

Ag LEAD summit

LEADERSHIP • ENGAGEMENT • ADVOCACY • DEVELOPMENT

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

What:

Register now for the 2019 Ag LEAD Summit. Join us to learn about tools, resources, new ideas and best practices when advocating for agriculture and network with farmers, agriculturalists and consumers. This summit is open to Farm Bureau members and non-members.

Agenda:

Friday, March 8

- 9:30 a.m. Registration Open
- 10:30 a.m. Welcome and Keynote Speaker
Donna Moenning, Center for Food Integrity
- 11:45 a.m. Lunch
- 1:00 p.m. Concurrent Breakout Sessions
- 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
- 10:15 a.m. Brunch
- 11:00 a.m. Closing Keynote Speaker
Jay Hill, New Mexico Farmer, Entrepreneur and Advocate
- 12:15 p.m. Adjourn

Keynote Speakers



Workshop Topics:

- **Crisis Management** – Judy Rupnow, MorganMyers
- **Advocating in a Marketplace of Distrust** – Donna Moenning, Center for Food Integrity
- **It's OK to Not Be OK** – Jeff Ditzenberger, Farm Bureau member and Founder of TUGS (Talking, Understanding, Growing, Supporting)
- **Tackling Tough Topics** – Johnna Miller, American Farm Bureau Federation
- **You Don't Need a Title to be a Leader** – Wendy Kannel, WFBF
- **Say Whaaat? Finding a common language with consumers** – Jay Hill, New Mexico Agriculturalist
- **"It'll Never Happen to Me"** – Melissa Ploeckelman, Marshfield Clinic
- **GMOs** – Kallie Jo Kastensen, Farm Bureau member
- **Consumer Education: Man on the Street** – Andrea Brossard, WFBF Promotion and Education Committee and Patti Roden, WFBF District Coordinator
- **Conversations with EASE** – Johnna Miller, American Farm Bureau Federation
- **Branching Out While Sticking to Your Roots** – Panel Discussion Moderator: Jackie Moegenburg, Panel members: Lindsay Knoebel, Clara Hedrich, and Kara Kasten-Olson
- **Where Do You Fit in the New Age of Choice?** – Judy Rupnow, MorganMyers

Get full list of workshops and descriptions at <http://bit.ly/AgLEAD>

Costs:

- **Registration**
 - **Early bird:** \$140 | February 7-February 28: \$175
 - Register online by visiting <http://bit.ly/AgLEAD>
- **Lodging** (one night, Red Lion Hotel Paper Valley Hotel)
 - **Price:** \$104 plus tax (valid until February 14)
 - **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"

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