

Kansas Farm Bureau
State Promotion and Education Committee Meeting
November 17, 2011 / KFB Private Dining / Manhattan KS

In attendance: **Debbie Kueser**, District Two; **Dean Lorenz**, District Four; **Joanne Filinger**, District Five; **Doug Zillinger**, District Six; **Derek Zongker**, District Seven; **Debbie Jury**, District Eight and **Bill Luebbers**, District Nine.

2012 committee members present: **Donna Ashcraft**, District One; **Jodi Helwig**, District Three; **Connie Cox-Dorf**, District Five; **Sharon Hiss**, District Seven and **Jim Sipes**, KFB Board Advisor.

KFB staff: **Holly Higgins**, **John Shostak**, **Meagan Cramer**, **Matt McCabe** and **Serita Blankenship** were also present.

Unable to attend: **Sarah Sexton-Bowser**, District One; **Shelia Lampe**, District Two; **Shawna Blanka**, District Ten and **Angie Sutton**, KFB Staff.

TOPIC	DISCUSSION	ACTION/FOLLOW-UP
Call to Order	Chair Derek Zongker called the meeting to order at 6:50 p.m.	
Meeting Minutes	Committee members reviewed minutes from the August meeting.	<i>Doug Zillinger moved to approve the minutes as written. The motion was seconded by Dean Lorenz and unanimously approved by the committee.</i>
	Reports	
Chair	Derek Zongker ♦ Discussed the Annual Meeting workshop and encouraged everyone to attend. ♦ Promoted the Be Ag-Wise workshop series.	
Board Advisor	Jim Sipes ♦ Spoke of his concern about the Farm Bill and cuts expected from the Super Committee. ♦ Mentioned regulations such as the proposed Child Labor Law and duplicate regulations on spraying. ♦ Updated the committee on the Ogallala Aquifer situation. ♦ Spoke about 2012 re-districting that will cause us to lose even more rural votes. ♦ Mentioned tax policy the Governor plans to implement (such as reducing state income tax to 3%). ♦ Briefly discussed the school finance issue. ♦ Noted several upcoming changes on the KFB Board.	
Staff	Serita Blankenship ♦ Gave an overview of materials in the meeting packet. ♦ Reminded committee members to turn in their pictures and bios for the web page. ♦ Asked everyone to check the committee roster for errors. John Shostak ♦ Had a conference call with sub-committee members about consumer education. ♦ Updated the committee about the 2012 ad campaign which focuses on the fact that if agriculture suffers in this state so does everything that depends on that tax revenue stream. Megan Cramer ♦ Updated committee members on the US Farmer's & Rancher's Alliance of which KFB is now an	If you haven't already, please submit your bio and photo to Serita for the committee's webpage.

	<p>affiliate. She also shared a newsletter which contained a link to receive it electronically.</p> <p>Holly Higgins</p> <ul style="list-style-type: none"> ◆ Reminded the committee about a NBAF discussion on Friday, November 18, at 8:30 a.m. ◆ Mentioned there are video cameras available committee members may check-out. ◆ Discussed <i>Kansas Farm Bureau's Literacy Day, Teacher Appreciation Week</i> and <i>Teacher Appreciation Day</i>. Holly noted that Do-It-Yourself programs are being created for these events. This committee will be asked to review these DIY programs prior to them being promoted. 	
Nat'l P & E Conference	<p>Doug Zillinger, Meagan Cramer and Holly Higgins attended the <i>National Promotion and Education Conference</i> in Boise, ID. They each indicated they learned a lot and that the <i>Kailey's Ag Adventure</i> series was well received. They discussed the <i>Where's the Food Without the Farmer (WTF)</i> effort whose focus is on the 18-25 year old misinformed person. Doug brought up the fact that you can Google organizations that support agriculture and Farm Bureau doesn't come up in the first seven pages. This will be discussed further in subcommittees and will be on the agenda of our next meeting. Doug pointed out that the KFB website is business oriented, as opposed to consumer oriented. Deb Jury wondered why the Iowa Hawkeyes have <i>I love Farmers</i> on their helmets and K-State doesn't?</p>	<p>Visit Ilovethefarmers.org for more information about the WTF effort.</p>
Annual Meeting Workshop	<p>The committee sponsored workshop <i>Animal Agriculture Advocacy</i> will be held on Friday morning. KFB staffer Mike Matson and state committee members Derek Zongker and Doug Zillinger will present. Meagan Cramer shared an outline of the workshop with committee members.</p>	<p>Follow-up: This workshop was well received and had standing room only.</p>
Sub-committee Reports	<p>Committee members meet briefly with their subcommittees. Their reports follow:</p> <p><u>Ag Education</u> - (Doug Zillinger, Derek Zongker and Sharon Hiss) offered their services assisting with Be Ag-Wise workshops. Derek is interested in seeing if the accurate ag series books qualify as Accelerated Reading books. We need to find someone who can read it, make up a test and get it approved. Sharon shared Barton County's notebook of lesson plans with the committee and indicated she is willing to share these resources.</p> <p><u>Consumer Education</u>: John Shostak invited Donna Ashcraft to the studio to witness editing of the commercials. Discussed making agriculture relevant to young people by utilizing our collegiate members. We could sponsor a video contest among Farm Bureau collegiate groups. There might be KFB Foundation funds available and KFB staff could edit, etc.</p> <p><u>Member Benefits</u> – no report</p> <p><u>Member Relations</u> – no report</p> <p><u>Membership Marketing</u> – Dean Lorenz updated the committee on Sedgwick County's agent training. So far, they've had four training sessions to educate them about Farm Bureau.</p>	<p>Let Holly Higgins know if you would like to help with the Be Ag-Wise workshops.</p> <p>Holly Higgins and Meagan Cramer will research accelerated reading options.</p> <p>Holly Higgins, John Shostak and Debbie Hargrave will meet to discuss the details.</p>
Thank You!	<p>Presented retiring committee members tokens of appreciation.</p>	
Adjourn	<p>The meeting adjourned at 8:45 p.m.</p>	<p>Bill Luebbers moved to adjourn the meeting. The motion was seconded by Debbie Jury and unanimously approved by the committee.</p>