



## Workshops

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**11:00**

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### Konza A

**Title:** Crop Insurance 101

**Description:** This workshop will break down the important components of having a risk management plan and provide an overview of the basics of crop insurance and livestock insurance. Kasey will also review the various options available to help you establish a safety net to protect your income stream each year.

**Speaker:** Kasey Engel, Farm Bureau Financial Services

### Konza B

**Title:** Medicare Basics

**Description:** Medicare is all about making the right decisions at the right time. This session will cover how Medicare works and what it covers when it comes time to use the coverage.

**Speaker:** Erin Petersilie, Kansas Farm Bureau Health Plans

### Konza C

**Title:** Local Voices, Statewide Impact: VOTE FBF's Winning Formula

**Description:** Join us for a workshop designed to spotlight the tools, strategies and success stories driving member and county engagement in Kansas Farm Bureau's Political Action Committee, VOTE FBF, that can get endorsed candidates elected in 2026. We'll share firsthand examples of how strategic political engagement has strengthened local efforts and advanced the mission of county Farm Bureaus and VOTE FBF.

**Speaker:** Panel Discussion



## Kaw Nation/Big Basin

**Title:** Remaining Relevant in a Changing World: Trends and Opportunities

**Description:** From the Make America Healthy Again (MAHA) movement to the communications revolution, it's a new world. How do we maintain trust and support for agriculture amid rapid change? American Farm Bureau Federation Vice President for Communications Terri Moore will provide insight into trends, public perceptions and successful engagement strategies for every farmer, rancher and rural advocate.

**Speaker:** Terri Moore, American Farm Bureau Federation

## McDowell/Tuttle

**Title:** Changing Hands

**Description:** This session will provide education and resources for farm families planning to transition the farm to the next generation. In addition to basic estate and business succession strategies, the speaker will cover recent legislative updates and the buy-sell concepts often utilized by farm families. If your farm may be changing hands in the next five, 10 or 15 years, this session is one you won't want to miss.

**Speakers:** Farm Bureau Financial Services

## Alcove

**Title:** Let's Talk About Mental Health

**Description:** In this workshop, three dynamic voices will share their unique perspectives while offering practical tools, personal stories and meaningful support to help farm families face the challenges of rural life with strength, resilience and a deeper sense of connection.

Janna brings firsthand experience in ag finance, USDA service and community advocacy. She offers practical insights into managing stress and complexity on the farm.

Sarah shares strategies from her work building regional partnerships to expand behavioral health access and reduce stigma in agricultural communities.

Thomas uses storytelling and lived experience to foster honest conversations around mental health in rural life.

**Speakers:** Janna Splitter, Splitter Farms  
Sarah Gideon, Health Innovations Network of Kansas  
Thomas Eisenbarth, GROUNDED



## Tradeshow

**Title:** Benefit Partner Workshop: Grainger

**Description:** Last year our Farm Bureau members in Kansas saved nearly \$158,000 on Grainger purchases! Join Senior Manager Jim Bullock for this workshop to learn more about the 1.5 million products in Grainger's inventory. Jim will show how Grainger can provide real savings for you as a member and highlight the key discount categories in our Farm Bureau program. You'll also learn about free fast delivery options and how to create a Grainger account to access Farm Bureau discounts.

**Speakers:** Jim Bullock



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**1:30**

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### Konza A

**Title:** Ag at the Table: Engaging Local Decision-Makers

**Description:** Decisions made at the county level — by commissions, zoning boards and city councils — can have lasting impacts on agriculture. This workshop emphasizes the critical need for farmers and ranchers to actively participate in local discussions that shape land use, infrastructure and rural development decisions. Attendees will hear from a panel of experienced leaders on how local engagement can defend agricultural interests and foster stronger community relationships.

**Speakers:** Panel Discussion

### Konza B

**Title:** Kansas Animal Health Update

**Description:** This workshop will provide an overview and update from the Kansas Animal Health Division covering current events, status of Kansas animal health issues as well as disease response and preparedness activities.

**Speaker:** Dr. Justin Smith, Kansas Department of Agriculture

### Konza C

**Title:** Informed by Data, Inspired by People: The ID3A Approach

**Description:** Explore how interdisciplinary collaboration and emerging digital technologies are reshaping agriculture and environmental decision-making. In this session, representatives from the Kansas State University Institute for Digital Agriculture and Advanced Analytics (ID3A) will share how tools like sensors, robotics, artificial intelligence and data visualization systems are being used to support timely, informed decisions. Attendees will gain insights into ID3A's approach to training future producers and researchers, and how these innovations contribute to solving critical challenges in food, water, energy and sustainability — locally and globally.

**Speaker:** Ajay Sharda and Rebecca Dale, KSU's Institute for Digital Agriculture and Advanced Analytics (ID3A)



## Kaw Nation/Big Basin

**Title:** Cultivating New Opportunities in Agriculture

**Description:** Kansas agriculture is evolving and so are the ways producers connect with consumers, diversify income and build resilient operations. In this workshop, three innovative businesses will share how they're tapping into emerging opportunities across the state. Angela will explore the growing world of agritourism, showing how farm experiences can build community, educate the public and create new revenue streams. Clara will dive into the power of direct-to-consumer marketing, offering insights on how producers can build loyal customer bases and increase margins by selling straight from the farm. Kim will highlight the potential of high-value specialty crops including her family's journey into gourmet popcorn production and what it takes to stand out in niche markets. Whether you're looking to expand your farm's offerings, build new revenue streams, connect more deeply with consumers or explore new crops, this session will spark ideas and provide practical takeaways to help you grow beyond conventional agriculture.

**Speakers:** Angela Dake, Hidden Hill Farms  
Kim Baldwin, Papa Baldy's  
Clara Mull, Mull Beef

## McDowell/Tuttle

**Title:** The Energy-Water Nexus in Kansas: Challenges and Opportunities

**Description:** Water and energy are the foundation of Kansas agriculture and smart long-term planning is key to protecting both. This workshop introduces scenario analysis, a tool that helps producers and planners prepare for future challenges by linking data and forecasting outcomes.

**Speaker:** Jay Kalbas, Kansas Geological Survey



## Alcove

**Title:** Membership Secrets - The Fear of Missing Out

**Description:** Strong membership is the backbone of every successful agricultural organization. This workshop dives into practical ways to build lasting connections by tapping into the power of FOMO (Fear of Missing Out). Together, we'll explore strategies to help members feel valued, new members feel welcomed and potential members eager to join.

- Discover creative approaches for member appreciation that go beyond "thank you."
- Explore engagement techniques to keep new members active and involved from day one.
- Learn effective recruitment ideas tailored to the agricultural community.
- Identify how to create programs, events and messaging that make membership too valuable to pass up.

This workshop will give you the tools to grow and energize your membership while strengthening the sense of belonging across your community.

**Speakers:** Jennifer Stewart and Angie Danner, Kansas Farm Bureau

## Tradeshow at 1:30 p.m.

**Title:** Benefit Partner Workshop: AirMedCare

**Description:** Join us for a short workshop to learn how an AirMedCare Network membership can protect you and your family from the high cost of emergency air transport. With coverage across more than 320 locations nationwide, you'll gain peace of mind knowing you won't face unexpected bills in the event of a medical emergency. Come find out how affordable and valuable this protection can be!

**Speakers:** Rob McBee

## Tradeshow at 2:05 p.m.

**Title:** Benefit Partner Workshop: Kansas Regenerative Medicine Center (KRMC)

**Description:** Kansas Regenerative Medicine Center (KRMC) has provided breakthrough treatments for more than 4,000 patients nationwide, earning more than a reputation as a leader in regenerative medicine. Join Dr. Andrew Pope, who will lead this workshop exploring the science behind stem cells, why the treatment only uses your own cells and how to determine if regenerative medicine could be a fit for you. In addition, Dr. Pope will discuss their new Neuropathy Center and how its focused treatments may help those suffering from neuropathy.

**Speakers:** Dr. Andrew Pope