

Ag LEAD summit

LEADERSHIP • ENGAGEMENT • ADVOCACY • DEVELOPMENT

MARCH 17-18, 2023

Radisson Hotel and Conference Center
Fond du Lac

PRESENTED BY:

 **Rural Mutual**
Insurance Company

 **Farm Bureau**
FEDERATION

Welcome



Welcome to Wisconsin Farm Bureau's Ag LEAD Summit. We are excited to have you with us the next two days to learn and grow as leaders within our organization.

Ag LEAD Summit is coordinated by WFBF's Promotion and Education Committee whose mission is to build awareness and understanding of agriculture and provide leadership development for the agricultural community. The members serving on the state Promotion and Education Committee have a passion for advocacy and are excited to once again offer this event for our membership.

The Ag LEAD Summit is an engaging opportunity to grow as an advocate for agriculture. You will leave this conference equipped with resources, ideas and new practices to conduct promotional events within your communities. The summit is broken into four tracks: **Leading** Your Own Self Development, **Engaging** Consumers, **Advocating** for Agriculture and **Developing** Agribusinesses.

Your experience here matters to us and your feedback will help us as we plan future conferences and events. I encourage you to share your experience and ideas that will allow us to continue to serve you.

Thank you for investing in yourself and joining us this weekend. We are excited to have you here and we hope you enjoy this fun-filled event.

A handwritten signature in black ink, appearing to read 'Kevin Krentz', written in a cursive style.

Kevin Krentz

Wisconsin Farm Bureau Federation President

#AgLEAD23

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Meet the
PROMOTION AND EDUCATION COMMITTEE

The Promotion and Education Committee is a dynamic group of Farm Bureau leaders who develop, implement and promote programs that build agricultural awareness and provide leadership development to the agricultural community. The nine-member committee is comprised of one representative appointed from each Wisconsin Farm Bureau district.



Brenda Dowiasch, Chair
District 4



Brittney Muenster, Vice Chair
District 7



Kathy Muth
District 1



Kari Schoenike
District 2



Tammy Wiedenbeck
District 3



Jenny Leahy
District 5



Clara Hedrich
District 6



Katie Zoromski
District 8



Steven Mueller
District 9

Agenda

FRIDAY, MARCH 17

10:15 a.m. Registration Open, *Foyer*

11:00 a.m. Lunch and Opening Keynote Speaker, *Conference Room F&G*
Keynote Speaker: Chris Hinrichs

1:00-2:00 p.m. Concurrent Breakout Sessions (3)

Room A **Farm Financial Management: Simple Ways to Level Up Your Value-Added Farm Business**
Andy Larson, Food Finance Institute

Room B **Create Your Own Consumer and DIY Your Dialogue**
Rachel Gerbitz, Wisconsin Farm Bureau Federation

Room C **Turning Information into Action**
Chris Hinrichs, Keynote Speaker

2:00-2:30 p.m. Break/Refreshments, *Foyer*

2:30-3:30 p.m. Concurrent Breakout Sessions (3)

Room A **Why Promotion and Education is for YOU!**
Andrea Brossard, AFBF Promotion and Education Committee

Room B **Reignite Your Strategy of Storytelling**
Tina Peterson and Vicki Janisch, Dairy Farmers of Wisconsin

Room C **Moo-Velous Educational Events**
Amy Ries, Fond du Lac Agri-Business Council
Joined by a panel of Agri-Business council volunteers

3:30-4:00 p.m. Break/Refreshments, *Foyer*

4:00-5:00 p.m. Concurrent Breakout Sessions (3)

Room A **Meet the Food + Farm Exploration Center**
Malorie Paine, Food + Farm Exploration Center

Room B **Tackling Tough Topics**
Jordan Henry, American Farm Bureau Federation

Room C **Trends in Agricultural Tourism**
Sheila Everhart, Wisconsin Agricultural Tourism Association; Clara Hedrich, LaClare Family Creamery; Abigail Winkel, Farm Wisconsin Discovery Center

FRIDAY, MARCH 17

- 5:30-6:00 p.m. Reception, *Foyer*
- 6:00 p.m. Dinner and Program, *Conference Room F&G*
Speaker: Bradley Uken, WFBF Chief Administrative Officer
- 7:30 p.m. Reception and Entertainment, *Conference Room F&G*
Entertainment: Midwest Dueling Pianos

SATURDAY, MARCH 18

- 8:00 a.m. General Session, *Conference Room F&G*
Center for Food Integrity Consumer Panel
- 9:45-10:15 a.m. Break/Refreshments, *Foyer*
- 10:15-10:45 a.m. Consumer Panel Debrief, *Conference Room F&G*
- 10:45-11:45 a.m. General Session, *Conference Room F&G*
Keynote Speaker: Jordan Henry, American Farm Bureau Federation
- 12:15 p.m. Closing Lunch and Program, *Conference Room F&G*



KEYNOTE AND GENERAL SESSION DESCRIPTIONS

Transformational Leadership: How to Inspire the Best in Others

Chris Hinrichs



The world is starving for competent and trustworthy leadership. Continuously advancing your leadership skills and learning how to maximize your

natural strengths and leverage the strengths of those around you is a most noble and fundamental life endeavor. There are solid proven principles and practices that all effective leaders have embraced throughout history. Becoming someone who people willingly want to follow (whether a paid employee or volunteer participant) is a constant work in progress, working towards inspiring commitment from others instead of mere compliance. This session will focus on those principles and practices that can tap into one's courage to embrace the path of becoming a transformational leader.

Forward with Farm Bureau

Bradley Uken, WFBF



Bradley Uken began his duties as WFBF Chief Administrative Officer on Feb. 1. Join him to learn more about his Farm Bureau experiences and his goals for helping Wisconsin Farm Bureau build on its rich tradition

and meet the challenges that agriculture faces now and in the future.

Entertainment

Midwest Dueling Pianos



Join us for a one-of-a-kind entertainment experience with Midwest Dueling Pianos! They will have you singing, cheering,

dancing, and laughing so hard you'll be doubled over gasping for breath.

Center for Food Integrity Consumer Panel

Moderated by Allyson Perry



Do you really know what consumers think and how their attitudes, fears and purchasing behaviors are shaped? This

Center for Food Integrity Consumer Panel is an opportunity to hear straight from the source and then ask questions to learn more about motivations, perceptions, and how the food and agriculture industry can help them make more informed choices. Attendees of this 'eye opening' panel will come away with new perspectives that can help guide communication approaches to enhance engagement with consumers.

What's Next in Your Advocacy Journey?

Jordan Henry, AFBF



Conferences are great, but the real action afterward is what matters most. This session will debrief the information from previous sessions and allow

participants to create an action plan for their next steps in agricultural advocacy.

BREAKOUT DESCRIPTIONS | FRIDAY, MARCH 17



**Leading Your Own Self
Development**



Engaging Consumers



Advocating for Agriculture



Developing Agribusinesses

1:00 – 2:00 p.m.



Farm Financial Management: Simple Ways to Level Up Your Value-Added Farm Business

Andy Larson: Farm Outreach Specialist, Food Finance Institute

Room A

The Food Finance Institute helps businesses in the food, beverage, and value-added ag sectors improve profitability and get capital-ready. This session is for farms considering direct-market and value-added agriculture. Join Andy Larson for a discussion about ways to increase profitability, what your gross profit margins tell you about how to invest in your farm enterprises, and finding the right target customers.



Create Your Own Consumer and DIY Your Dialogue

Rachel Gerbitz: Director of Sustainability Communications and Partnerships, WFBF

Room B

What does the average consumer look like? Who do you see at the grocery store? What do you want them to know about food and agriculture? During this interactive session we will explore the demographics of the consumers in your community and create a dialogue to effectively share your story with them.



Turning Information into Action

Chris Hinrichs: Keynote Speaker

Room C

Principles and practices without a plan for application carry little weight. This workshop will focus on developing your leadership beliefs/values and creating a specific plan to immediately apply those in your unique work environment. You will take away a specific action plan that you can implement directly within your circle of influence.

BREAKOUT DESCRIPTIONS | FRIDAY, MARCH 17

2:30 – 3:30 p.m.



Why Promotion and Education is for YOU!

Andrea Brossard: Promotion and Education Committee, AFBF

Room A

The newest American Farm Bureau Federation committee hit the ground running in 2015. The Promotion and Education Committee formed with the mission to develop and centralize resources that inspire and equip Farm Bureau to convey the significance of agriculture. The committee fills an important role in bridging the gap between farmers and consumers by providing tools and resources to other Farm Bureau members who are eager to help share agriculture's story. Join past AFBF Promotion and Education Vice-Chair, Andrea Brossard, to dig into the many growth opportunities through this committee and Farm Bureau and learn why Promotion and Education is for YOU!



Reignite Your Strategy of Storytelling

Tina Peterson: Director of Wisconsin Communications and Vicki Janisch: Farmer Communications and Programs Manager, Dairy Farmers of Wisconsin

Room B

Effective storytelling is powerful. It can drive action, build trust, mobilize supporters, create change, and more. Storytelling resonates with listeners and brings the passion of the story to life. Dairy Farmers of Wisconsin will share what is working to connect with consumers and resources you can leverage to help you tell your story.



Moo-Velous Educational Events

Amy Ries: Director of Agricultural Programs, Fond du Lac Agri-Business Council
Joined by a panel of Agri-Business council volunteers

Room C

Looking for ideas to educate the public about the agriculture industry in Wisconsin? Join the Fond du Lac Agri-Business Council to discuss their successful classroom program and other events, such as Breakfast on the Farm, Agriculture Showcase, Day on the Farm, and the Gift Box Fundraiser. They have also collaborated with National Exchange Bank & Trust to host June Dairy Day, the Fond du Lac County Fair to create the Moo-ternity Ward and Education Center, and the Children's Museum of Fond du Lac to design and build the Farmtastic Exhibit. Attendees will have the opportunity to learn about the event logistics and ask questions about the planning stages and committee duties.



NEW FARM TRAIL APP CONNECTS FARMS

Attention farmers and farm fans! An exciting new app from The American Farm Bureau Foundation for Agriculture is bringing together two wonderful groups of people who both love fun-on-the-farm. The American Farm Trail app presents an amazing opportunity for agritourism operators to connect with tourists to increase business and improve agricultural awareness.

For tourists, the app offers an easy way to connect with local farms and much more. The Farm Trail app also includes games and activities (for kids and adults) which highlight how agriculture serves an important role in the production of our food, fiber and fuel. Agritourism operators and tourists are encouraged to register today to be part of this exciting initiative.

Find out more by visiting, farmtrailapp.com.

BREAKOUT DESCRIPTIONS | FRIDAY, MARCH 17

4:00 – 5:00 p.m.



Meet the Food + Farm Exploration Center

Malorie Paine: Marketing and Communications Manager, Food + Farm Exploration Center

Room A

The Food + Farm Exploration Center, a state-of-the-art science and technology center, children’s museum, teaching farm and more, is slated to open in Summer 2023. Through the common ground of food, the Exploration Center will meet visitors where they are and bridge the gap in understanding of where food comes from, the innovative technology-driven nature of the industry and more. This session will provide a behind-the-scenes look at how the Food + Farm Exploration Center will accomplish bridging the growing divide in what people know about food production.



Tackling Tough Topics

Jordan Henry: Director, Leadership & Organizational Training, American Farm Bureau Federation

Room B

It can be tough talking about controversial agricultural topics with non-farmers, but it’s necessary. This workshop focuses on building trust and encouraging productive discussion. It will give you tools to make it easier to tackle those tough topics without being “unfriended” or getting blocked on social media.



Trends in Agricultural Tourism

Sheila Everhart: Executive Director, Wisconsin Agricultural Tourism Association; Clara Hedrich: Founder, LaClare Family Creamery; and Abigail Winkel: Program Manager, Farm Wisconsin Discovery Center

Room C

Learn what is new in 2023 and why Wisconsin is recognized as America’s agricultural tourism destination. This session will include discussion on ways to get started inviting guests to your working farm and different models for agriculture tourism tours. If you are a farmer thinking about diversifying your revenue streams while protecting your assets this session is for you.



**This is a space where food,
farming and families**

gather

At Gather Wisconsin, our focus is connecting you with the farmers growing and raising your family’s food through education, valuable resources and sustainable ideas to support farmers from home.

Visit us now at gatherwisconsin.com.



BREAKOUT PRESENTERS



Andrea Brossard
Promotion and Education Committee,
AFBF



Rachel Gerbitz
Director of Sustainability
Communications and Partnerships, WFBF



Amy Ries
Director of Agricultural Programs, Fond
du Lac Agri-Business Council



Andy Larson
Farm Outreach Specialist, Food Finance
Institute



Malorie Paine
Marketing and Communications
Manager, Food + Farm Exploration Center



Sheila Everhart
Executive Director, WATA



Clara Hedrich
Founder, LaClare Family Creamery



Abigail Winkel
Program Manager, Farm Wisconsin
Discovery Center



Tina Peterson
Director of Wisconsin Communications,
DFW



Vicki Janisch
Farmer Communications and Programs
Manager, DFW

NOTES

we want
YOUR
feedback

Scan the QR code
for the conference
evaluation.

