

Ag LEAD summit

LEADERSHIP • ENGAGEMENT • ADVOCACY • DEVELOPMENT

VIRTUAL Friday, March 12

Register now for the 2021 Virtual Ag LEAD Summit. Join us to learn about tools, resources, new ideas and best practices when engaging with consumers and advocating for agriculture. The 2021 Ag LEAD Summit is open to all Wisconsin Farm Bureau members. For more information, visit wfbf.com/events/ag-lead-summit.

AGENDA

9:00 a.m.	Welcome and Keynote Speaker PAUL WESSELMANN The Ripples Guy
10:15 a.m.	Breakout Sessions
11:15 a.m.	Breakout Sessions
12:00 p.m.	Lunch Break
12:30 p.m.	Keynote Speaker HANNAH THOMPSON-WEEMAN Animal Agriculture Alliance
1:45 p.m.	Breakout Sessions
2:45 p.m.	Closing Messages
3:30 p.m.	Adjourn

AG LEAD SUMMIT TRACKS



Leading Your Own Self Development



Engaging Consumers



Advocating for Agriculture



Developing Agribusinesses

REGISTRATION

- **REGISTER ONLINE**
cvent.me/D5XWdR
- **REGISTRATION DEADLINE**
March 1
- **COST: \$25**
Attendees must be Wisconsin Farm Bureau Members to participate
- **NOT A FARM BUREAU MEMBER?**
Join online at wfbf.com/membership



KEYNOTE SPEAKERS



PAUL WESSELMANN, The Ripples Guy
RIPPLES OF RESILIENCE: SURVIVING, REVIVING AND THRIVING IN CHALLENGE AND CHANGE

We are excited that one of our favorite speakers will be joining us to provide some energy and insights as we kick off our virtual time together.

Paul Wesselmann has been firing up organizations around Wisconsin and around the country for more than 20 years, including several WFBF events. His weekly RIPPLES emails are enjoyed by more than 30,000 subscribers each Monday morning and thousands more follow @RipplesGuy on social media.

We asked Paul to assemble his best ideas around dealing with the inevitable difficulties and transitions that occur in work and life. He's promised to bring a handful of practical strategies, ample amounts of his infectious energy, AND a few surprise treats as well. You won't want to miss this interactive session that is guaranteed to lift our spirits and maximize the potential of our virtual time together!



HANNAH THOMPSON-WEEMAN, Animal Agriculture Alliance
SECURING THE FUTURE OF AGRICULTURE: ENGAGING WITH INFLUENCERS, CONSUMERS AND NEIGHBORS

We've all heard the myths and misinformation out there about agriculture, especially over the past year. Now more than ever everyone in the agriculture community needs to step up and engage in proactive conversations with influencers, consumers and neighbors in order to secure a bright future for our industry. In this session, Hannah

Thompson-Weeman of the Animal Agriculture Alliance will help you understand the main sources of negative messages about agriculture and how you can use your voice in the important dialog around topics like animal welfare and sustainability.