

Ag LEAD summit

LEADERSHIP • ENGAGEMENT • ADVOCACY • DEVELOPMENT

MARCH 8-9, 2019
RED LION HOTEL PAPER VALLEY
333 W. COLLEGE AVE.
APPLETON, WI 54911

What:

Join us for the 2019 Ag LEAD Summit March 8-9, at the Red Lion Hotel Paper Valley in Appleton. At the Wisconsin Ag LEAD Summit, you will learn about tools, resources, new ideas and best practices when advocating for agriculture and conducting promotional events. This summit is open to Farm Bureau members and non-members who are interested in learning more about agriculture. Participants will have the opportunity to network and learn more about effectively engaging with farmers, agriculturalists and consumers while building a better understanding of agriculture.

Agenda:

Friday, March 8

9:30 a.m.	Registration Open
10:30 a.m.	Welcome and Keynote Speaker
11:45 a.m.	Lunch
1:00 p.m.	Concurrent Breakout Sessions 1:00-2:00 p.m. *break* 2:15-3:15 p.m. *break* 3:30-4:30 p.m.
5:00 p.m.	Reception
6:00 p.m.	Dinner and Program
7:30 p.m.	Entertainment

Saturday, March 9

9:00 a.m.	Concurrent Breakout Sessions 9:00-10:00 a.m.
10:15 a.m.	Brunch
11:00 a.m.	Closing Keynote Speaker
12:15 p.m.	Adjourn

Keynote Speakers

Opening: Donna Moening, Center for Food Integrity

Closing: Jay Hill, New Mexico Farmer, Entrepreneur, and Advocate

Purpose:

1. Educate county Farm Bureau, leaders and consumers about projects and programs which build awareness and understanding of agriculture.
2. Provide leadership, professional and personal leadership development for the agricultural community.
3. Strengthen and encourage collaboration and relationship building within and outside the agriculture community.
4. Bring rural leaders to an urban area to network, learn and share ideas.

Four Workshop Tracks:

- L** – Leading your own self-development
- E** – Engaging consumers
- A** – Advocating for Agriculture
- D** – Developing Agribusiness

Workshop Topics:

- How to Close the Consumer Trust Gap
- Followers to Advocates
- Farm Safety
- Tackling Tough Topics
- Health Panel
- Conversations with EASE
- Decoding the Food You Buy/Food Labeling
- GMOs
- Effective Boards
- On Farm Processing/Value-added Panel
- Ways to Reduce Stress and Build Strong Families Through Tough Times
- Working with Diverse Employees for Agricultural Needs
- Consumer Panel
- Personal Leadership

Costs:

- **Registration**
 - **Early bird:** \$140 | January 26-February 28: \$175
- **Lodging** (one night, Red Lion Hotel Paper Valley Hotel)
 - **Price:** \$104 plus tax (valid until February 6)
 - **Booking option 1:** Call hotel at 920.733.8000 and use group code **WIFB0319**
 - **Booking option 2:** Book online:
 - 1) Go to <https://redlion.com/appleton>
 - 2) Click on dates of Check-In and Check-Out
 - 3) Click “Choose” under Discounts
 - 4) In the Groups section, enter **WIFB0319** in box
 - 5) Click “Verify Code”
 - 6) Choose room type and click “Book Now”