



MARCH 1 | EAU CLAIRE | 10 AM-4 PM  
MARCH 2 | NEENAH | 10 AM-4 PM

10:00 a.m.

### Welcome

- Keynote Speaker
  - Jenny Holtermann | Farmer, Advocate, Creator
    - **The Transformative Power of Perspective** | Explore the significance of different viewpoints, the impact of perspective on decision making, and how embracing diverse perspectives can lead to positive outcomes.

11:15 a.m.

### Lunch

#### Workshops - Round 1

- I Move That! Making the Most of your Meetings
- How to Ag in the Classroom Without a Title
- Communicating Your County Activities
- iFarm. iVote: Empowering Agricultural Communities Through Civic Engagement

Noon-  
12:50 p.m.

#### Workshops - Round 2

- Farm Bureau's County Services Program: What Does it do for YOUR County?
- Innovation Exchange: County Idea Sharing
- A Brand that Brings you In
- WFBF Policy Development: A Grassroots Process

1:00 p.m. -  
1:50 p.m..

#### Workshops - Round 3

- Cultivating Growth: Constructing a Resilient Farm Bureau Board
- Farm Bureau Membership - What Does it Mean and Why Should I Care?
- Expecting the Unexpected: Crisis Communication
- Strategic Advocacy: Harnessing the Power of Your Government Relations Team

2:00 p.m. -  
2:50 p.m.

3:00 p.m. -  
3:45 p.m.

### Closing and Wrap Up

# Workshop Descriptions

## 12:00 p.m. Workshops

### **I Move That! Making the Most of Your Meetings**

**Katie Mattison | District 9 Coordinator**

- Learn the basics of Parliamentary Procedure to help make your meetings run smoother and be more effective.

### **How to Ag in the Classroom Without a Title**

**Beth Schaefer | Wisconsin Ag in the Classroom Coordinator**

- Are you interested in educating students and community members about agriculture but are not ready to lead your county's ENTIRE Ag in the Classroom program? Join Wisconsin Ag in the Classroom to learn "how to Ag in the Classroom" without committing to a leadership role or over-extending your time and resources. Speed date simple ideas that have BIG impacts for growing awareness and understanding of agriculture's role in the everyday extraordinary, and leave with new tools and resources to use with students in a variety of educational settings.

### **Communicating Your County Activities**

**Cassie Sonnentag and Kylie Ver Kuilen | WFBF Public Relations Team**

- Get the most out of exposing your county activities from start to finish. In this workshop, WFBF's public relations team will share strategies to leverage communications channels for effectively sharing your County Farm Bureau's activities. We will cover social media strategies, working with media outlets and how to leverage Farm Bureau newsletters to effectively share your content

### **iFarm. iVote: Empowering Agricultural Communities Through Civic Engagement**

**Jason Mugnaini | Executive Director of Government Relations**

- Join us to learn more about iFarm iVote and how to empower individuals within agricultural communities to actively engage in the democratic process and make their voices heard on issues that matter most.

## 1:00 p.m. Workshops

### **Farm Bureau's County Services Program: What Does it do for YOUR County?**

**Amy Eckelberg, Bob Leege, Steve Mason | WFBF Executive Team**

- Farm Bureau's strength is dependent on healthy, high-functioning County Farm Bureaus. Nearly twenty years ago, Wisconsin Farm Bureau introduced an innovative program to help counties better manage their financial resources, improve communication with their members, and conduct programs that meet the needs of members - all while maximizing the efficiency of the time volunteers commit to their county Farm Bureau. This session will explain how the program works and the opportunities it provides to better serve our members and strengthen Farm Bureau's voice.

### **Innovation Exchange: County Idea Sharing**

- Join fellow Farm Bureau members to learn more about successful county Farm Bureau activities and how you could implement them within your county Farm Bureau.

### **A Brand that Brings You In**

**Hannah Barthels | Writer and Content Strategist**

- "People will forget what you said, they'll forget what you did, but they'll never forget how you made them feel." A solid brand presence brings out the feelings that result in action: attending an event, watching a video, engaging with your newsletter. Knowing who your audience is, what they like to hear, and which feelings make them take action are all principles of a brand that can take your local efforts to the next level.

### **WFBF Policy Development: A Grassroots Process**

**Tyler Wenzlaff | Director of National Affairs**

- Dive into the Wisconsin Farm Bureau policy development process and how members drive the process.

## 2:00 p.m. Workshops

### **Cultivating Growth: Constructing a Resilient Farm Bureau Board**

**Ashleigh Calaway, Katie Fitzsimmons, Becky Salm | WFBF District Coordinators**

- Discover effective strategies for recruiting and nurturing new leaders, cultivating an environment where fresh perspectives thrive. We highlight the crucial role of open-mindedness, fostering dialogue, and adapting to change within the board, ensuring it remains dynamic and responsive to evolving farming landscapes.

### **Farm Bureau Membership - What Does it Mean and Why Should I Care?**

**Bob Leege | Executive Director of Member Relations**

- What comes to mind when someone says the word "membership"? Does the thought of Farm Bureau membership give you warm fuzzies or does it produce anxiety? In this session we'll discuss the how's and why's of Farm Bureau membership, and the importance membership holds for organizations like ours. We'll also discuss some basic tips that others have found useful when bringing up the subject of Farm Bureau membership, discussing the benefits, anticipating and answering questions, and most importantly - asking others to join Farm Bureau.

### **Expecting the Unexpected: Crisis Communication**

**Amy Eckelberg and Cassie Sonnentag | WFBF Public Relations Team**

- Nobody wants to experience a crisis, but it is important to be prepared if and when one were to arise. In this workshop, we will walk through creating a crisis communication plan and how to follow it if a crisis situation arises in your community, on your farm, or in your business.

### **Strategic Advocacy: Harnessing the Power of Your Government Relations Team**

**Jason Mugnaini | Executive Director of Public Relations**

- Unlock the full potential of your WFBF Government Relations Team and how they can help you. In today's dynamic political landscape, effective advocacy is crucial for organizations aiming to shape policies, influence decision-makers, and drive positive change.