

2010
*Wisconsin Ag
Women's Summit*



March 5-7

Grand Geneva Resort & Spa, Lake Geneva



2010 Summit Schedule

Friday, March 5

10:00 a.m. WFBF Women's Committee Meeting - Geneva Bay Board Room

1:00 - 5:00 p.m. Registration & Auction Items - Permanent Registration Desk

1:00 - 5:00 p.m. Hospitality Room & Taste of District 1 - Newport Executive - 3120

3:00 - 7:00 p.m. Women's Expo - Evergreen 1

3:00 p.m. Hotel Check-In

7:00 - 8:30 p.m. Welcome Dinner - Evergreen 2 & 3

8:30 - 9:30 p.m. Opening Program - Evergreen 2 & 3

Welcome: WFBF Women's Committee Chair

Greetings: Dave Daniels, District 1 WFBF Board Member

Keynote: Bill Bruins, WFBF President

9:30 p.m. Evening - Free Time

Saturday, March 6

8:00 a.m. Breakfast - Evergreen 2 & 3

9:00 - 3:00 p.m. Women's Expo - Evergreen 1

9:00 & 10:10 a.m. Breakouts

Galewood B: Telling Agriculture's Story - Darlene Arneson

Galewood C: Women's Family Wellness - Barbara Mosley

Galewood D: Gathering Circles - Mary Bub

**11:30 a.m. Luncheon - Evergreen 2 & 3
1:00 & 2:10 p.m. Breakouts**

Galewood B: Championing Agriculture - Michele Payn-Knoper

Galewood C: Heart of the Farm - Women in Agriculture - Jenny Vanderlin & Joy Kirkpatrick

Galewood D: Share Shop - Social Networking/Communication - Jane Mueller and Rosie Lisowe

3:15 - 4:15 p.m. District Meetings

4:30 - 5:30 p.m. Free Time - Spa & Resort Facilities

6:30 - 10:00 p.m. Banquet Dinner - Evergreen 2 & 3

Entertainment - Nath & Marnie Dresser: Some Kind of Sign

Sunday, March 7

8:30 - 9:00 a.m. Morning Devotional Service - Wilma Robinson

9:00 a.m. Breakfast - Evergreen 2 & 3

10:00 - 11:20 a.m. Keynote Speaker: Michele Payn-Knoper

11:20 - 11:30 a.m. Closing Session/Adjourn



Summit Presenters

Keynote Speakers:

Women and the Future of Agriculture:

Bill Bruins - WFBF President

American agriculture will be asked to feed an ever growing world population. Women will continue to play increasingly important roles at all levels to meet the needs of a hungry world and our growing agriculture industry.

Celebrating Agriculture: Michele

Payn-Knoper - Professional Speaker

Michele helps dispel myths and uphold truths about the value of the agrifood business, as she empowers audience members to share their unique agriculture celebration with others.

Workshops:

Telling Agriculture's Story: Darlene

Arneson - Ag in the Classroom

Coordinator

We live in a time when the average American is at least 2-3 generations removed from the farm. This interactive workshop will explore activities, resources, programs, organized events, and other outreach we can use to tell agriculture's story to children, adults and the non-farm public!

Healthy Women - Healthy Families:

Barbara Mosley, RN - Public Health Nurse

This presentation will focus on actions that women of all ages can take to promote their own health and that of their loved ones through preventative measures, finding health resources, and addressing obstacles.

Gathering Circles: Mary Bub -

Wisconsin Rural Women's Initiative

This unique and safe circle process promotes the development of personal skills and cultivates the total wellness of women. The ultimate goal is wholeness and transformation to effect systemic change within local and world communities.

Championing Agriculture: Michele

Payn-Knoper - Professional Speaker

Frustrated by the way the media portrays agriculture? Michele's program gives you easy to remember steps for championing the agrifood business. Learn how to proactively fight back by 1) Speaking the same language as your target audience, 2) Understanding your audience's hot buttons, 3) Connecting

agriculture through building bridges, and 4) Developing a personal action plan.

Heart of the Farm - Women in Agriculture: Jenny Vanderlin & Joy Kirkpatrick - Center For Dairy Profitability

Women in Agriculture (HOF) began providing risk management education and networking opportunities to Wisconsin farm women in 2002. Since then HOF has held over 30 one-day conferences and reached over 800 women. In addition, HOF provides spin-off workshops to address specific requests of participants. This session will provide an overview of the statistics gathered from the six years of HOF evaluations, sample teaching outlines and ice-breakers as methods to facilitate networking.

Social Media Networking: Jane Mueller & Rosie Lisowe - WFBF Women's Committee

Communicating agriculture's message in today's world requires being able to create connections with those inside and outside of agriculture. This presentation will provide instruction on using social media, creating your own network, and provide some hands on experience.

Register for the 2010 Wisconsin Ag Women's Summit

**Room reservations
must be made by
February 5.**

You must make your own reservations with the Grand Geneva Resort at (800) 558-3417. Be sure to request the Wisconsin Ag Women's Summit room block.
www.grandgeneva.com

The following rate is set for the conference based on single or multiple occupancy: \$99/night for standard deluxe room. Plus a \$6 Campus Fee, and all rooms are subject to 8.5% sales and room tax.

Name(s): _____

County _____

E-Mail _____

Address _____

City _____ Zip _____

Phone _____

Full Weekend: _____ \$150 each

(Includes 5 meals, conference speakers, entertainment, refreshment breaks, conference workshops, and registration materials)

Day Only Registration:

Friday Welcome Dinner _____ \$50 each

Saturday with Lunch & Dinner _____ \$100 each

Sunday with Breakfast _____ \$40 each

****If you have special dietary needs, please contact Dale Beaty at 608-828-5714.**

Total Enclosed \$ _____

Return with payment by February 5, 2010. Please add \$20 each for registrations postmarked after February 5. Make checks payable to WFBF.

Mail to WFBF, Wisconsin Ag Women's Summit, Dale Beaty, P.O. Box 5550, Madison, WI 53705

Event number 991021

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