

2021 Annual Meeting Workshop Descriptions

10:00 – 10:50 a.m.

Room: Konza A

Title: Great Plain Grassland Initiative – Combating Woody Encroachment

Description: Learn about a rancher-driven, science-informed and agency-supported effort to scale-up grassland conservation. Listen in as Cade Rensink shares his perspective on grassland threats, a vision for success and the cultural will that is transcending ranch boundaries. Doug Spencer of the Kansas Natural Resource Conservation Service will reveal the science informing the agency’s supporting role that strives to turn the shared vision into a landscape reality.

Speakers: Doug Spencer, USDA-NRCS and Cade Rensink, Kansas Rancher

Room: Konza B

Title: Wealth Management

Description: Wealth Accumulation/Transition of Wealth

Speaker: David Banning, Farm Bureau Financial Services

Room: Konza C

Title: Work Life Balance and the Influence of Mental Health

Description: Hear training examples of how to pull through difficult circumstances on the farm family and/or business. You will also learn about each other and, while realizing there’s a lot of diversity, we still have a common theme and are working toward common goals for our loved ones.

Speakers: Kyle and Tiffany Lechtenberg, NorthView Family Farms

Room: Kaw Nation / Big Basin

Title: Live Cattle Marketing Methods: A look at incentives, risk management and trade-offs

Description: This workshop will briefly summarize recent research from K-State Department of Agricultural Economics. The focus will be on how live cattle marketing and price discovery arrived at its current state; benefits and drawbacks of common marketing methods; and economic incentives that will drive future change. There will also be an update from the AFBF cattle market subcommittee.

Speakers: Brian Coffey, Kansas State University and Dan Schmidt, Kansas Farm Bureau

Room: McDowell / Tuttle

Title: Growing Business and Fighting Food Insecurity

Description: COVID-19 has highlighted both the challenges and opportunities rural communities face regarding business and food insecurity. This panel will highlight creative work happening across the state to tackle these issues with things like regional food hubs and projects funded through KFB's End Hunger campaign. Bring your questions and ideas to this interactive workshop.

Speakers: Laurie Bruce, Bruce's Bullseye Farm; Mary Mertz, Riley County Farm Bureau; Rick McNary, Shop Kansas Farms; and Pam Dankenbring and AshLee Lattner, Kansas Farm Bureau

Room: Alcove

Title: Broadening Agricultural Perspectives

Description: The inaugural class of the Casten Fellow's program brought six of Kansas Farm Bureau's most dynamic leaders together to learn how to think globally and act locally. This group tackled complex issues, built leadership and management skills, and explored cultural bias firsthand in the Baltics. Join us for an engaging conversation about the people, experiences and lessons that made the program and these leaders stronger.

Speakers: Tim Franklin, Sherman Co.; Myndi Krafft, Phillips Co.; Jacquelyne Leffler, Lyon Co.; Jackie Mundt, Pratt Co.; Tiya Tonn, Butler Co.; and Cammie Vaupel, Stafford Co.

11:00 – 11:50 a.m.

Room: Konza A

Title: Adding Recreation and Agritourism Income to Your Operation

Description: In this workshop, Kansas Farm Bureau's newest member benefit will discuss how farmers and ranchers across the country are beginning to host different types of recreation and agritourism activities on their land to generate significant profit for their operations.

Speaker: Nic De Castro, LandTrust – The Recreation Access Network

Room: Konza B

Title: Answering the Call to Public Service: Tools to Help Recruit, Train and Support Local Candidates and Officials

Description: Many communities across Kansas struggle to find local leaders to serve as county commissioners, school board members, city commissioners and volunteer civic board members. This workshop focuses on tools designed to help address this challenge. Learn about KFB's latest initiative designed to arm candidates to run successful campaigns. You'll also hear from a panel of local government officials who will share their first-hand experiences on campaigning and holding local office.

Speakers: Joel Leftwich and Brenden Wirth, Kansas Farm Bureau

Room: Konza C

Title: Know Your News

Description: In this saturated news environment, how do we manage and evaluate our news intake? Participants in this session will examine their ag and general news sources; review changes to the news environment in the last 10, 25 years; and pick up methods to fact check the news.

Speaker: Sara K. Kearns and Marisa Larson, Kansas State University

Room: Kaw Nation / Big Basin

Title: Bringing Your Products Directly to Consumers

Description: What does it take to sell your products directly to consumers? Hear from three producers who started their direct-to-consumer businesses from the ground up. They'll share lessons learned, provide tips on getting started and highlight what they've done to ensure their businesses continue to grow and thrive.

Speakers: Eric Castle, Castle Farms; Myndi Krafft, Krafft Beef; and Scotty Thellman, Juniper Hill Farms

Room: McDowell / Tuttle

Title: The Fertilizer Situation and Cropping Decisions in 2022/23

Description: This workshop will focus on providing the latest on the fertilizer situation and how it might impact farmers this spring and beyond.

Speakers: Mark Nelson, Kansas Farm Bureau and Troy Walker, MKC

Room: Alcove

Title: Making Difficult Conversations Less Difficult

Description: Difficult conversations occur when the stakes are high, emotions run strong or opinions vary. Whether dealing with an underperforming employee, disagreeing with a family member, negotiating a deal for equipment, or developing a succession plan for our operation, we attempt — or avoid — these complicated conversations on a regular basis, oftentimes leaving the conversations more frustrated than when we began. Hear from the latest Leadership KFB classes on their tips and tactics for engaging in these tough conversations with less stress and more success.

Speakers: Emily Kerschen, Sedgwick Co.; Tobin Mettling, Graham Co.; Christa Milton, Stafford Co.; Jeannie Traskowsky, Dickinson Co.; Nick Weibert, Dickinson Co.; Garrett Holaday, Jackson Co.; Jenny Goering, McPherson Co.; Merlyn Entz, Marion Co.; Levi Clubine, Montgomery Co.; and Mike Beying, Osage Co.

1:30 – 2:20 p.m.

Room: Konza A

Title: Defining Soil Health and Making it Profitable

Description: A panel of Kansas Soil Health Alliance members will share their experiences in incorporating soil health principles on their farms and ranches. The conversation will include insights on improvements they have seen in their soils and how those changes have led to increased profitability. You'll also hear a brief update on the Kansas Soil Health Alliance's mission, objectives and current projects.

Speakers: Jennifer Simmelink, Kansas Soil Health Alliance; Lucinda Stuenkel; Nick Guetterman; Michael Thompson

Room: Konza B

Title: Medicare 101

Description: Medicare is all about making the right decisions at the right time. This workshop will provide foundational information for what Medicare is and isn't. Participants will leave with the tools needed to make informed decisions.

Speaker: Erin Petersilie, KFB Health Plans

Room: Konza C

Title: Protect, Preserve and Plan Through Change

Description: Change is something we can count on. While we can't always control it, we can anticipate it and plan for it. Over time, wear and tear of everyday chores, repeating the same action over and over, the natural process of aging, or a health condition can affect our bodies and our ability to work. Through Kansas AgrAbility, this workshop will provide ideas on how to protect and preserve what you have and plan for change related to your health and wellbeing.

Speakers: Tawnie Larson, Kansas AgrAbility Project

Room: Kaw Nation / Big Basin

Title: 2022 Crops Outlook

Description: Hear some of the latest market insights and analysis of crop markets as we wrap up the 2021 season and prepare for 2022.

Speaker: Shelby Myers, American Farm Bureau Federation

Room: McDowell / Tuttle

Title: Charcuteries: A Holiday Food Fest

Description: One of the hottest culinary trends right now, charcuterie is an easy and festive way to entertain guests. Chef Alli will share expert tips and a full step-by-step charcuterie assembly that will make your holiday guests swoon. Learn how you can level-up that boring meat and cheese tray. Recipes, fun and complete demo provided.

Speaker: Chef Alli, Chef Alli's Inc.

Room: Alcove

Title: Engaging Your Board for Success

Description: Has your county Farm Bureau board involvement become stagnant? Join us for this session to discuss some of the challenges and possible solutions to generating more engagement from members in your county.

Speaker: Edie Doane, Kansas Farm Bureau

2:45 p.m.

Room: Wareham

Title: Advocacy and Lobby Team Update

Description: KFB's advocacy and lobby team will provide an update of policy and politics from 2021 and a look forward to 2022.

Speakers: KFB Advocacy and Lobby Team