



Friday, March 1 | Eau Claire  
Saturday, March 2 | Neenah



10 a.m. - 4 p.m.



Registration Fee:

\$80/member

\$50 for new county Farm Bureau Board Directors  
(directors in first three years of service)



## Agenda

- 9:15 a.m. Registration Begins
- 10:00 a.m. Kickoff and Welcome  
Networking  
Speaker: Jenny Holterman
- 11:15 a.m. Lunch
- 12:00 p.m. Workshops - Session 1
- 1:00 p.m. Workshops - Session 2
- 2:00 p.m. Workshops - Session 3
- 3:00 p.m. Closing Reception
- 4:00 p.m. Adjourn

## Workshop Topics



### Policy, Issues & Advocacy

- WFBF Policy Development: A Grassroots Process
- I Farm. I Vote.
- Issue Resolution and the Government Relations Team



### Communicating for Agriculture & Farm Bureau

- Building a Brand
- Expecting the Unexpected: Crisis Communication
- Communicating County Activities



### Governance & Organization

- I Move That: Making the Most of Your Meetings
- Building a Board that Works for You
- Understanding the County Farm Bureau Services Program



### Building Farm Bureau

- Farm Bureau Membership - What Does it Mean and Why Should I Care?
- How to Ag in the Classroom without a Title
- County Farm Bureau Program Idea Sharing

For more information or to register:



[wfbf.com/events/ignite-conference/](https://wfbf.com/events/ignite-conference/)