

Celebrating 19 Years

Women's Agricultural Leadership Conference
**Agriculture 2017:
Embracing Innovation**

The Minnesota Landscape Arboretum
3675 Arboretum Drive | Chaska, Minnesota



CONFERENCE SCHEDULE
WEDNESDAY, APRIL 12, 2017

8:00 a.m.	Registration and Networking
8:45 a.m.	Welcome Welcome - Wendy Bauman, Minnesota State FFA Secretary Emcee - Emily Wilmes, Extension Educator, University of Minnesota Extension
9:00 a.m.	Keynote Panel - Innovation from Farm to Fork Panelists: Natasha Mortenson, Community Relations and Education, Riverview LLP; Dr. Amy Kircher, Director, Food Protection and Defense Institute; Tami Bredeson, President, Carlos Creek Winery
9:40 a.m.	Roundtable Discussion by Conference Participants
10:00 a.m.	Report Back by Tables
10:10 a.m.	Wrap Up Discussion
10:10 a.m. - 10:25 a.m.	Break
10:30 a.m. - 11:15 a.m.	Embracing Innovation Mini Sessions SEE SEPARATE HANDOUT FOR LIST OF SESSIONS Find out about issues, ideas and the next big thing on a wide range of 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.
11:20 a.m. - 12:10 p.m.	Breakout Session I
12:15 p.m. - 1:10 p.m.	Lunch Greeting - Doris Mold, President, American Agri-Women; AgDay 365 Remarks - Dave Frederickson, Minnesota Commissioner of Agriculture 15th 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
2:55 p.m. - 3:45 p.m.	Breakout Session III
3:50 p.m.	Depart - Thank you for joining us!



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Breakout Sessions

Breakout 1 (11:20 a.m. – 12:10 p.m.)

Ag Policy from St. Paul to D.C.

MacMillan Auditorium

Become more informed on national and state agricultural policy issues. A moderated panel will provide insight on including buffers, crop insurance, farm bill, taxes, trade, transportation, and more.

Adam Birr, Executive Director/CEO, MN Corn Growers Association

Staci Martin, Director of Legislative Affairs, AgStar Financial Services

Dave Preisler, Executive Director, MN Pork

Mary Kay Delvo, Director of Membership & Development, MN Agri-Growth

Managing Change

Azalea Classroom

Change is constant, right? Do you ever have to lead your team through change? In this session, discover the research behind Change Management and how we can leverage that to become stronger, more influential leaders.

Val Velde, Regional Customer Operations Manager – Purina, Land O'Lakes

Self-development for the betterment of yourself, your industry, and your community!

Teaching Classroom

In this interactive session, learn about the Minnesota Agriculture and Rural Leadership (MARL) program, including its history and leadership curriculum. Amber Hanson will speak about how MARL has impacted her personally. Experience how MARL can improve your leadership abilities with a short exercise reflective of the program's curriculum.

Olga Reuvekamp, Executive Director, MARL

Amber Hanson, Board of Directors and MARL Class VII alumna

Drink Local! Innovating with AGRI Grants

Snyder Classroom 1

The MN Department of Agriculture anticipates awarding up to \$1 million of AGRI Value Added Grants in 2017. Learn how Value Added Grants have been a tremendous partner to local winery, Carlos Creek Winery. Winery President Tami will share her business success increasing on-sale purchases. MN Dept. of Ag Grants Administrator will also be on hand to answer AGRI Grants specific questions.

Ashley Bress, Grants Specialist, MN Dept. of Agriculture

Tamara Bredeson, President, Carlos Creek Winery

Breakout 2 (1:40 p.m. – 2:30 p.m.)

Communicating My Innovative Ideas to Others

MacMillan Auditorium

Are you people-oriented? Maybe you like to be in the middle of all the action? Perhaps you are the one always coming up with the big ideas? Are you great at execution and processes? In this interactive session, participants will complete an assessment to determine their communication style and learn about other styles of communication. Armed with this information, participants will begin to develop strategies to communicate effectively and, in turn, ensure their innovative ideas are heard by others.

Betty Berning, Extension Educator, U of MN Extension

Pauline Van Nurden, Extension Educator, U of MN Extension

Technology, Changing Crop Production

Azalea Classroom

New technology and tools are changing how farmers operate. Farmers today are able to make better decisions with more field data, statistical analysis, research insights, and expert recommendations. The world of ag technology is influencing a farmer's decisions, profitability, and sustainability. Learn about how Winfield United provides farmers the technical know-how, proprietary tools, and research-based solutions to boost performance and increase yields.

Emily Wentzel, Ag Tech Specialist, Winfield United

Brittany Ullrich, Ag Tech Operations Specialist, Winfield United

Defending Your Lunch

Teaching Classroom

Of all the critical infrastructures in the U.S., food and agriculture is of the utmost importance. You cannot opt out of eating! Unfortunately, the intentional adulteration of our food is taking place with increasing frequency. Typically, the adulteration is borne out of food fraud and the desire to make money. However, sabotage and terrorism also have resulted in adulterated foods. Dr. Kircher and Dr. van de Ligt will provide an overview of the global food and agriculture sector and its vulnerabilities. They will explain how the sector's complexity stems from the diversity of production, processing, and delivery systems.

Dr. Amy Kircher, Director, Food Protection and Defense Institute

Dr. Jennifer van de Ligt, Associate Director, Food Protection and Defense Institute

Marketing an Innovative Product

Snyder Classroom 1

In this session, the University of Minnesota National Agri-Marketing Association (NAMA) team will be presenting their 2017 proposal. Students have developed a creative marketing plan for an innovative Minnesota product, sugarbeet vodka. From defining market trends to determining promotion tactics, students have implemented all areas of promotion into their presentation. See how the team plans to market this innovative product.

Brooke Wente, President, U of MN Student NAMA Chapter

Anna Culbertson, Vice-President, U of MN Student NAMA Chapter

Rachel Coyne, U of MN Student NAMA Chapter

Madison Taylor, U of MN Student NAMA Chapter

Breakout 3 (2:55 p.m. – 3:45 p.m.)

The Armor You Need to AGvocate

MacMillan Auditorium

This interactive session will talk you through how to have tough conversations with consumers about topics relating to agriculture, while providing the information and resources to back up what you believe! Agriculture topics can be volatile, but keeping your cool and the conversation value-based and factual will help you make a true difference in others' opinions about production agriculture.

Natasha Mortenson, Community Relations and Education, Riverview LLP

Innovations in Value-Added Agriculture: Pathways to Success

Azalea Classroom

For more than a decade, AURI has recognized Minnesota businesses and small entrepreneurs who have excelled in innovation with its Ag Innovator of the Year Award. This session will highlight these winners and their pathways to success.

Jennifer Wagner-Lahr, Sr. Director of Innovations & Commercialization, AURI

Agritourism: The Next Frontier in Agriculture

Teaching Classroom

What is agritourism? Is your operation already engaged in agritourism or are you thinking about getting started to add additional income? Learn about the most current national guidance set forth by the National Association of State Public Health Veterinarians and how to apply these best practices to your operation. Agritourism comes with additional responsibilities. Get the information you need to protect your animals, visitors, and assets!

Carrie Klumb MPH, Senior Epidemiologist, MN Dept of Health/UMASH

Conference Speakers

Wendy Bauman, 2016-17 MN FFA State Secretary, grew up on a hobby farm near Kerkhoven, where she and her family grew fruits and vegetables and raised pigs, beef cattle, and laying hens. She is at the U of MN studying Agricultural Education.

Adam Birr, Executive Director/CEO, MN Corn Growers Association, joined MCGA as Research Director in 2013. Before joining MCGA, Birr worked as the Water Research Coordinator at the MN Dept of Ag. He grew up in rural Michigan. Adam earned his MS and PhD in Water Resource Sciences from the U of MN.

Betty Berning, Extension Educator, U of MN Extension, serves on the Agricultural Business Management Team out of St. Cloud. Previously, she has worked as an ag loan officer in Northwest Wisconsin, economic researcher at Penn State, and Senior Buyer at General Mills. Betty grew up on a farm near Elk River, MN. She received her BS in Ag Food Business Management from the U of MN and MS in Ag Economics from Penn State University.

Tamara Bredeson, President and Co-Owner, Carlos Creek Winery, operates the winery on 160 acres in Alexandria. Her husband Kim and their two sons operate this venture, truly making it a family affair. She currently serves on the executive board of the Minnesota Farm Winery Association and was recently appointed to the Minnesota Grown Board.

Ashley Bress, Grants Specialist, MN Dept of Agriculture, administers the WIC Farmers' Market Nutrition Programs and the implementation of Good Food Access Program. She is also responsible for several grants under the Agricultural Growth, Research, and Innovation (AGRI) program focused on assisting producers and processors with business expansion and promoting Minnesota agriculture. Previously, she worked for the USDA Food and Nutrition Service in Washington, D.C. Ashley has a Masters from The George Washington University.

Mary Kay Delvo, Director of Membership & Development, MN Agri-Growth, grew up on a diversified family farm in ND. Mary Kay has been with AgriGrowth since 2014. Prior, she worked at the U of MN in CFANS and as the U of MN Alumni Association's Director of Advocacy/Public Policy. Mary Kay has her own business, INspiring SIGHT, where she puts a new lens on decision-making. She has a Master of Liberal Studies degree from the U of MN, a BS in Social Work, and a BA in Public Relations from the UND.

Amber Hanson, Board of Directors and MARL Class VIII alumna, is Director of Public Policy for Minnesota Farm Bureau, working on issues related to agriculture and rural America. Amber grew up on a corn and soybean farm in Mower County. She has BA from Gustavus Adolphus College and is working on her Master's in Public Policy from Northwestern.

Dr. Amy Kircher, Director, Food Protection and Defense Institute, is also an Assistant Professor in the College of Veterinary Medicine at the U of MN. She leads research dedicated to protecting the food system. Dr. Kircher has an extensive background in Homeland Security Defense, supporting operations and response during national disasters. She completed her Doctorate in Public Health at the U of North Carolina.

Carrie Klumb MPH, Senior Epidemiologist, MN Dept of Health Zoonotic Diseases Unit, also works as a coordinator for the Upper Midwest Agricultural Safety and Health Center (UMASH) at the U of MN. This work focuses on surveillance of zoonotic diseases in agricultural workers, their families, and others exposed to agricultural settings. Carrie coordinates MDH's annual Healthy Fairs and Agritourism Workshops and other animal contact outreach efforts. She received her MPH from the U of MN in Environmental Health.

Staci Martin, Director of Legislative Affairs, AgStar Financial Services, grew up on a farm in Le Sueur County, MN. Staci combined her love for agriculture and politics first through a past role at the MN Farm Bureau as a national policy advisor and presently at AgStar where she oversees legislative strategy development, engagement, and day-to-day activities. Staci is a graduate of the UW-River Falls. She, her husband, and young daughters reside near the farm where she grew up.

Natasha Mortenson, Community Relations and Education, Riverview LLP, grew up on a small crop farm in West Central Minnesota. Currently, Natasha lives in rural Swift County, with her husband Matt and two children. Natasha taught agricultural education for 14 years and now is in classrooms working with Riverview LLP. She trains employees, students, and adults in agriculture groups to AGvocate and share their stories.

Dave Preisler, Executive Director, MN Pork, is serving his twenty-first year as Executive Director of the MN Pork Producers Association (MPPA) and MN Pork Board (MPB). Dave advocates for pork producers and educates public policy makers, as well as other audiences, on pork production and its value. His legislative work takes place at the local, state, and national levels. He also oversees the management of educational, promotional, and research programs. He graduated from NDSU and grew up on a livestock and crop farm.

Olga Reuvekamp, Executive Director, MARL, is passionate about public policy, agriculture, education, international relations, and safety in the workplace. Olga, together with her husband and family, own and operate Hilltop Dairy near Elkton, S.D. Olga serves on boards and committees, such as the AgriSafe Board of Directors, Midwest Dairy, and Central Plains Dairy Assoc. She is a passionate Rotary member, a silent soccer mom, and speaks six languages. She has a BS in Education from the Netherlands and is currently studying for an MBA at SMSU.

Brittany Ullrich, Ag Tech Operations Specialist, Winfield United a division of Land O'Lakes, works on business development and innovation of new ag technology tools within WinField United. Previously, she was an agronomist with Central Plains Ag Services. Brittany earned her BS in Ag Economics and currently pursuing an MBA from NDSU.

University of Minnesota National Agri-Marketing Association (NAMA) Student Team: Brooke Wente, President, U of MN NAMA, is a senior studying Agricultural Education and Strategic Communications. Annie Culbertson, Vice-President, U of MN NAMA, is a senior studying Agricultural Communications and Marketing. Madison Taylor is a junior studying Ag Education. Rachel Coyne is a freshman studying Animal Science and Agricultural Communications and Marketing.

Dr. Jennifer van de Ligt, Associate Director, Food Protection and Defense Institute, assists coordinating a research consortium of experts dedicated to protecting the food system through research and education. Previously, Jennifer was a Scientific & Regulatory Affairs Associate Director at Cargill. Jennifer completed her Ph.D. in Nutrition from the U of KY.

Pauline Van Nurden, Extension Educator, U of MN Extension serves on the Agricultural Business Management Team out of Willmar, MN. She brings diverse experiences to her role including high school ag teacher, farm business management instructor, and ag lender at a community bank in Southern Minnesota. Pauline grew up on a farm and received her BS from the U of MN.

Val Velde, Regional Customer Operations Manager – Purina, Land O'Lakes, has spent 13 years in Customer Service management supporting domestic and international teams with experience in people management, organizational development, and change leadership. She serves on the Board of Directors for the MN FFA Foundation and National Parliamentarian for AAW. Val believes developing others, coaching, and managing talent are cornerstones of successful organizations as an engaged workforce is a profitable work force.

Jennifer Wagner-Lahr, Senior Director of Innovations & Commercialization, AURI, oversees projects in partnership with AURI staff members, commodity groups, state and federal agencies, and other stakeholders that advance the development of value-added agricultural products within MN. Previously, she was Executive Director of Global Outreach, Inc. She and her husband run a farm and have three children. Jennifer received her BS in Applied Economics from the U of MN and Masters from Humboldt Universität zu Berlin, Germany.

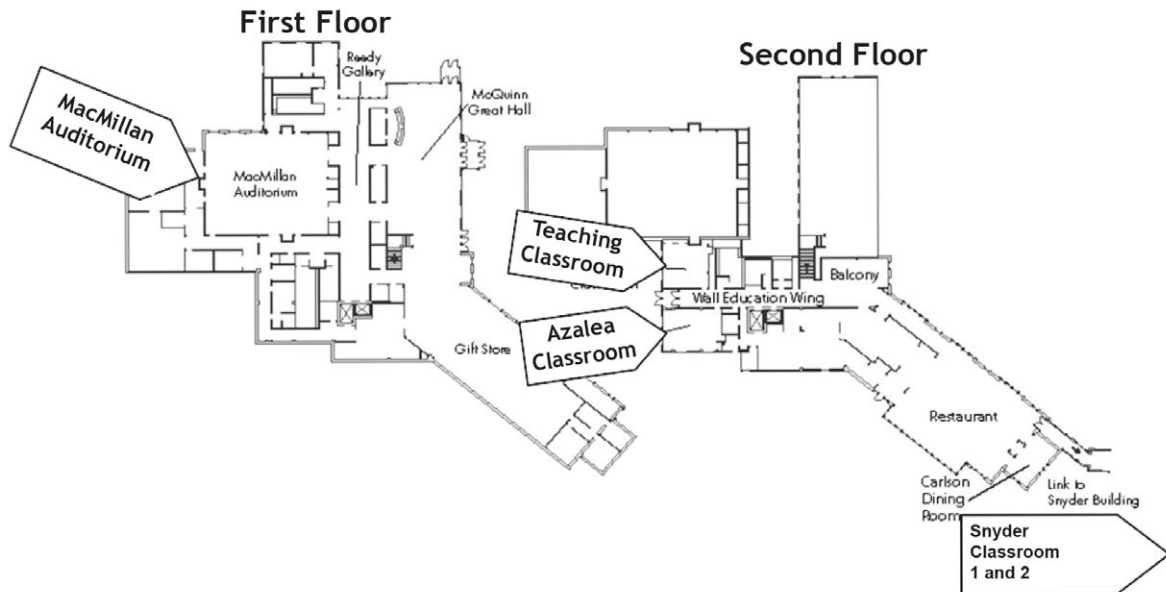
Emily Wentzel, Ag Tech Specialist, Winfield United a division of Land O'Lakes, helps retail sellers and growers engage in ag technology to make more informed agronomic decisions and sustainably optimize field inputs and yields. She grew up involved in agriculture near Murdock, MN. Emily earned her BS in Ag Economics from NDSU.

Emily Wilmes, Extension Educator - Livestock, U of MN Extension, grew up on her family's dairy farm near Le Sueur. She works in Stearns, Benton, and Morrison counties. Her programming focuses on dairy, beef, and farm business topics, and her favorite topics to work with are milk quality/mastitis management and farm safety. She earned her BS in Animal Science and currently is pursuing a Masters from the U of MN. Emily resides in Cold Spring with her husband, Clayton.



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