

Wisconsin Farm Bureau Federation's



2022

# ignite

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

March 25-26, 2022

Holiday Inn, Stevens Point

**Presented by:**



# Welcome



## Welcome to Wisconsin Farm Bureau's IGNITE Conference!

We are excited to host this event and glad you have joined us. We sincerely appreciate your time and willingness to become a better leader and more involved Farm Bureau member.

As a member you know there are many facets to Farm Bureau. We have different programs, events, purposes and involvement levels. I hope that you find your place within these many areas and excel in whatever way your talents lead you.

There are four conference tracks this year to help fine tune your skills.

- 1. Policy Issues and Advocacy**
- 2. Governance and Organization**
- 3. Building Farm Bureau**
- 4. Communicating for Agriculture and Farm Bureau**

These tracks are designed to enhance skillsets in each of these areas. Feel free to mix and match or follow one track all the way through. Besides building your confidence in these areas I hope you take time to network outside of your usual Farm Bureau circle. Take time to mingle, get to know someone new and learn how other county Farm Bureaus work.

I hope you enjoy the conference and find your takeaways motivating. I thank you for giving Farm Bureau your time and ask you to take what you learn back to your communities. Bolster your leadership to the best of your ability so you can lead agriculture into the future.

Two handwritten signatures in black ink. The first signature is clearly legible as 'Kevin Krentz'. The second signature is more stylized and less legible.

Kevin Krentz  
President  
Wisconsin Farm Bureau

# #FBignite22

stay connected WIFarmBureau



# Track Overview



## Communicating for Agriculture and Farm Bureau

- Getting the Best Out of Your Social Media Presence
- Developing Your Sustainability Message
- What Can PR Do for You?
- Media Interview Boot Camp



## Governance and Organization

- Bridging Generations
- Committees with Commitment
- Evaluating your County Program of Work
- P&E Game Show Spectacular
- Making Farm Bureau Lemonade: Dealing with Difficult Volunteers



## Building Farm Bureau

- Connecting with Ag in the Classroom
- Don't Be Afraid of the 'M' Word
- Committees with Commitment
- IGNITE a Spark in Your County YFA Program
- Lighting a Fire in Your Members



## Policy, Issues and Advocacy

- 2022 Farm Economic Outlook
- Wisconsin Political Landscape 2022
- Policy Development 101
- Creating a Working Relationship with Local Leaders



# Friday, March 25

## 10:15 a.m.

Registration Open  
*Commons*

## 11:00 a.m.

Kickoff Luncheon and Keynote  
*Expo Center*



### **Being a Servant Leader** **Hank Wagner**

Most people would agree that people and relationships are what is most important in life. This session will help challenge

how we think, communicate, value and serve others.

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## 1:00-2:00 p.m.

Concurrent Breakout Sessions (4)



### **Getting the Best Out of Your Social Media Presence**

**Cassie Sonnentag, WFBF**  
*Spruce/Sands*

Have you wanted to take the leap in to social media advocacy but are not sure how to do it? This workshop will dive into the most popular social media platforms and look at their algorithms to determine the best strategies to build your social media presence. We will look at some of social media's top agricultural advocates, how they have implemented these strategies to increase their engagement and leave you with tips and tricks to grow your social media activity.

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### **Bridging Generations**

**Jordan Henry, AFBF**  
*Evergreen/Frontier*

Join Jordan from American Farm Bureau Federation and dive into what you can do engage volunteers of all ages to bridge the gap with members. This session will look into what those generational differences are, why they are there, and what you can do to continue to connect everyone.

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### **Connecting with Ag in the Classroom**

**Beth Schaefer, WFBF**  
*Stonefield/Harvest*

Where does Ag in the Classroom fit into your county program? This workshop will explore the basics of AITC and how you can recruit volunteers, reach teachers and students, use resources for special events outside of a traditional classroom and share information on how your county is organized. We also will cover websites, resources and how to host or promote teacher and volunteer training sessions.

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### **2022 Farm Economic Outlook**

**Danny Munch, AFBF**  
*Woodland/Trillium*

What's in store for crop and livestock markets? Will COVID-19 linked consumer behavior shifts and associated supply chain woes persist? How are frequent natural disasters changing the role of government assistance in national farm income? What policies are likely to impact the farm economy as we begin Farm Bill discussions? In this workshop, AFBF associate economist Danny Munch will answer these questions and more.

*Workshop repeats at 4 p.m.*

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## 2:00-2:30 p.m.

Break/refreshments/networking  
*Commons*

## 2:30-3:30 p.m.

Concurrent Breakout Sessions (4)



### Developing Your Sustainability Message

**Rachel Gerbitz, WFBF**  
*Spruce/Sands*

Sharing your sustainability story is important now more than ever! If someone asked you "what does sustainability mean to you" what would you say? How do you talk about it at your farm or workplace? Learn the whys and hows behind conservation conversations and create your own sustainability statement.



### Committees with Commitment

**Wes Raddatz and Amy Blakeney, WFBF**  
*Evergreen/Frontier*  
Explore how to get the right committee members on board

and how you can manage committee work in order to make planning your county Farm Bureau events a breeze.

*Workshop repeats at 4 p.m.*



### Don't Be Afraid of the 'M' Word

**Melissa Jacobson and Becky Hibicki, WFBF**  
*Stonefield/Harvest*

Do you love being a Farm Bureau member but struggle when it comes to asking someone else to join? You may think MEMBERSHIP is outside of your comfort zone. This workshop will help you breakdown some of the fears of membership recruitment and give you the tips and confidence to build a solid plan to ask someone to be part of the Farm Bureau family!



## Wisconsin Political Landscape 2022

**Joe Murray, Wisconsin REALTORS® Association**  
*Woodland/Trillium*

Wisconsin REALTORS Association Political Director, Joe Murray, will provide an overview of the current political landscape in Wisconsin and discuss elections for statewide office, congress and state legislative elections this November.

## 3:30-4:00 p.m.

Break/refreshments/networking  
*Commons*

## 4:00-5:00 p.m.

Concurrent Breakout Sessions (4)



### What Can PR Do for You?

**Amy Eckelberg, WFBF**  
*Spruce/Sands*

From interview prep to creating shareable social media content, the WFBF Public Relations team is always busy working for you. Join Amy as she shares what the PR department does and services offered to members.



### Evaluating Your Program of Work

**Jordan Henry, AFBF**  
*Evergreen/Frontier*

In this session, attendees will think through their programs and events and analyze why they are important. All participants will have the opportunity to align their programs with their goals and learn about tools to create a successful plan of action to improve current programs or events.

# Friday, March 25



**Committees with Commitment**  
**Wes Raddatz and Amy Blakeney, WFBF**  
Stonefield/Harvest  
*Repeat workshop from 2:30 p.m.*



**Repeat: 2022 Farm Economic Outlook**  
**Danny Munch, AFBF**  
Woodland/Trillium  
*Repeat workshop from 1 p.m.*

## 5:30 p.m.

Reception  
Commons

## 6:00 p.m.

Dinner and Program  
Expo Center



**Welcome**  
**Dave Daniels, WFBF**  
Vice-President

## 7:30 p.m.

Comedy City Improv Show  
Expo Center



The ComedyCity Improv troupe has been entertaining audiences across Wisconsin for more than 35 years. Each show is unique because it is created on the spot using suggestions from the audience.



# Saturday, March 26

## 7:30 a.m.

Buffet Breakfast and General Session  
*Expo Center*



### **Volunteers are Farm Bureau VIPS** **Robin Kinney**

For more than a century Farm Bureau has successfully tapped into a volunteer base that

is a remarkable grassroots force. When properly embraced these VIPs provide the boots on the ground that adds a sparkle to programming and ignites members on their leadership experience. Farm Bureau depends on these valuable individuals and in return provides resources that help fuel and energize them along their journey. These VIPs are the secret ingredient to our success.

## 9:30-10:30 a.m.

Concurrent Breakout Sessions (4)



### **Media Interview Bootcamp** **Johnna Miller, AFBF**

*Evergreen/Frontier*

There are few opportunities to reach a wider audience than through the media. When the opportunity arises, you want to make the most of it. In this workshop, you will learn how to analyze your audience, define your goal and deliver an interview that will make the reporter want to do more stories with you.

*Repeated at 11 a.m.*



### **P&E Game Show Spectacular** **WFBF Promotion and Education Committee**

*Spruce/Sands*

Join the WFBF P&E Committee in a game show spectacular, facilitated by a WFBF Celebrity Guest Host. Discuss strategies to engage the public and ways to adapt activities for use in your county P&E program.



### **Lighting a Fire in Your Members** **Member panel**

**Moderator, Becky Salm, WFBF**

*Stonefield/Harvest*

Having trouble getting people involved in your county Farm Bureau? Join us for this panel discussion to learn ways that you can engage members locally and get the spark back in your county Farm Bureau programs.



### **Policy Development 101**

**Tyler Wenzlaff, WFBF**

*Woodland/Trillium*

This session will provide an in-depth look at Wisconsin Farm Bureau's policy development process.

## 10:30-11:00 a.m.

Break/refreshments

*Commons*

# Saturday, March 28

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

Concurrent Breakout Sessions (4)



## **Media Interview Bootcamp**

**Johnna Miller, AFBF**

*Evergreen/Frontier*

*Repeat workshop from 9:30 a.m.*



## **Making Farm Bureau Lemonade: Dealing with Difficult Volunteers**

**Robin Kinney, Minnesota Farm Bureau**

*Spruce/Sands*

As a county leader, this session will help you address the challenges and opportunities that exist in our Farm Bureau structure as we deal with a wide-range of personalities and experiences in our volunteers. We'll discuss how to minimize the drama and provide a Farm Bureau lemonade that leaves a sweet rather than a sour taste with volunteers as they work together on events, program planning and outreach.



## **IGNITE a Spark in Your County YFA Program**

**WFBF YFA Committee**

*Stonefield/Harvest*

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.



## **Creating a Working Relationship With Local Leaders**

**Panel presentation**

**Moderator, Keith Ripp, WFBF**

*Woodland/Trillium*

This will be a panel based discussion around creating a working relationship with local leaders. On the panel, we will have Rep. Jon Plumer, County Board Member Lance Pliml, Town Board Member Mike Pagel and WFBF Local Affairs Chair Jim Hebbe. The panel discussion will be around local issues, how they have been handled in the past, and how future issues can be handled.

**12:15 p.m.**

**Closing Lunch and Program**

*Expo Center*



## **DRINK - STEAL - SWEAR - LIE**

**Rick Metzger**

The four rules of success!  
A tremendous keynote for organizational meetings and conventions. Rick will

encourage participants to: Drink - from the fountain of happiness, Steal - a little time to do an act of kindness, Swear - to live your life to the fullest, and Lie - down each night and thank God for our freedoms and the opportunity to follow our dreams.

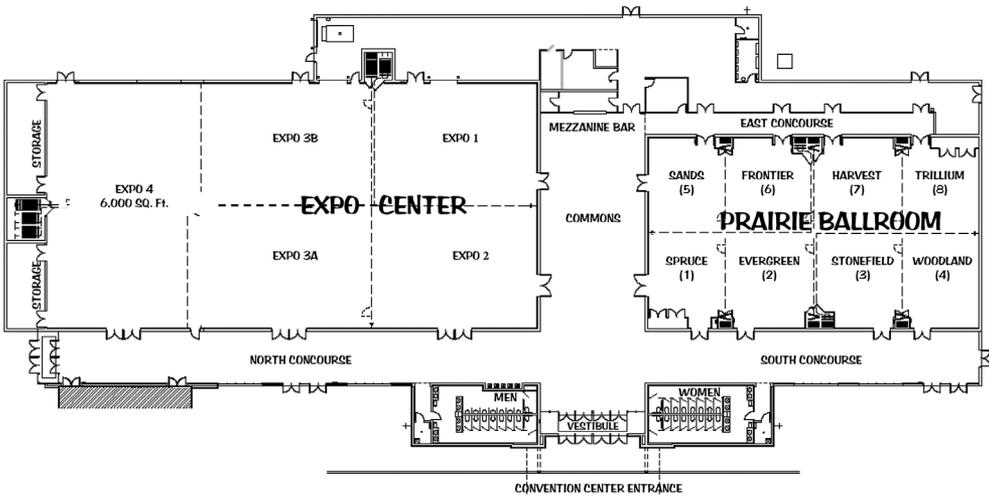
Want the picture  
perfect leadership experience?

APPLY  
TODAY!

Applications for  
the WFBF  
Leadership Institute  
are now available at [wfbf.com](http://wfbf.com)



# Map



# Speaker Bios



## **Hank Wagner**

*Founder, Wagner Leadership Training*

Hank along with his amazing wife Pam and two children Shawn and Laura, own and operate multiple businesses. One is a fifth-generation dairy farm where they produce enough milk to provide a glass of milk to more than 150,000 people every day. He also is founder of Wagner Leadership Training and loves to help people understand how leadership impacts every area of our lives.

Hank has been involved in many organizations and has held numerous leadership roles. He writes articles for various publications and has authored two books.

Hank is a frequent speaker across the U.S. and internationally. He believes that people are most important in life and is passionate about helping others be more aware of their potential for success, in every area of their lives.

 [becomebetterleaders.com](http://becomebetterleaders.com)  
 [WagnerLeadershipTraining](#)

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## **Robin Kinney**

*Membership and Marketing Director,  
Minnesota Farm Bureau Federation*

Robin returned to Minnesota Farm Bureau Federation in 2021. For MFBF she leads a staff of five talented specialists who work 78 county Farm Bureau organizations guiding their programs, engaging members and advocating for agriculture and rural Minnesota.

Robin worked for AFBF from 2013-2021 as senior director of Member Engagement. In that role she was a liaison to 11 small states and managed or worked on other programs.

A Minnesota native, Robin has been a strong voice for agriculture for nearly four decades. Her work and experience took her to St. Paul, Denver and D.C. She lives in West St. Paul, Minnesota.

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**Rick Metzger, CSP**

*Certified Speaking Professional*

Rick comes from a rural background having spent more than 20 years of his life on the family farm. He then changed his career path to agribusiness where he worked for more than 18 years. His career choices took him from sales to marketing to management to business owner.

He has been a successful high school coach and is a World Champion Athlete in power lifting having won 10 gold medals at the USA Nationals and five World Cup Championships. In 2008, he completed the Chicago Marathon and in 2010 completed a 39.3 mile Ultrathon.

Rick has been speaking full-time for more than 30 years to a variety of audiences including students, educators, parents, coaches, agricultural groups, professional and college athletes and corporate America. Rick has a fast paced, high energy, thought provoking program that enlightens, entertains and empowers all who hear him.

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**Dave Daniels**

*Vice President, Wisconsin Farm Bureau Federation*

Dave was elected to the Wisconsin Farm Bureau Board of Directors in 2003 to represent District 1. In 2019, Dave was elected vice president.

Dave is part owner of Mighty Grand Dairy LLC, a multi-family dairy farm in Union Grove, that has 575 cows and raises 500 replacement heifers and grows 1,150 acres of alfalfa, corn, soybeans, winter forage and winter wheat. Dave earned a bachelor's degree in dairy science from UW-Madison. After college he returned to the family farm.

Dave is extremely involved in Farm Bureau and other agriculture committees and activities. Dave and his wife, Kim, live on the farm and have two adult children.

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# Breakout Presenters



**Jordan Henry**  
Director of Leadership and Organizational Training, AFBF



**Tyler Wenzlaff**  
Director of Governmental Relations, WFBF



**Johnna Miller**  
Director of Media and Advocacy Training, AFBF



**Beth Schaefer**  
Ag in the Classroom Coordinator, WFBF



**Wes Raddatz**  
District 7 Coordinator, WFBF



**Amy Blakeney**  
District 2 Coordinator, WFBF



**Joe Murray**  
Director of Political and Governmental Affairs  
Wisconsin REALTORS Association



**Becky Hibicki**  
District 5 Coordinator, WFBF



**Melissa Jacobson**  
District 3 Coordinator, WFBF



**Danny Munch**  
Associate Economist, AFBF



**Becky Salm**  
District 3 Coordinator, WFBF



**Keith Ripp**  
Executive Director of Governmental Relations,  
WFBF



**Robin Kinney**  
Membership and Marketing Director, MFBF



WFBF Young Farmer and Agriculturist Committee



**Amy Eckelberg**  
Executive Director of Public Relations, WFBF



**Cassie Sonnentag**  
Director of Media Relations and Outreach,  
WFBF



**Rachel Gerbitz**  
Director of Sustainability Communications and  
Partnerships



WFBF Promotion and Education Committee

# Notes



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**Wisconsin**  
**Farm Bureau®**