



Shine Bright **& LEAD BOLDLY**

WFBF Annual Meeting and YFA Conference | December 5-8, 2025



106th Wisconsin Farm Bureau Federation Annual Meeting
Young Farmer and Agriculturist Conference

91st Rural Mutual Insurance Company Annual Meeting

December 5-8, 2025 • Wisconsin Dells

WELCOME



Welcome to the 2025 Wisconsin Farm Bureau Federation Annual Meeting and Young Farmer and Agriculturist Conference! We are thrilled to welcome our Farm Bureau family back together to celebrate our shared accomplishments, reconnect with friends and look ahead with optimism to the future of Wisconsin agriculture. Our theme this year, "Shine Bright, Lead Boldly" speaks to the heart of what we do. Agriculture is rooted in tradition, but it's also a dynamic, ever-evolving field. As an organization, we have grown to more than 53,000 members for the first time in

30 years, and I am proud to say that WFBF saw a strong gain in both voting and total membership. We are here to honor these milestones and recognize the hard work that brought us to this point.

We have prepared an exciting and packed agenda for you. On Friday, the YFA Conference begins with a pre-conference welcome reception, general session and district meetings. The evening wraps up with awards for the best dressed attendees, music, dancing and more.

Saturday brings the YFA award competitions – let's all support our peers as they are recognized for their achievements. This year is the Farmers and Agriculturists Unlimited Discussion Meet, which is open to one member from each district over the age of 35. We look forward to a great discussion!

Throughout the day, you'll also have the chance to explore the tradeshow and attend workshops. That evening there will also be a live auction to support the Foundation.

On Sunday, we'll continue with more workshops, district caucuses, tradeshow exhibits and our silent auction before hosting our business meeting in the afternoon.

Finally, the WFBF Annual Meeting concludes on Monday with our grassroots policy development session where voting delegates, elected by fellow county Farm Bureau members, will guide the future of our organization through thoughtful discussions. Even if you are not a delegate, I hope you will attend the session to listen to the productive conversations.

There is so much to reflect upon as we look ahead to the next year of Wisconsin Farm Bureau. Together, we've laid a strong foundation, and the future holds even greater opportunities for growth and success. As we gather, let's embrace the spirit of unity and shared purpose that truly defines what it means to be a Farm Bureau member.

Thank you for your continued commitment to our organization and for being part of this special event. We are honored to serve you, and we look forward to sharing this memorable weekend with all of you.

Brad Olson

Brad Olson
Wisconsin Farm Bureau Federation President



Scan the QR code to stay up to date with the latest WFBF Annual Meeting and YFA Conference news, updates and resources.

The WFBF Annual Meeting Updates page is also available at bit.ly/celebratefb25

FARM BUREAU MISSION:

Empowering the Wisconsin agricultural community through our grassroots membership to preserve and promote the advancement of agriculture.

FARM BUREAU VISION:

The trusted voice leading Wisconsin agriculture forward.

What's Inside

Friday, December 5 Agenda	3
Saturday, December 6 Agenda	3-4
Sunday, December 7 Agenda	5-6
Monday, December 8 Agenda	6
Foundation Information	7
Miscellaneous Event Information	7
Sponsors	8

stay connected WIFarmBureau



All attendees will be required to show their event badge upon entry to all portions of the WFBF Annual Meeting and YFA Conference.

Agenda

YFA CONFERENCE BEGINS

Friday, December 5

8:30 a.m.

YFA Committee Meeting – *Ebony*

11:30 a.m.

Children's Area – *Maji Lounge*

Open for families to enjoy throughout the entire conference.

12:00 p.m.

County YFA Chair Training & Luncheon – *Africa 40*

3:00 p.m.

Registration Open – *Registration Africa East*

Sponsored by T-Mobile

5:00 p.m.

First-Timer's Orientation Session – *Tamarind*

Welcome Reception – *Africa Ballroom Foyer*

Sponsored by Mid-West Farm Report

6:00 p.m.

YFA Welcome Dinner – *Africa East Ballroom*

8:00 p.m.

District YFA Meetings

District 6 – *Aralia*

District 1 – *Africa 10*

District 7 – *Marula*

District 2 – *Africa 20*

District 8 – *Aloeswood*

District 3 – *Africa 30*

District 9 – *Tamboti*

District 4 – *Africa 40*

District 5 – *Mangrove*

9:00 - 11:00 p.m.

Reception & Entertainment – *Africa 50/60/70/80*

Sponsored by Osaic Wealth Management - Tim McIlwain

YFA Cheers to the New Year

Attendees are encouraged to dress to impress. Think tuxedos, suits, gowns and dresses. Sequins, gold and silver, too. Your attire should embrace the glitz and glam, but most importantly, the sparkle and shine in YOU. So, grab your hat and noisemakers and let's "cheers" to a successful Farm Bureau year! The evening will feature music, dancing, yard games and more. Best dressed prizes will be awarded.

Saturday, December 6

7:30 a.m.

Registration Open – *Registration Africa East*

Sponsored by T-Mobile

7:45 a.m.

Discussion Meet Judges Orientation – *Wisteria*

Discussion Meet Contestant Orientation – *Tamarind*

Refreshments Sponsored by Conserv FS

WFBF/RMIC Annual Meetings

8:15 a.m.

Discussion Meet Quarterfinals I – *Africa 10/20/30/40, Guava*

9:30 a.m.

Discussion Meet Quarterfinals II – *Africa 10/20/30/40, Guava*

10:30 a.m.

YFA Brunch and General Session – *Africa East Ballroom*

Sponsored by Insight FS

Keynote: Emily Reuschel

Sponsored by Culver's



Igniting Your Life, Work and Legacy

Join Emily Reuschel for an interactive experience designed to spark self-reflection, meaningful connection and bold leadership. Through engaging storytelling, thought-provoking questions and facilitated conversations, you'll explore what it truly looks like to shine bright and lead boldly — not just in your career, but in your personal life and the future of agriculture.

WFBF ANNUAL MEETING BEGINS

12:00 p.m.

Trade Show and Silent Auction Open – *Africa West Ballroom*

12:30 p.m.

Outstanding Agriculture Professional Interviews (Invite Only) – *Ebony*

Farming for the Future Interviews (Invite Only) – *Empress*

Professional Headshots until 2:00 p.m. – *Africa 50*

Open to all members who would like a professional headshot for personal use.

1:00 p.m.

Discussion Meet Semifinals – *Africa 30/40*

#WFBFAM25 #FBProud

Saturday, December 6

2:00 - 3:00 p.m.

YFA Conference Breakout Sessions I

Sponsored by Dairy Farmers of Wisconsin



Grow Your Audience and Your Farm Revenue with YouTube | Room: Mangrove

– Jennifer Brockman, YouTube Content Creator, A Country Life

Through her YouTube channel, A Country Life, Jennifer Brockman has built a community sharing her country life filled with cranberry farming, big batch cooking and canning, and homeschooling. Jennifer will unpack the importance of connecting with your online audience and

building trust first, then setting revenue streams into place.



Harvesting Connections: Collegiate + Alumni Mixer Room: Aralia

– Kadence Senkowski, District 2 YFA Representative, WFBF

This interactive session will bring together current Collegiate Farm Bureau members from UW–Madison, UW–Platteville, and UW–River Falls with Collegiate Farm Bureau alumni for meaningful networking and conversation. Designed to strengthen the connection between collegiate and county Farm Bureau

involvement, this event will include guided discussion and activities to help students explore next steps after graduation and alumni share their leadership journey. Whether you're seeking advice, mentorship, or just want to grow your Farm Bureau network, this is your opportunity to make lasting connections and learn how to stay engaged in agriculture beyond college.



Card Parties That Improve Wellbeing (Repeated at 3:15) Room: Aloeswood

– Joy Kirkpatrick, Farm Succession Outreach Specialist, UW–Madison Division of Extension
– Karen Endres, Farmer Wellness Program Coordinator, Wisconsin Farm Center, WDATCP

Gather a group and come to this session to play cards while learning how to use Mental Wellness Conversation Curriculum to take to family, neighborhood or countywide gatherings. The curriculum and cards are organized around 13 stress management themes with the goal of encouraging community conversations about mental wellness. Normalizing these types of conversations aids in reducing the stigma around mental wellness, making it easier for people to reach out if they, or someone else, needs assistance or wants to talk.



Cultivate & Connect: Unlocking Your Impact

Beyond 35 | Room: Marula

– Wisconsin Farm Bureau's Promotion & Education Committee

Think your Farm Bureau journey slows down after YFA? Think again. This workshop will show you how to take your passion for agriculture and turn it into real influence in your county, community and beyond. More than just an introduction to the Promotion and Education program, you'll walk away with fresh ideas, practical tools and a personal action plan to keep making a difference.



Take Root: Growing Farms and Seeding Futures | Session is from 2:00 - 4:00 p.m.

Room: Tamboti

– Amanda Van Steenwyk, Farm Business Development Program Manager, Iowa FB
– Erin Herbold-Swalwell, Senior Counsel, Iowa FB and Farm Bureau Financial Services

Farm succession planning often centers on current farm owners—but what about the next generation? This interactive workshop is designed specifically for younger farmers ready to engage in the transition process but unsure how to begin. We'll explore how to initiate respectful, productive conversations about succession without making parents or current owners feel pushed out. Participants will gain tools to navigate family dynamics, understand key succession concepts and feel more confident in their role as future farm leaders. Whether you're feeling stuck or just starting to think about the future, this session will help you take the first step.

3:15 - 4:15 p.m.

YFA Conference Breakout Sessions II

Refreshments Sponsored by WI Soybean Marketing Board



Endure Carbon & Insight FS - You Can't Lose! Room: Mangrove

– Lance Ruppert, Strategy Development, GROWMARK/FS System

Endure Carbon at Insight FS is about maximizing a grower's carbon assets on every crop, every acre, every year. When it comes to helping growers navigate and protect this new source of potential income, nothing can compare to the flexibility and ease of enrolling in Endure Carbon and letting Insight FS handle the rest.



Connecting at the Capitol Room: Aralia

Room: Aralia

– Nate Zimdars, Director of Local Government, Wisconsin Farm Bureau Federation
– Derek Orth, Grant County Farm Bureau

Love it or hate it, politics affects every part of our lives. That's why it is more important than ever to have positive relationships with your elected officials. Learn how you can begin building those relationships in the Capitol and in your own local community, ensuring state laws and local ordinances don't negatively impact agriculture.

4:30 p.m.

Farm Bureau Reception – Africa West Ballroom

Sponsored by AgCountry FCS, Compeer Financial, and GreenStone FCS

YFA Awards Reception – Africa 10/20 (Invitation Only)

Sponsored by Insight FS

5:30 p.m.

Trade Show Closes

6:00 p.m.

Farm Bureau Proud Banquet – Africa East Ballroom

8:00 p.m.

Entertainment & Live Auction – Salons A/B/C/F/G/H

Featured Entertainment: The Rusty Hearts

Sponsored by AgCountry FCS, Compeer Financial, and GreenStone FCS

Enjoy live tunes, refreshments and a live auction benefiting the Wisconsin Farm Bureau Foundation. Prizes awarded for the best festive holiday styles.

Sunday, December 7

7:30 a.m.

Morning Devotional – Aralia/Marula

8:00 a.m.

Registration Open – Registration Africa East

Sponsored by T-Mobile

8:30 a.m.

WFBF Promotion & Education Committee Meeting & Reorganization – Ebony

Collegiate Farm Bureau Discussion Meet Final – Salon A/B/G/H

Workshops – Africa 10/20/30/40



Living the Values: Putting WFBF's Value Statement into Action | Room: Africa 10

– Bradley Uken, Chief Administrative Officer, WFBF

Wisconsin Farm Bureau Federation's new value statement reflects who we are, what we do and why it matters. In this interactive workshop, participants will unpack the meaning behind WFBF's commitment to being a unified voice for Wisconsin agriculture, shaping policy, developing members and engaging consumers. Together, we'll discover how to bring these values to life in our counties, communities and conversations.



So You Want to Invite Visitors to Your Farm?

Room: Africa 30

– Melissa Ploeckelman Brown, Outreach Specialist, National Farm Medicine Center

Agritourism continues to grow in popularity, with over 70 million people visiting farms each year and almost 24 million of these visitors are children. While some visitors are buying fresh produce, others are learning about where their food comes from, enjoying a hayride, walking through a corn maze or choosing the perfect pumpkin. Whatever the reason for the visit, it is up to the farmers who invite visitors onto their farms to ensure the safety and health of the visitors. Join us as we share how implementing appropriate safety strategies can help reduce visitor injuries and illnesses, potentially reducing liability.



Navigating Agricultural Grants and Loans

Room: Africa 40

– Chris Clayton, Land & Water Resources Bureau Director, Department of Agriculture, Trade and Consumer Protection

– Katy Smith, Land & Resource Management Section Manager

Explore funding opportunities available to farmers through state and federal programs. Experts from the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) and USDA will guide attendees through the application process, tips for crafting competitive grant proposals and highlight success stories from other farmers. Whether you're seeking financial support for conservation practices, equipment upgrades or expansion projects, this session will equip you with the tools and knowledge to access critical funding.



Inside Lobbying in Agriculture

Room: Africa 20

Get a first-hand look at how Wisconsin's leading agricultural groups work together to shape the policies that impact your farm. This session will explore the strategy, structure and success of the Wisconsin Ag Coalition and why



your voice as a Farm Bureau member is essential to agriculture's collective success. Hear directly from coalition leaders about legislative wins, ongoing battles and how grassroots action truly drives real results.

9:30 a.m.

YFA Discussion Meet Final – Salon A/B/G/H

10:30 a.m.

Buffet Brunch and General Session – Africa East Ballroom

Sponsored by Blain's Farm & Fleet

Keynote Speaker: Joby Young



The Power of Farm Bureau

Joby Young serves as the Executive Vice President of the American Farm Bureau Federation. He leads the AFBF staff, managing across all departments to achieve the goals of the President and Board of Directors and fulfill AFBF's mission. He will be joining annual meeting to share updates on what is happening with American Farm Bureau and highlight the accomplishments of the past year.

Joby has 15 years of experience in food and agriculture policy, which includes leadership positions in the halls of Congress and the Executive Branch. He served as Chief of Staff to U.S. Agriculture Secretary Sonny Perdue after serving in that same role for the Deputy Secretary and several USDA offices. He also previously served as Chief of Staff in the House of Representatives and as a consultant in the private sector. Joby is a graduate of the University of Georgia, with degrees in History and Communications, and he holds a law degree from the UGA School of Law. He is also a civil affairs officer in the U.S. Army Reserve.

YFA CONFERENCE ENDS

12:30 p.m.

Trade Show Open (until 5:30 pm) – Africa West Ballroom

Media Room – Africa 50

1:00 - 1:50 p.m.

Workshops – Africa 10/20/30/40



Creating Wisconsin's New Nutrient Strategy | Room: Africa 10

– Jeffrey Voltz, Director - Office of Agriculture & Water Quality, Wisconsin Department of Natural Resources

– Brian Weigel, Deputy Administrator

The Office of Agriculture and Water Quality invite farmers to play a central role in shaping a nutrient management strategy that supports farm profitability and ensures healthy water for all Wisconsin families. Join us in a constructive conversation aimed at identifying practical approaches to support and expand the great conservation work happening across the state and at the local level.

Farmers and Agriculturists Unlimited Discussion Meet

Room: Africa 20

Cheer on fellow Farm Bureau members as they compete in the second annual Farmers and Agriculturists Unlimited Discussion Meet! The contest will feature members over the age of 35 representing various districts. The winner will receive a cash prize and bragging rights for the year! Who will you be cheering for?

Sunday, December 7



Finding a Wisconsin Farm Lawyer

Room: Africa 30

– Kelly T. Wilfert, Farm Law Outreach Specialist, UW-Madison Division of Extension

Navigating the legal landscape of farming can be complex and challenging. Join us for an insightful workshop designed to help Wisconsin farmers understand critical factors in selecting a competent and suitable lawyer

for your farm's legal needs. This workshop will cover essential areas of legal expertise relevant to farming operations and share practical tips for interviewing and choosing the right attorney for your farm-related issues.



Farm Camp Roundtable

Room: Africa 40

– Ashley Schlender, Dairy Farmer & Jefferson County Farm Bureau member

– Olivia Dearborn Dairy Herd Manager

Farm Camp is a unique opportunity to invite children to your farm to learn about agriculture through hands-on

activities. We will explore how Rural Mutual Insurance Company, Wisconsin Farm Bureau, Agriculture in the Classroom and other organizational resources can support your efforts. Whether you have been offering camp for years or just contemplating hosting a camp, this roundtable discussion is a chance to network with others to jumpstart new ideas for the next camp season.

2:00 p.m.

District Caucuses

District 1 – Mangrove

District 2 – Guava

District 3 – Tamarind

District 4 – Portia

District 5 – Wisteria

District 6 – Africa 60

District 7 – Africa 70

District 8 – Africa 80

District 9 – Africa 90

3:30 p.m.

WFBF & RMIC Business Meetings – Salon A/B/C/F/G/H

WFBF & RMIC Management Reports

WFBF and RMIC Financial Reports

4:30 p.m.

Reception (Trade Show Area) – Africa West Ballroom

Award Winners Photo Room – Africa 50

5:30 p.m.

Silent Auction & Trade Show End

6:00 p.m.

Farm Bureau Awards Banquet & Program – Africa East Ballroom

8:30 p.m.

Reception and Bingo – Salon A/B/C/F/G/H

Monday, December 8

7:00 – 7:45 a.m.

Registration Open – Registration Africa East

Sponsored by T-Mobile

Breakfast – Africa 10/20/30/40

8:00 a.m.

Resolutions Session – Africa East Ballroom

Refreshments Sponsored by WI Jobs & Energy Coalition

2:00 p.m.

WFBF Board Reorganization Meeting – Ebony



READY! SET! BID!

Join in support of the Wisconsin Farm Bureau Foundation throughout the weekend. A huge thank you to all the members, counties and supporters who donate, bid and purchase items at the auctions.

Live Auction:

Saturday, 8:30 p.m. Salons A/B/C/F/G/H - Bid on unique items and experiences, including sports items, pedal tractors and more. Special thanks to On Point Auction Service.



Silent Auction:

Saturday, 12 p.m. through Sunday, 5:30 p.m. Trade Show Area. Bidding ends at 5:30 p.m. on Sunday.

Items to bid on include:

- Themed baskets (kids, family fun night, food, date night, etc.)
- Gift certificates for hotels, golf courses, stores and spas
- Handmade items (wooden, craft, sewn, crocheted)
- Sports-related items
- Toy farm machinery
- Tools and accessories needed on the farm
- Safety equipment
- Beer, wine or cheese baskets

Bidding is from 12 p.m. on Saturday until 5:30 p.m. on Sunday. Items will not be released until after the Sunday night banquet. Silent auction items should be paid for and picked up immediately after the Sunday night banquet.

CREATING OPPORTUNITIES

The Foundation focuses on agricultural literacy, leadership development and supporting our farmers. Our programs help create informed consumers, engaged leaders and strong farmers. Thank you for supporting our mission to invest in education and professional development to grow awareness and understanding of agriculture.

The Wisconsin Farm Bureau Foundation funds:

- Ag in the Classroom
- Young Farmer and Agriculturist program
- Promotion and Education program
- Farm Bureau's Leadership Institute
- Farm Neighbors Care
- Gather Wisconsin
- Collegiate Farm Bureau chapters at UW-Madison, UW-Platteville and UW-River Falls

In addition to funding these Farm Bureau programs, the Wisconsin Farm Bureau Foundation also supports 4-H and FFA activities.



The Wisconsin Farm Bureau Foundation is a nonprofit 501(c)3 tax deductible entity to support agricultural education and leadership programs. Established in 1988, the Foundation continues to significantly invest in the next generation of agriculturists.

50/50 Raffle

Back by popular demand! You can win half of the funds collected while the other half benefits the Wisconsin Farm Bureau Foundation. **Drawings are held during Saturday and Sunday brunch.**

Prices: \$2/ticket, \$20/arm length, \$40/wingspan

Watch for WFBF YFA Committee members selling tickets throughout the entire conference.

YFA AND COLLEGIATE CONTESTS

Scan the QR code to meet the finalists for this year's YFA and Collegiate contests.



Thank You, Sponsors!

PRESENTING SPONSORS



HARVEST LEVEL



CULTIVATE LEVEL



GROW LEVEL



SPROUT LEVEL

SEED LEVEL



FRIEND LEVEL

