



Celebrating 18 Years

Women's Agricultural Leadership Conference Agriculture 2016: ActivateHer

THE MINNESOTA LANDSCAPE ARBORETUM | CHASKA, MINNESOTA

ACTIVATEHER | CONFERENCE SCHEDULE | WEDNESDAY, APRIL 13, 2016

- 8:00 a.m. - 8:40 a.m.** **Registration and Networking**
Breakfast Co-Sponsored by United Farm Credit
- 8:45 a.m. - 9:00 a.m.** **Welcome**
Madison Taylor, Minnesota State FFA Reporter
Emcee – Dr. Amy Smith, Assistant Professor of Agricultural Education, University of Minnesota
- 9:00 a.m. - 9:40 a.m.** **General Session: MotivateHer**
Sponsored by CHS
Juanita Reed-Boniface, Educational Consultant and Partner, Boeckenhauer Cattle
Breia Schleuss, Partner, Faegre Baker Daniels
Emily Wilmes, Extension Educator - Livestock, University of Minnesota Extension
- 9:40 a.m. - 10:00 a.m.** **Roundtable Discussion**
- 10:00 a.m. - 10:10 a.m.** **Report Back by Tables**
- 10:10 a.m. - 10:25 a.m.** **Break**
Sponsored by Minnesota Farm Bureau
- 10:30 a.m. - 11:15 a.m.** **ActivateHer Mini Sessions SEE SEPARATE HANDOUT FOR LIST OF SESSIONS**
Sponsored by UMASH
Find out about issues, ideas, and the next big thing on a wide range of agriculture and leadership topics. Participants will have the opportunity to take part in up to three mini-sessions. There will be multiple sessions going on in the room simultaneously.
- 11:20 a.m. - 12:10 p.m.** **Breakout Session I**
- 12:15 p.m. - 1:10 p.m.** **Lunch**
Co-Sponsored by Minnesota Corn Growers Association
Greeting - Karolyn Zum, MN Agri-Women President, and Doris Mold, American Agri-Women President
Remarks - Minnesota Commissioner of Agriculture Dave Frederickson
14th Annual Agricultural Mentoring Awards: Honoring Outstanding Mentors in Agriculture
- 1:15 p.m. - 1:30 p.m.** **Speed Networking**
- 1:40 p.m. - 2:30 p.m.** **Breakout Session II**
- 2:35 p.m. - 2:50 p.m.** **Break and Networking**
Sponsored by Minnesota Farmers Union
- 2:55 p.m. - 3:45 p.m.** **Breakout Session III**
- 4:00 p.m. - 6:00 p.m.** **NetworkHer: Wine and Cheese Tasting Event (Optional)**
Sip some wine and sample some cheese while you deepen your connections with new faces you met throughout the day. Hosted in the MacMillan Auditorium.

THANK YOU TO OUR MAJOR SPONSORSHIP PARTNERS





Women's Agricultural Leadership Conference Agriculture 2016: ActivateHer

Conference Speakers

Dassel-Cokato FFA Chapter Members Lydia Meredith, Alicia Johnson, Melissa Moy, and Kaedee Kay Bergquist are juniors at Dassel-Cokato High School. These young women traveled to South Africa in the summer of 2015. Lydia serves as Chapter Treasurer, Alicia is Chapter Historian, and Melissa serves as Chapter Secretary.

Sarah Dornink is originally from a sheep and swine farm in southeast Minnesota but currently resides in St. Paul. She is the Executive Director for the Minnesota Agricultural Education Leadership Council (MAELC), a 17-member legislative council dedicated to promoting and expanding agricultural education. Founded in 1997, MAELC members include agribusiness leaders, teachers, legislators, and other stakeholders interested in agricultural education. Dornink has BS and Master's degrees in Agricultural Education from the University of Minnesota.

Amy Durand is the Product Manager for the AgStar Center for Education, Development, Growth, and Expertise (EDGE) and the state coordinator for Annie's Project in MN. She holds a Master's in Agricultural/Extension Education from New Mexico State University and a BS in Agricultural Education from the University of Minnesota. At AgStar, Amy designs and implements educational experiences for farmers and ranchers including content, training, and perspectives to help them grow and succeed.

Amber Hanson is the Associate Director of Public Policy for Minnesota Farm Bureau, working on federal issues related to agriculture and rural America. Amber grew up on a corn and soybean farm in Mower County and obtained a BA in Political Science and Communication Studies from Gustavus Adolphus College. She is currently pursuing her Master's degree in Public Policy and Administration at Northwestern University and is a member of Class VIII of the Minnesota Agriculture and Rural Leadership program.

Sara Hewitt is a project coordinator for the Southern MN Center of Agriculture and actively farms with her husband, Mark, and his family. They raise corn, soybeans, wheat, cattle, honeybees, and their daughter, Harper. Sara started blogging for a project during college and has continued to grow her blog with a focus on her family's farm and connecting with consumers. She has been featured in River Valley Woman magazine, Pink Tractor Magazine, and Farm Futures magazine.

Sarah Jewell graduated with a BA in Communications from Pepperdine University in Malibu, CA. After a career in sales and marketing, Sarah earned her law degree from Hamline University School of Law. Since joining Reichert Wenner, Sarah has concentrated her practice on rural and agricultural law, real estate law, business law, and civil litigation. Her work includes ERISA law, employment law, business torts, mass torts, appellate litigation, and workers' compensation. Sarah resides on a hobby farm in central MN.

Sue Knott established agricultural roots on her family's farm in southwestern MN. Experiences in 4-H, FFA, and helping raise crops and livestock inspired her to earn a degree in Agricultural Education from the University of Minnesota. She taught high school Agricultural Education for nine years before joining the Minnesota Agriculture in the Classroom team as the Education Specialist in 2011. Sue introduces K-12 teachers to agriculture and helps them enhance classroom instruction.

Lisa Lacey is an Insurance Specialist with AgCountry Farm Credit Services in Fergus Falls and Elbow Lake. She has a BS in Agriculture Economics from ND State University. Lisa provides farms with risk mitigation tools including multi-peril, hail, and life insurance. She grew up on a hobby farm and is involved in her husband's family farm near Wendell, MN. Lisa enjoys spending time at the lake with her family and bow hunting.

Staci Martin grew up on a farm in Le Sueur County, MN and discovered her passion for agriculture through involvement in 4-H and FFA. Staci has combined her love for agriculture and politics first as a national policy advisor for the MN Farm Bureau Federation and now as the Director of Legislative Affairs for AgStar. Staci is a graduate of the University of WI-River Falls. She, her husband, and daughters reside in rural Le Sueur County.

Wanda Patsche is a hog and crop farmer from southern Minnesota where she and her husband, Chuck, have farmed for over 35 years. They have three daughters and six grandchildren. Wanda is involved in the MN Pork Board, CommonGround, Farm Bureau, MARL, and AgStar's Women in Ag Bloggers. Wanda shares her ag story at www.mnfamiliving.com and feels it is important to help bridge the disconnect between consumers and agriculture.

Thom Petersen serves as Director of Government Relations for the Minnesota Farmers Union, a position he has held since 2002. Petersen is responsible for lobbying and working with farmer-members in both Washington D.C. and St. Paul. He serves on the Board of Directors of Farmers Legal Action Group, the MN Fair Plan, MN Ag in the Classroom, and the University of Minnesota Extension Advisory Committee. He has been involved in his family's farming and ranching operation most of his life. He lives in Pine City, MN with his wife Alana and their sons Dylan and Waylon where they raise and train horses.

Deb Rath and her husband David farm corn, soybeans, and sweet corn north of Buffalo Lake, MN. They have three daughters and seven grandchildren. A graduate of Ridgewater College, Deb also has a BS in Business Administration from SMSU. Celebrating her 25th work anniversary this June, Deb is a Financial Services Officer with United FCS in Redwood and Olivia. United FCS in Olivia is celebrating the 100th Anniversary with an open house on July 19, 2016.

Lynne Reeck and Kate Wall started on their 25-acre farm as vegetable farmers in 2003 and always had goats on their minds. In 2010, they opened Singing Hills Dairy, a goat farm with farmstead cheese making facilities. Lynne direct markets goat cheese, yogurt, curds, and meat at the Fulton, Kingfield, and Mill City Farmers' Markets. Before founding Singing Hills Dairy, Lynne had an established career in the city including as a Daytime Emmy-winning producer on Newton's Apple. Nancy Reeck, Lynne's sister, provides Singing Hills Dairy with social media marketing and assists with weekend sales.

Juanita Reed-Boniface is an educational consultant and partner in Boeckenhauer Cattle, a family-owned livestock business near Laramie, WY. Juanita completed a BA from the University of Nebraska, an MA from the University of Minnesota, and postgraduate work in Adult Education and Volunteerism. Founder of the MN 4-H Ambassador program, Juanita has 30 years of experience as an adult and youth educator with NE and MN Extension. Juanita leads workshops nationwide for adult learners at many agricultural and other professional conferences.

Breia Schleuss is a leader of the food and agribusiness finance practice as a partner at Faegre Baker Daniels. She was named a Rising Star in banking by MN Super Lawyers in 2014 and 2015. Breia serves on the finance advisory committee for WomenVenture and the board of directors of the National Conference of Women's Bar Associations and MN Women Lawyers. Breia graduated among the top of her class from the University of St. Thomas School of Law and summa cum laude from St. Olaf College.

Dr. Amy Smith is an Assistant Professor of Agricultural Education at the University of Minnesota. She is also engaged in research and service efforts relevant to teacher recruitment, retention, and various aspects of agricultural education. After teaching high school agriculture in Oklahoma and Iowa, Amy completed her MS and PhD at the University of Missouri. She currently lives in Hanover, MN with her husband, Clint (Ag Ed teacher at Rockford) and their five year old son, Treynor.

Stephanie Smith is a relationship manager for CoBank Farm Credit Leasing responsible for the organization's product development. A nine-year CoBank veteran, Stephanie has held a variety of roles within the bank, with responsibilities including marketing and training, business analysis, and project management. Prior to joining CoBank, Stephanie served the leasing industry as a consultant, supporting and developing industry software. Stephanie is a graduate of SMSU.

Leigh Taylor is the Director of Talent Assessment for FCC Services where she helps cooperatives and the Farm Credit System make sound hiring decisions. Prior to FCC Services, Leigh was with CoBank, where she worked with electric cooperatives and rural telephone companies for 13 years. She holds a BS in Business from Wake Forest University and a MBA from Thunderbird School of Global Management at Arizona State University.

Edward Usset is a Grain Marketing Economist for the Center for Farm Financial Management at the University of Minnesota, the developers of FINPACK software. With colleagues at CFFM and in extension, Ed developed the award winning "Winning the Game" workshop series. He manages Commodity Challenge, an online marketing education game that uses real-time cash and futures data and teaches "Commodity Markets" at the U of M. The 2nd edition of his book, "Grain Marketing is Simple (it's just not easy)," was released in November 2015.

Emily Wilmes grew up on a dairy farm near Le Sueur, MN. Emily is a University of Minnesota Extension Educator in Livestock Production Systems for Stearns, Benton, and Morrison counties. With programming focused on dairy, beef, and farm business, her favorite topics to teach are milk quality/mastitis management, farm transfer, and farm safety. She earned her BS in Animal Science and is pursuing a Master's in Agricultural Education from the University of Minnesota. Emily and her husband, Clayton, reside in St. Cloud, MN.



Women's Agricultural Leadership Conference Agriculture 2016: ActivateHer

Breakout Sessions

Breakout 1 (11:20 a.m. – 12:10 p.m.)

Ag Policy on a National and State Level

MacMillan Auditorium

Get informed on national agricultural policy and state issues prior to the 2016 elections. Moderated by Sarah Domink, Amber Hanson and Thom Petersen will provide insight on St. Paul and Washington D.C. including buffers, Clean Water Act, crop insurance, Farm Bill, GMO labels, immigration, taxes, trade, and transportation.

Amber Hanson, Associate Director of Public Policy, Minnesota Farm Bureau
Thom Petersen, Director of Government Relations, Minnesota Farmers Union
Moderator - Sarah Domink, Executive Director, MAELC

How to Hire the Right Person, Not Just a Warm Body

Azalea Classroom

From the CEO to the receptionist, agribusiness companies face increasing retirement and the need to hire for positions that may not have turned over in decades. We will discuss the pros and cons of different recruiting methods as well as characteristics needed for success.

Leigh Taylor, Director of Talent Assessment, FCC Services

The Five Common Mistakes in Grain Marketing

Teaching Classroom (TWO SESSIONS OFFERED)

Sponsored by Minnesota Soybean Research and Promotion Council

Explore a different approach to grain marketing. Ed identifies common mistakes in grain marketing, such as the reluctance towards pre-harvest marketing and holding grain in storage too long. Discover that great marketing is not predicting prices, but eliminating mistakes in our everyday decisions to create solid grain marketing plans.

Ed Usset, Grain Marketing Economist, University of Minnesota Center for Farm Financial Management

Small Farm Business Feature: Singing Hills Dairy

Snyder Classroom 1

Learn about Singing Hills Dairy and discuss challenges that small producers face. Beginning in 2010, Singing Hills Dairy, a farmstead dairy and cheese production facility in Nerstrand, makes fresh goat's milk cheese and sells it at local farmer's markets. Each season, they produce five to seven thousand pounds of chevre, cheese curds, feta, farmer cheese, and yogurt.

Lynne Reeck, Owner, Singing Hills Dairy
Nancy Reeck, Marketing & Sales, Singing Hills Dairy

Team Building

Snyder Classroom 2

Understand and identify basic principles of teamwork and stages of team development. Juanita will draw on her experience working with volunteers and professional staff in a variety of settings to share practical strategies and tools to help build the "ideal team."

Juanita Reed-Boniface, Educational Consultant and Partner, Boeckenhauer Cattle

Breakout 2 (1:40 p.m. – 2:30 p.m.)

Women in Farm Credit – Celebrating 100 Years

MacMillan Auditorium

Farm Credit has supported rural communities and agriculture with reliable and consistent credit for the past 100 years. Farm Credit organizations are member-owned cooperatives and have a deep understanding of agriculture. Women have played a key role in Farm Credit from client support roles to executive leaders. This session will highlight four of the Farm Credit organizations that serve farmers and rural communities in Minnesota.

Lisa Lacey, Insurance Specialist, AgCountry Farm Credit Services
Staci Martin, Director of Legislative Affairs, AgStar Financial Services
Deb Rath, VP Financial Services, United FCS
Moderator - Stephanie Smith, Relationship Manager – Leasing, CoBank/Farm Credit Leasing

Agricultural Adventures in K-12 Classrooms

Azalea Classroom

Discover hands-on activities that can help ALL learners grow in their agricultural awareness and appreciation. FREE educational resources focusing on agricultural literacy will be shared, including our new Ag Ventures lessons. These fast and fun lessons are designed to be led by agricultural producers, professionals, and advocates.

Sue Knott, Education Specialist, Minnesota Ag in the Classroom

The Five Common Mistakes in Grain Marketing

Teaching Classroom (TWO SESSIONS OFFERED)

Sponsored by Minnesota Soybean Research and Promotion Council

Dassel-Cokato FFA Chapter International Adventure: South Africa

Snyder Classroom 1

Sponsored by CHS

Dassel-Cokato FFA students traveled to South Africa this past August and will share their experience learning about the difference in agricultural practices and cultures. This groundbreaking trip to South Africa in the summer of 2015 was the first international experience offered at Dassel-Cokato schools and has led to the introduction of a Guatemala trip and the continuation of the South Africa program into the summer of 2017.

Kaede Kay Bergquist, Alicia Johnson, Lydia Meredith, and Melissa Moy,
Dassel-Cokato FFA Chapter Members

Starting the Farm Transfer Process

Snyder Classroom 2

Farm transfer can be a complicated process, and many farms do not make a plan for that reason. Learn about the first four steps in the process: start the conversation, conduct a financial analysis, set goals, and see an attorney. These four steps will help participants feel more at ease with the farm transfer process.

Emily Wilmes, Extension Educator - Livestock, University of Minnesota Extension

Breakout 3 (2:55 p.m. – 3:45 p.m.)

Blogging 101 - Tips and Tricks for a Successful Blog

Azalea Classroom

Wondering how to get started blogging? What about photos and videos? What happens when you get writers block? In this session, Wanda Patsche and Sara Hewitt will cover tips and tricks for successful blogging. They will cover blogging platforms, programs you can use, and share why it is important to tell your story.

Sara Hewitt, Project Coordinator, Southern MN Center of Agriculture and Crop Farmer/
Blogger, hewittfarmsinc.wordpress.com
Wanda Patsche, Hog and Crop Farmer/Blogger, mnfarmliving.com

Using Drones in Agriculture and the Proposed FAA Regulations

Teaching Classroom

What are drones and how are they being used in agricultural settings? What are the proposed FAA regulations and how will they impact people and the use of drones? Participants will learn how interested parties may participate in the rulemaking process going on before the FAA.

Sarah Jewell, Associate Attorney, Reichert Wenner PA

Habitudes – Habits and Attitudes About Money and Spending

Snyder Classroom 1

Habits are hard to change. This workshop will help participants understand their habits and attitudes about money and spending. Amy will lead important conversations about lifestyle, values and finances that will provide insight on the opportunities and challenges for each habitude style.

Amy Durand, Manager-AgStar EDGE, AgStar Financial Services and Minnesota State Coordinator, Annie's Project

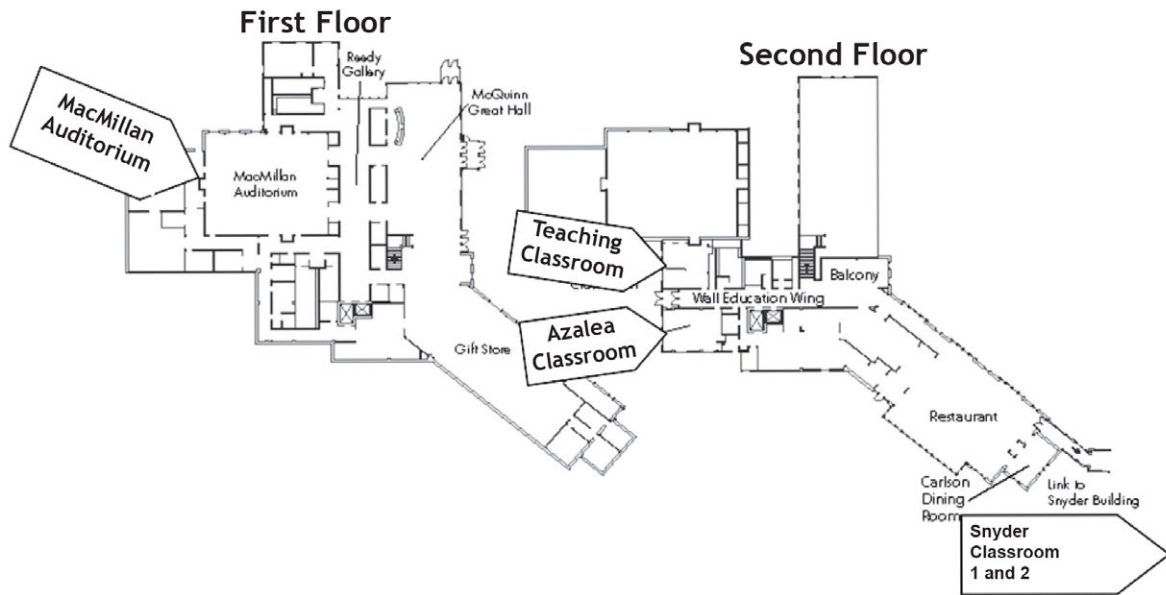


Thank you to Minnesota Agri-Women for support and coordination of this event.

Women's Agricultural Leadership Conference Agriculture 2016: ActivateHer

ACTIVATEHER | MAPS & SPONSORS

MINNESOTA LANDSCAPE ARBORETUM | OSWALD VISITOR CENTER



Like the Women's Agricultural Leadership page on Facebook



Tweet Using #WALC16 on Twitter

Visit our website: www.womensagleadership.org

THANK YOU TO OUR MAJOR SPONSORSHIP PARTNERS



KEY SPONSORSHIP PARTNERS



SPONSORSHIP PARTNERS



2016 AGRICULTURAL LEADERSHIP CONFERENCE SPONSORS

Agricultural Computing and Consulting
 AgStar Financial Services
 American Agri-Women
 Boeckenhauer Cattle
 CHS
 CoBank
 District 11 Agri-Women
 Doris Mold Agricultural Consulting
 Farm Credit Leasing
 Farm Fresh Designs
 Fresh Flower Designs
 Minnesota Agri-Women
 Minnesota CattleWomen
 Minnesota Corn Growers Association
 Minnesota Department of Agriculture

Minnesota Farm Bureau Foundation
 Minnesota Farmers Union
 Minnesota Soybean Research and Promotion Council
 Minnesota State Fair
 United FCS
 University of MN Collegiate Agri-Women
 Upper Midwest Agricultural Safety and Health Center
 Southern MN Center of Agriculture
 Sunrise Agricultural Associates, LLC
 Waddell and Reed

A big thank you to our speakers and volunteers!

Plants donated by Gertens Greenhouses and Garden Center.

This program was designed and printed in-house by South Central College Students.