

WFBF Promotion & Education Event

CULTIVATE & Connect

February 21st, 2026 from 9 a.m. - 3 p.m.
Bridgewood Resort & Conference Center, Neenah

Cultivate & Connect is the Promotion and Education Committee's initiative to inspire, educate and empower Farm Bureau members and agriculture leaders by providing innovative learning experiences, networking opportunities and actionable insights for advancing Wisconsin's agriculture industry.



Schedule of events

Friday, February 20th

Cost: \$20

5 - 8 p.m. - Optional: Experience a behind-the-scenes look at the culinary program at FVTC with a cooking demonstration and facility tour.

Dinner will be provided and opportunity to network with other attendees.

8 - 9:30 p.m. - Optional: Join us for a pre-conference social with light, guided activities designed to spark conversations and help you connect with fellow attendees.

Pre-conference Social at Batley's Bar and Grill (inside hotel)

Saturday, February 21st

Cost: \$80

- 8:30 a.m. - Registration Opens
- 9 a.m. - Welcome & Opening Keynote
- 10:30 a.m. - Learning Labs
- 11:30 a.m. - Lunch
- 12:45 p.m. - Keynote & Activity
- 2:45 p.m. - Closing Comments



Annaliese Wegner
Modern Day Farm Chick



Marlene Eick
Ohio Farm Bureau

Hotel Information:

A block of rooms is available at the Best Western for a reduced rate of \$139+tax

*Rooms must be reserved by January 20
Call 920-720-8000 and ask for the Farm Bureau block*

Scan to learn more and register!



Registration closes February 6