

Wisconsin Farm Bureau Federation's



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

April 5-6, 2018

Holiday Inn Conference Center, Stevens Point

Presented by:





Welcome to Wisconsin Farm Bureau's IGNITE Conference! I am glad you decided to join us for this new event. As a grassroots organization, you, our county Farm Bureau members are instrumental to our success. We hope that you will leave this conference with new tools, resources and ideas that will strengthen your county Farm Bureau and support leadership development at the local level.

The four conference tracks, **Policy, Issues and Advocacy**; **Governance and Organization**; **Building Farm Bureau** and **Communicating for**

Agriculture and Farm Bureau directly relate to the key areas that Farm Bureau leaders, like you, have asked to receive more training and resources on.

You are in for a fun-filled and informative conference. Please share your feedback about this first-time conference with me, or another WFBF staff member, so we can grow and improve this event in future years.

Jim Holte
Wisconsin Farm Bureau Federation President

#FBignite18

stay connected WIFarmBureau



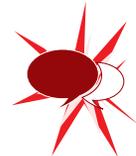
Building Farm Bureau

- 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



Policy, Issues and Advocacy

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



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



Governance and Organization

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

10:30 a.m.

Registration Open
Commons

11:00 a.m.

Kickoff Luncheon and Keynote
Expo Center



There's A Snake in My Bumper!

Matt Rush

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!

1:00-2:15 p.m.

Concurrent Breakout Sessions (4)

What are the prospects for a 2018 Farm Bill



Andrew Walmsley, AFBF
Woodland/Trillium

This session will cover the politics, the numbers and the policy decisions surrounding the

2018 Farm Bill.



Conversations with EASE

Johnna Miller, AFBF
Evergreen/Frontier

Conversations about how food is grown and raised happen every day. But, over the years, the voices of farmers and ranchers have been less than adequately represented in those conversations. This workshop, based on the model by U.S. Farmers and Ranchers Alliance, will prepare participants to ENGAGE in conversations about food production – rather than trying to defend it. Real conversations with consumers will help farmers and ranchers understand and ACKNOWLEDGE what consumers want; give farmers and ranchers a chance to SHARE their insight into how food is produced and EARN the trust of those consumers.



Bridging the Gap Between Farmers and Consumers

WFBF Promotion and Education Committee

Stonefield/Harvest

The Promotion and Education Committee fills an important role in bridging the gap between farmers and consumers by providing tools and resources to members who are eager to help share agriculture's story. Learn how to surface, prioritize and develop ideas for agricultural promotion and education in your county Farm Bureau.



Who's Going to Fill Your Shoes

Wendy Kannel, WFBF
Spruce/Sands

As leaders, we often get caught up with the daily, weekly, monthly and yearly tasks we must accomplish to keep our county Farm Bureaus running smoothly and in good health. But how often do we think about who might step in to take on our responsibilities in the future? It is necessary to not only think about but actively plan for the future success of your county Farm

Bureau and its leadership. This presentation will help you identify the components needed for the succession plan and how to begin the process. Make sure the legacy you leave behind is everything you planned it to be!

2:15 p.m.

Break/refreshments
Commons

2:30-3:45 p.m.

Concurrent Breakout Sessions (4)



UW Discovery Farms' Water Research Updates

Amber Radatz, UW Discovery Farms
Eric Cooley, UW Discovery Farms

Stonefield/Harvest

Join UW Discovery Farms co-directors for the latest updates on practices and policies that will affect your farm and enable you to protect water quality on and around your farm. Water is essential for all life, and how you protect it and conserve it on your farm is quickly becoming your license to operate in the next generation. You'll hear practical tips gleaned from on-farm data collection for mitigating risk of nutrient loss to water and learn how to identify the practices you're currently using that can be slightly tweaked to increase water protection and profitability.



Earning Consumer Trust through the Farmer Voice

Paul Spooner, USFRA
Woodland/Trillium

Farmers have a responsibility to speak up and lead the conversation. Why? Because consumers trust them. U.S. Farmers and Ranchers Alliance research shows nearly 80 percent of consumers are very favorable of the farmers and ranchers who grow and raise our food. However, only about 40 percent

trust the way food is grown and raised on conventional farms. The loudest voices are not supportive of modern agriculture, and if farmers are not engaging consumers with stories and facts about food issues such as GMOs, pesticides and animal welfare, they will go elsewhere to find information. This session will discuss messages that resonate with consumer audiences and USFRA's efforts to earn consumer trust in U.S. food and agriculture.



Working in Partnership with Your Local Rural Mutual Insurance Agent

Todd Argall and Kurt Johnson, RMIC

Evergreen/Frontier

A strong working partnership between your county Farm Bureau and your local Rural Mutual agent can be crucial to the success of your county's program of work. Join us for a discussion on the best methods and approaches to engage and partner with the Rural Mutual agent(s) in your county.



Managing the Process of Conflict

Lindsay Calvert, AFBF
Spruce/Sands

Every relationship experiences conflict, whether it's a committee, colleague or family member. The key to conflict is not to avoid it, but to learn how to identify and use conflict to achieve successful outcomes that everyone can live with. This session will explain how personal conflict styles work and how to choose the appropriate style for any situation.

Thursday, April 5

3:45 p.m.

Break/refreshments
Commons

4:00-5:00 p.m.

Concurrent Breakout Sessions (4)



What are the Prospects for More Trade Agreements?

Andrew Walmsley, AFBF
Woodland/Trillium

This session will cover what's happened in trade negotiations, the latest in Trump Administration viewpoints and focus on the benefits of trade for agriculture.



Working with Local Media

Johnna Miller, AFBF
Evergreen/Frontier

We often complain that the news doesn't cover agricultural stories enough, but we forget that often those stories are not obvious to reporters with no agricultural background. Find out more about how reporters think and how you can work with them to get more (and better) coverage of farming in your area.



Turn Your Volun'tears' into Volun'cheers'

Wendy Kannel, WFBF
Spruce/Sands

Frustrated with the number of members who are involved with your county Farm Bureau? Join us to discuss how you can create outstanding member experiences that drive engagement and future participation. We will explore current opportunities within your county Farm Bureau and how to share those opportunities with members.



The ABCs of Being a County Farm Bureau Board Member

Dale Beaty and Jeff Fuller, WFBF
Stonefield/Harvest

Participants in this session will gain a better understanding of their role as a county Farm Bureau board member. They will gain hands-on experience which will help them build their board skills and assist them in making better board decisions. In addition, they will apply powerful concepts and techniques to determine the financial health of a county Farm Bureau. This session is appropriate for both experienced and newly-elected board members.

5:30 p.m.

Reception
Commons

6:00 p.m.

Dinner and Program/Speaker
Expo Center



Humor for the Heart of Agriculture

Damian Mason

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
Expo Center



Friday, April 6

7:30 a.m.

Buffet Breakfast and General Session
Expo Center



Wisconsin Ag Update

Sheila Harsdorf

Hear an update from the new Wisconsin Department of Agriculture, Trade and Consumer Protection

Secretary on Wisconsin's agricultural outlook in 2018 and beyond.

9:30-10:45 a.m.

Concurrent Breakout Sessions (5)



WFBF's Local Affairs Program

Steve Boe, WFBF
Woodland/Trillium

In 2017, WFBF kicked off a new program designed to assist county Farm Bureaus in successfully addressing local issues in each county. This session will focus on the opportunities county Farm Bureaus have to engage with members and local elected officials and will discuss resources available to your county through this newly created program.

Ignite a Spark in your County YFA Program



YFA Member Panel
Evergreen/Frontier

Join us for a panel discussion on how to take your YFA program to the next level. Whether you are looking to start a program in your county or want to implement a few new activities, come to ask questions and learn from other Farm Bureau members. ALL members are welcome to attend.



Consumer Education: Organizing a Farm Tour

Member Panel
Stonefield/Harvest

You've been told that you should host farm tours ... but what do you need to know to host an effective one? In this session you will hear from three farmers about how they effectively host tours on their farms. Bring your questions as there will be time for Q&A after a brief overview from each panelist.



Fat Free Meetings

Lindsay Calvert, AFBF
Spruce/Sands

America's trying to get healthier. You've seen it everywhere, the television, the supermarket aisles, the sidewalks. But it isn't just our bodies that are overweight ... it's also our meetings, millions of them a day. Trim the fat from your future meetings as you learn the keys to eliminating meeting flabbiness. Tighten up your planning, trim your agenda, make minutes easy to digest and manage your people as you flex more effective meeting muscles.



Leveraging Farm Bureau Life Products to Support County Farm Bureau Finances

Jared Nelson, Farm Bureau Financial Services

Expo 1

Is your county Farm Bureau still investing its reserves in low interest rate CDs? In this session, learn about a Farm Bureau Life product that is an alternative to a CD and how it may benefit your county.

Friday, April 6

10:45 a.m.

Break/refreshments
Commons

11:00 a.m.-12:00 p.m.

Concurrent Breakout Sessions (5)



Volunteers for Agriculture® and the 2018 Elections

Joe Murray, Wisconsin REALTORS Assn.
Woodland/Trillium

In 2018, Wisconsin will feature a race for U.S. Senate, governor, attorney general, state Supreme Court, all eight congressional districts and 115 legislative seats. This segment will help you understand what to watch as we get closer to the November election.



Step Up Your County Farm Bureau's Social Media Game

Mike Leahy, WFBF Member
Jennifer Zinda-Mancl, RMIC Agent
Expo 1

So your county has a Facebook page...but sometimes you just don't know what to share. In this session you will learn about resources available to you from Wisconsin Farm Bureau and Rural Mutual Insurance Company in addition to hearing from a member and an agent who manage content for their pages. You will walk away inspired and excited to implement new ideas on your county's Facebook page.



Ag in the Classroom: Getting Your Message into Schools

Ag in the Classroom Panel
Evergreen/Frontier

Join a panel of teachers and Adams County Ag in the Classroom coordinator Kay Olson-Martz as they share their ideas, experiences and suggestions for reaching out to schools through the Ag in the Classroom program. Discussion will involve how to

contact schools and individual teachers, host in-services or training opportunities and other ways that schools and county Ag in the Classroom programs can work together to educate students about agriculture.



Taking the Mystery Out of Membership Recruitment

Bob Leege, WFBF
Stonefield/Harvest

Inviting someone you know to join Farm Bureau can be intimidating, especially if you're not prepared. This session will provide you with some basic tips that others have found useful when bringing up the subject of Farm Bureau, discussing the benefits of membership, anticipating and answering questions and, most importantly, asking the prospect to join.



Farm Bureau University

Lindsay Calvert, AFBF
Spruce/Sands

Are you a county board member?

Come learn about the newest resource that allows members to learn when and where you want it. Farm Bureau Board Essentials is an interactive online experience that helps sharpen your skills in the areas of governance, planning, advocacy and policy development and membership.

12:15 p.m.

Closing Lunch and Program
Expo Center



Lifting the Limits

Matt Lohr

Mark Twain once said, "A lie can travel halfway around the world while the truth is putting on its shoes." This is especially

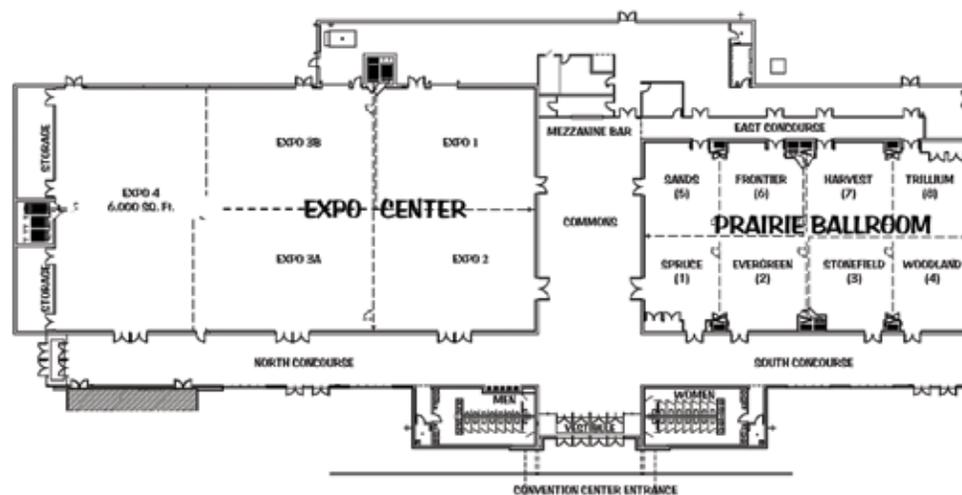
true in today's agricultural industry. As Farm Bureau leaders we know that serving our industry can be full of both wonderful blessings and tremendous challenges. This humorous and energetic presentation will help us embrace the opportunities to advocate for agriculture while overcoming the limitations that hinder our success.

Save the Date!
Ignite
2020

March 26-27

Madison Marriott West

Map



Speaker Bios



Matt Rush
Executive Vice President, New Mexico Farm and Livestock Bureau

From the time Matt Rush was in eighth grade he knew his life's ambition was to help others become more than they ever thought possible. Since then, his speeches, seminars and coaching have inspired thousands.

He is the former CEO of the New Mexico Farm Bureau and past president of the Ethos Leadership Group. He previously served on the American Farm Bureau's Foundation for Agriculture Board of Directors and the Berean Children's Home Board of Directors.

Having grown up on a farm and ranch in rural New Mexico he brings a common-sense, 'farm boy' logic to his speaking and training. He has won state and national awards for his public speaking, co-authored several books on leadership and is authoring the upcoming book, "The Power of an Inch."

mattrush.com
AGooderLife



Damian Mason
Indiana Farmer and Agricultural Speaker

Damian Mason was raised on an Indiana dairy farm, where his first job was bottle-feeding calves. He has a degree from Purdue University in agricultural economics and owns and manages a farm in Indiana. Today he speaks and advises on the two subjects he knows best: business and agriculture.

Damian delivers crisp ag commentary and comedy that resonates with the people who produce, process, package, sell and transport the bounty of North American agriculture. His presentations have been a hit with nearly 2,000 audiences in all 50 states and eight countries.

When he's not traveling for work, Damian can be found on his Indiana farm with his wife Lori or escaping from winter at their Arizona residence.

damianmason.com
DamianMasonProfessionalSpeaker
DamianPMason
damianmasonspeaker



Matt Lohr
Lohr Leadership

Matt Lohr loves living life to the fullest. A fifth generation farmer, he continues to own a 250-acre beef, poultry and sweet corn farm in Virginia's Shenandoah Valley. In 2003, Matt was awarded the first ever American Farm Bureau Excellence in Agriculture award and went on to preside over his county Farm Bureau, planning commission and school board. He continued that passion for serving others as he was elected to three terms in the Virginia state legislature before becoming Virginia's 14th Commissioner of Agriculture.

After leaving political office in 2014, he developed and led the dynamic Farm Credit Knowledge Center to better educate producers and consumers about agriculture. Today he divides his time farming and motivating others around the nation to live with a servant's heart. Matt and his wife, Beth, stay 'young' raising their six children.

lohrleadership.com
matthew.m.lohr
MatthewJLohr



Sheila Harsdorf
Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary

In 1980, Sheila Harsdorf and her brother, Jim, became partners in their family's dairy farm. While farming full-time, she was involved in the agricultural community, serving as treasurer of the Pierce County Farm Bureau board of directors, chair of the Pierce County Dairy Promotion Committee, a member of the Pierce-Pepin Holstein Breeders Association board of directors and active in Pierce County 4-H.

Sheila served in the state legislature for more than 25 years. She was first a State Representative for the 30th Assembly District and most recently served as a State Senator for the 10th Senate District. During this time, she was a member of numerous committees, including the Joint Committee on Finance and Senate Committee on Agriculture, Small Business and Tourism. She was appointed Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection by Governor Walker in 2017.

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Breakout Presenters



Todd Argall
Senior Vice President, Customer Acquisition and Service, RMIC



Ag in the Classroom Panel
From left: Livia Doyle, Heather Gayton, Kay Olson-Martz and Tracey Tumaniec



Mike Leahy
Fond du Lac County Farm Bureau Member



Bob Leege
Executive Director of Member Relations, WFBF



Johnna Miller
Director of Media and Advocacy Training, AFBF



Dale Beaty
Chief Administrative Officer, WFBF



Steve Boe
Director of Local Affairs, WFBF



Lindsay Calvert
Director, Learning and Development, AFBF



Joe Murray
Director of Political and Governmental Affairs
Wisconsin REALTORS Assn.



Jared Nelson
Wisconsin Regional Financial Consultant, Farm Bureau Financial Services



Amber Radatz
Co-Director, UW Discovery Farms



Eric Cooley
Co-Director, UW Discovery Farms



Jeff Fuller
Treasurer and Executive Director of Operations, WFBF



Kurt Johnson
Regional District Manager, RMIC



Paul Spooner
Senior Manager, Affiliate Relations and Ag Communications, USFRA



Andrew Walmsley
Director of Congressional Relations, AFBF



Jennifer Zinda-Mancl
Rural Mutual Insurance Agent



Wendy Kannel
Director of Training and Leadership Development, WFBF



Member Panel
From left: Daphne Holterman, Jacki Moegenburg and Greg Zwald



Promotion and Education Committee Panel
From left: Rosalie Geiger, Kay Gilbertson and Darby Sampson



YFA Panel
From left: Alison Kepner, Kelly Oudenhouven and Rick Roden

Notes



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we want
YOUR
feedback

Scan the QR code
for the conference
evaluation.

