast and General Session

### Wisconsin Ag Update

#### Secretary of the Department of Agriculture, Trade and Consumer Protection (invited)

Hear an update from Wisconsin's new Secretary of the Department of Agriculture, Trade and Consumer Protection on Wisconsin's agricultural outlook in 2018 and beyond.



- 9:30 a.m.** Concurrent Breakout Sessions (4)  
9:30-10:45 a.m. \*break\* 11 a.m.-12 p.m.
- 12:15 p.m.** Closing Lunch and Program

### Lifting the Limits

#### Matt Lohr

Lohr Leadership

Mark Twain once said, "A lie can travel halfway around the world while the truth is putting on its shoes." This is especially true in today's agricultural industry. As Farm Bureau leaders we know that serving our industry can be full of both wonderful blessings and tremendous challenges. This humorous and energetic presentation will help us embrace the opportunities to advocate for agriculture while overcoming the limitations that hinder our success.



# Breakout Session Tracks

## Governance and Organization

- Managing the Process of Conflict
- Who's Going to Fill Your Shoes?
  - Farm Bureau University
- The ABC's of Being a County Farm Bureau Board Member
  - Fat Free Meetings
- Leveraging FBL Products to Support County Farm Bureau Finances

## Building Farm Bureau

- Taking the Mystery Out of Membership Recruitment
- Turning Your Volun'tears' into Volun'cheers'
- Ag in the Classroom : Getting Your Message Into Schools
- Ignite a Spark in your County YFA Program
- Bridging the Gap Between Farmers and Consumers
- Working in Partnership with Your Local Rural Mutual Agent

## Communicating for Agriculture and Farm Bureau

- Earning Consumer Trust through the Farmer Voice
  - Consumer Education: Organizing a Farm Tour
- Conversations with EASE
  - County Farm Bureau Social Media
- Working with Local Media

## Policy, Issues and Advocacy

- WFBF's Local Affairs Program
- Volunteers for Agriculture® and the 2018 Elections
- What are the Prospects for More Trade Agreements?
- What are the Prospects for a 2018 Farm Bill?
  - Discovery Farms Water Research Updates

# Registration Details

## What:

A statewide information, training, and fun-filled member engagement meeting for county Farm Bureau leaders conducted by WFBF staff with assistance from AFBF staff and various outside speakers/presenters.

## Purpose:

Strengthen county leaders and Farm Bureaus by providing them with program ideas, resources and new skills to carry out the mission of their county Farm Bureau.

## Save the Dates

Mark your calendars for April 5-6, 2018. Now, following the steps below to register and book your hotel.

## Register

**by March 23**

Register and pay online at [www.cvent.com/d/rtq9m1](http://www.cvent.com/d/rtq9m1) or visit [wfbf.com/programmevents/event-registration](http://wfbf.com/programmevents/event-registration) for the link.

**Registration Fee: \$135**

## Book a Hotel Room

**by March 5, 2018**

Because a hotel room is not included with the registration fee, please make your reservations at:

**Holiday Inn Hotel and Convention Center**

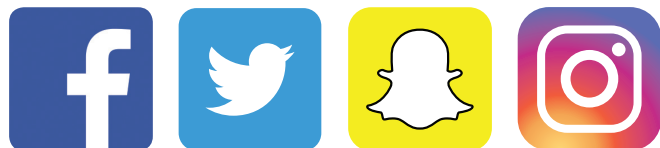
1001 Amber Avenue  
Stevens Point, WI 54482

For reservations, call **715.344.0200** or book online at [tinyurl.com/IGNITEhotel](http://tinyurl.com/IGNITEhotel).

**Hotel Room Rate: \$109 + tax**

Request the "WI Farm Bureau Federation" room block by March 5, 2018 to receive this rate.

**get conference updates**



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