



KANSAS FARM BUREAU®
The Voice of Agriculture®

2020 KFB COUNTY PRESIDENTS CONFERENCE

TUESDAY, FEBRUARY 4

- 3:30 p.m. **Optional KSU Beef Stocker Unit Tour** (4330 Marlatt Ave, Manhattan)
Dale Blasi, KSU Animal Science & Industry
- 5:00 p.m. **Optional K-State Sports Facility Tour** (*Bill Snyder Family Stadium West Stadium Center – 2201 Kimball Ave, Manhattan*)
Use Gate 5 on Kimball Avenue to enter the stadium parking lot, park near the Bill Snyder statue and enter the stadium through Gate B.
- 5:30 p.m. **Registration & Networking Reception**, *West Stadium Center, Level 4*
Cash Bar
- 6:30 p.m. **Presidents Appreciation Dinner**, *West Stadium Center, Level 4*
- Welcome by Rich Felts, President of Kansas Farm Bureau
 - Invocation by George Pretz, KFB District 2 Board Member
 - Dinner
 - Leadership Lessons from the Booth with Wyatt Thompson
Senior Director of Sportscasting and Voice of the Wildcats, K-State Sports
- Sponsored by
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FARM BUREAU
FINANCIAL SERVICES

WEDNESDAY, FEBRUARY 5

KSU ALUMNI CENTER | 1720 ANDERSON AVENUE, MANHATTAN

- 8:00-9:00 a.m. **Vision 2020: Unpacking the KFB Strategic Plan**, *Banquet Room BC (First Floor)*
Terry Holdren, KFB CEO & General Counsel
- 9:00-9:45 a.m. **KFB's Political Advocacy**, *Banquet Room BC (First Floor)*
Mike Matson, Director of Industry Affairs & Development
Electing friends of Farm Bureau has never been more important. Learn your role in KFB's grassroots-driven political advocacy process.
- 9:45-10:00 a.m. **Break**
- 10:00-10:50 a.m. **Breakout Sessions**
- **Effective & Efficient: Best Practices for a Well-Run Board Meeting**
Nadine Sigle & John Forshee (K-State Research & Extension)
Purple Pride Conference Room (Third Floor)
 - **Stronger Together: Working with Your Local Farm Bureau Agent**
Valerie Krier (FBFS Agency Manager) and Leigh Ann Maurath (KFB District 10 Administrator)
Lecture Room (Third Floor)
 - **Understanding Generational Differences & Using them to Your Advantage**
Jordan Henry (American Farm Bureau)
Tadtman Board Room (Second Floor)
- 11:00-11:50 a.m. **Breakout Sessions** (Repeat Previous Breakout Sessions)

- 12:00-1:30 p.m. **Lunch and General Session, Banquet Room BC (First Floor)**
- Invocation by Steve McCloud, KFB District 4 Board Member
 - Lunch
 - A Legacy of Leadership: A panel of Farm Bureau leaders look back at where they found success, how they grew and what has mattered most in their career of leadership and service.
Panelists: Edie Dahlsten, Gary Doane and Jerry McReynolds
Moderator: Dale Maneth, KFB District 8 Administrator
- 1:45 p.m. **Breakout Sessions**
- **Developing an Entrepreneurial Mindset to Make Your County and Farm Thrive**
Panelists: Matt Jaeger (EGE Products & Jaeger Farms); Trent McKeeman (HitchPin); Jason West (Genzada); Moderator: Wendee Grady (Kansas Farm Bureau)
Purple Pride Conference Room (Third Floor)
 - **Finding Common Ground: Ag Leaders Sharing Across Commodity Lines**
Panelists: Dennis Hupe (KS Soybean Assoc.); Jesse McCurry (KS Grain Sorghum & KS Ag Alliance President); Dan Meyerhoff (KS Assoc. of Conservation Districts); Moderator: Rhonda McCurry (KFB District 4 Administrator)
Lecture Room (Third Floor)
 - **Recalibrating for Regional Success: How Leaders Come Together to Find Ways for Everyone to Win**
Tina Khan, Launch LLC
Tadtman Board Room (Second Floor)
- 3:00 p.m. **Roundtables for County Success, Banquet Room BC (First Floor)**
Small group conversations to share resources, strategies, tools and ideas that will impact your personal leadership capacity and overall county effectiveness.
- Ag Ed Resources for Counties (Serita Blankenship)
 - Awards for Excellence - What County Presidents Need to Know (Debbie Hargrave)
 - Conflict Resolution around the Board Table (Ron Betzen)
 - Connecting with Consumers (Meagan Cramer)
 - County Boards & Political Campaigns: Dos and Don'ts (Mike Matson)
 - New Strategies for County Annual Meetings (and other activities) (Cory Saunders)
 - Reviving Your County Board (Matt McCabe)
 - Rural Health Association Questions & Activity Ideas (Erin Petersilie)
 - Why People Volunteer (Pam Dankenbring)
 - Working with Local Government (Rhonda McCurry)
- 4:00 p.m. **FB Talks, Banquet Room BC (First Floor)**
- FB: United by Brand & Mission – Terry Holdren & Michelle Hubert
 - KFB Accounting: Why it Matters to County Leaders – Julie Schurle
 - County Farm Bureau Management & Resource Guide – Carol Sherley-Days
 - KFB Health Plans & Kansas Rural Health Association Update – Erin Petersilie
 - Best Practices for Grassroots Policy – Nancy Brown
- 5:00 p.m. **Closing Remarks, Banquet Room BC (First Floor)**
Terry Holdren, KFB CEO & General Counsel
- 5:15 p.m. **Adjourn**