
2020



Extension
MIDWEST WOMEN IN
AGRICULTURE CONFERENCE

February 19-20

**Horizon Convention Center
Muncie, IN**

www.extension.purdue.edu/WIA



Mission Statement:

The mission of the Midwest Women in Agriculture Conference is to meet the needs of women in agriculture by addressing the personal, family, and farm issues that affect their lives, their families, and their farm business.

Schedule of Events & Dinner/Lodging Information



Events

TUESDAY, FEBRUARY 18 - PRE-CONFERENCE

(all times are Eastern Standard Time)

9:30 am	Registration for Pre-Conference
10:00 am	Pre-Conference Session: *Becoming the Employer of Choice
5:30 p.m.	Dinner with the Purdue Women in Ag Team

WEDNESDAY, FEBRUARY 19 - DAY 1

(all times are Eastern Standard Time)

9:00 am - 10:15 am	Registration
10:15 am	Welcome
10:30 am – 11:45 am	Session 1 (Attend One: 1A* / 1B* / 1C* / 1D*)
Noon - 12:45 pm	Lunch
12:45 pm - 1:30 pm	WIA Award Winners Panel
1:45 pm - 3:00 pm	Session 2 (Attend One: 2A* / 2B* / 2C* / 2D*)
3:00 pm - 3:30 pm	Break
3:30 pm - 4:45 pm	Session 3 (Attend One: 3A* / 3B* / 3C* / 3D*)
4:00 pm - 6:30 pm	Young Ladies in Agriculture Forum
4:45 pm - 6:30 pm	Check-in / Free Time
5:00 pm - 6:15 pm	Optional Bonus Sessions
6:30 pm	Dinner and Inspiration

(IN State FFA Officer)

THURSDAY, FEBRUARY 20 - DAY 2

(all times are Eastern Standard Time)

7:45 am - 8:15 am	Registration & Breakfast
8:15 am - 9:15 am	Opening General Session— <i>Farmer Brown on Family Business</i>
9:15 am - 9:30 am	Beverage Break
9:30 am - 10:45 am	Session 4 (Attend One: 4A* / 4B* / 4C* / 4D*)
10:45 am - 11:15 am	Break and Check-out
11:15 am - 12:30 pm	Session 5 (Attend One: 5A* / 5B* / 5C* / 5D*)
12:30 pm - 2:00 pm	Lunch & Networking
2:00 pm - 3:00 pm	Cap Note Speaker
3:00 pm	Closing Comments

It is the policy of the Purdue University Cooperative Extension Service that all persons have equal opportunity and access to its educational programs, services, activities, and facilities without regard to race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability or status as a veteran. Purdue University is an Affirmative Action institution. This material may be available in alternative formats.

*see pages 5-6 for descriptions of each topic

Tuesday Dinner

Everyone is welcome to join the Women in Ag Team for great food and friendship on Tuesday evening. Final plans will be sent to those of you who plan to join us. We just ask you to please indicate your intent on your registration form. Plan to meet in the hotel lobby at 5:30 pm.



Lodging Information

Courtyard Muncie at
Horizon Convention Center
601 South High Street
Muncie, IN 47305

Phone: (765) 287-8550

puext.in/WIAgConfHotel

Reservations: Call the hotel to make a reservation under the group Midwest Women in Agriculture. The group rate of \$94/night, single or double occupancy is available until

February 1, 2020



Our Keynote Speakers

Wednesday Lunch Session—2019 Purdue Extension Women in Ag Award Winners Panel



Natasha Cox
Leadership Award Winner

The 2019 Purdue Women in Agriculture Award Winners—Natasha Cox and Bec Wicker will share their experiences, leadership lessons and stories about their successes in agriculture. Their advice and vision will inspire all farm women engaged in the pursuit of making the agriculture industry the best place to be.



Bec Wicker
Achievement Award Winner

Wednesday Evening Session

Join us for a special message from the Indiana State FFA Officer Team. We will learn more about the team and be inspired by these young agricultural leaders who serve as Indiana FFA youth ambassadors. They speak all over the state during their one year term as a state officer. In addition to speaking, they also present and teach leadership conferences during the year.

Thursday Morning & Capnote Sessions Featuring Jolene Brown Farmer Brown on Family Business™

Jolene's been called agriculture's version of Dr. Phil. Her 30+ years of working with farm families have taught her valuable lessons of what works...and what doesn't. In this insightful and fun-filled session, she'll address the most frequently asked family business questions and share five behaviors of successful legacy businesses. You will learn that it requires intentional work to make a good family business even better!

Harvest the Humor: A Celebration of Life on the Farm

In this joy-filled tribute to those of us living and working on the farm, you'll find yourself laughing and commiserating with your friends and neighbors. Together we'll discover that juggling farm life with a smile can save your sanity—and your marriage. Get ready for real life lessons learned as we deal with breakdowns and parts runs, family in-laws and farm priorities, money and communication (or lack of it!). Most of all, you'll leave with big smiles on your faces and mighty glad that your farm roots run deep. It's time to celebrate!



Jolene Brown

Jolene Brown is a walking-talking spokesperson and champion for the people of agriculture. She's a farmer in Eastern Iowa, contributor to *Successful Farming* magazine's popular family business column, author of two great books and recent inductee in to the prestigious CPAE Speaker Hall of Fame. Her worldwide audiences appreciate her fun-filled spirit and valuable information. She's on a mission to share leading-edge best practices, appreciation, laughter and celebration to increase productivity, profitability and peace of mind.



**February 18**
Horizon Convention Center**Registration: 9:30—10:00 a.m.**
Program: 10:00 a.m.—4:30 p.m.

Registration Fee:
\$40/person with conference registration
\$75/person for BTEC program only

Becoming the Employer of Choice is geared for current and future farm managers/owners looking to improve their human resource management skills. The program includes hands-on activities to engage managers to increase management awareness and ability. Interactive sessions aim to build skills in a wide variety of human resource management topics important to farm businesses. Learn from other farmers and managers to take home effective and practical approaches to human resource management on farms and business.

Program Objectives:

- Learn how different leadership styles are used on the farm and in business
- Reduce mis-hires and turnover through hiring best practices
- Learn about organizational culture and how it affects employee motivation and engagement
- Identify keys to creating a motivating environment on the farm or in your business
- Learn how to effectively communicate expectations to employees
- Develop skills to provide more effective feedback
- Learn methods for addressing and working through conflict

Program Modules & Highlights:**From Managers to Leaders**

- Review the role of leadership in Human Resource Management

Hiring the Right People

- Have the tools needed to reduce mis-hires and turnover

The Farm Business Culture

- Learn about organizational culture & how it affects employee motivation & engagement

Strategic Leadership & On-Boarding

- Learn about on-boarding practices and training opportunities

Developing a Motivated Workforce

- Identifying the keys to a motivating environment

Keeping Good Employees: Reviews & Feedback

- Learn how to provide constructive feedback to employees & about performance reviews

Managing Conflict

- Learn about basic methods to work through conflict

Wednesday Sessions 1, 2, & 3: Topics



Breakout sessions

Session 1: Wednesday, February 19, 10:30 a.m. – 11:45 a.m.

1A: Your Financial Roadmap to Succession (*Ed Farris & Krista Pullen, Purdue Extension Succession Planning Team*)

Whether you're the senior generation or the junior generation, this session will open your eyes to some of the financial considerations that should be taken into account when developing a succession plan. To cap off this session, participants will be guided through an activity to develop a roadmap to passing down their business entity to the next generation.

1B: The Clock is Ticking on Your 2018 Farm Bill Decision (*Jenna Nees, Purdue Extension Educator, Putnam County*)

Do you know when the deadline is for making your 2018 Farm Bill decisions? The clock is ticking on getting your decision made with less than a month before the deadline left. Find out what your options are and how to evaluate those options during this session featuring the University of Illinois Farm Doc 2018 Farm Bill What If Tool.

1C: Dollars & Sense: How We Mis-think Money and How to Spend Smarter (*Annetta Jones, Purdue Extension Educator Porter County & MaryAnn Lienhart-Cross, Purdue Extension Educator Elkhart County*)

Money management is a life challenge. Our irrational behavior often interferes with our best intentions when it comes to managing our finances. This program will explore a wide range of topics, from how the brain is wired to spend not save and how we are marketed to. We will look at the unconscious fears and desires driving our worst financial instincts and how to improve our money habits.

1D: Cooking Under Pressure (*Abigail Creigh, Purdue Extension Educator Noble County*)

The new Electric Programmable Pressure Cookers (EPPC) are popular appliances in home kitchens. This small kitchen appliance is a versatile multi-cooker that can cook fast & healthy meals, is safe & easy to use, and is environmentally friendly. If you would like to learn about the EPPC's features, benefits, and how to safely operate...as perhaps, you are considering a purchase OR you have one, but have not taken it out of the box – then this class is for you!

Session 2: Wednesday, February 19, 1:45 p.m. – 3:00 p.m.

2A: Farming for the Future (*Farm Credit Mid-America*)

During this session Farm Credit Mid-America staff and partners will walk you through current industry trends, building in a component of technology, structure, and last but not least financial strategies to help your farm and agribusiness grow into the future. Don't miss this exciting opportunity to join this interactive session that will help guide you into the future.



2B: Serving Agriculture Beyond the Farm (*Hannah Vorsilak, Indiana Soybean Alliance & Indiana Corn Marketing Council Panel Moderator*)

Join this panel to learn the importance of stepping up into leadership roles and why women's voices need to be heard.



2C: Hemp as a New Crop (*Marguerite Bolt, Purdue Extension Hemp Specialist, Jamie Petty, Midwest Hemp Council Executive Director - Industry Development, & Kacee Bohle, Regional Sales Manager / Hemp Rep*)

Beginning with the 2014 Farm Bill, many states began growing industrial hemp for food, fuel and fiber. In December 2018, hemp was removed from Schedule 1, opening up the real potential for hemp as a diversified income stream for farmers. Learn more about hemp as a new crop and things you should know before you grow.

2D: Compassion Fatigue: How to be Empathetic but not Carry the Weight (*Angela Sorg, Purdue Extension Educator DeKalb County*)

Stress occurs everyday on some level. Some stress can be positive as it alerts us to larger issues and/or potential dangers. Other stress can be negative and coupled with maladaptive coping skills, we can find ourselves sick, hurt, and overwhelmed. Most of us think of stress as intrinsic, meaning how stress affects us personally. However, we do not typically think of how extrinsic stress affects us, meaning the stress of another person. If you are typically a caretaker and you are "the one" most of your family, spouse, friends, and co-workers talk to about their own stress, you are at an increased risk of compassion fatigue. This session will discuss stress, the makeup of a caretaker, compassion fatigue, and ways to cope with compassion fatigue.

Session 3: Wednesday, February 19, 3:30 p.m. -4:45 p.m.

3A: Business Plan 2.0 (*Lynn Lambert & Mikki Goetz, Lambert & Lanoue LLC*)

Overcome the current economic situation in the agricultural sector with confidence. We want to set you on the right path revamping your current Business Plan to the new world that we are operating in. Business Plan 2.0 will be focused on looking at your cash flows, evaluating budgets, and knowing when to develop alternative plans should current events change.

3B: Drone Use in Agriculture (*Mark Carter, Purdue Extension Precision Agriculture Educator*)

Drones are becoming more common place in agriculture with a shift to a digital age. Producers are managing inputs and outputs more carefully in tight economic markets. By using drones on the farm, producers can respond to crop threats faster and more efficiently. I will be demonstrating how producers can use the technology to streamline their crop scouting, livestock management, and reduce input cost.



Wednesday Session 3—Bonus Sessions & Thursday Sessions 4 & 5: Topics

3C: Hydroponics for Home Growers (*Dr. Krishna Nemali, Purdue Extension*) Hydroponics is a method of growing vegetables in water enriched with oxygen and nutrients. The method has several advantages: custom systems that are easy to work can be built, crops can be produced indoors, reduced water and fertilizer requirement to grow crops, year-round production (and income), produce foods locally that are fresh, pesticide-free and safe, ability to produce variety of foods, and reduced environmental pollution. In my extension program, I am working with several clientele including beginner farmers, schools, special interest groups and small-scale growers to setup affordable and custom made hydroponic systems. I train my clientele in various scientific and technological aspects related to hydroponic production. During this presentation, I will provide an overview of hydroponic production to beginners. In addition, I will discuss economics of producing leafy greens using hydroponics. Lastly, I will explain how to build a simple hydroponic system for home growers.

3D: Livestock Ownership: Is It Right for You? (*Elysia Rodgers, Purdue Extension Educator DeKalb County*)

Diversifying a farming operation is always a big decision, and deciding to add livestock is no exception. Join Elysia as she goes over some of the questions you need to ask yourself including: Which species you want, living arrangements, marketing decisions, management and health care, and budgeting.

Bonus Session: Wednesday, February 19, 5:00 p.m. – 6:15 p.m.

BA: Fashion On and Off The Farm (*LuAnn Smoot & Jan Smoot, Delaware County Farm Wives, Owners, Operators & Sister-In-Laws*) Join us for a style show showcasing the latest fashions on and off the farm. Fashions for all ages, shapes, and sizes will be featured from local retailers and boutiques.

Session 4: Thursday, February 20, 9:30 a.m. – 10:45 a.m.

4A: Wills, Trusts, and LLC Basics: Your Questions Answered (*Jeff Washburn, Sharpnack Bigley Stroh & Washburn LLP*) As you go through different life stages, you will need a variety of tools to help prepare you for the future. This presentation will walk you through the different “tools” you may need. Some of the “tools” in your toolbox include a will, power of attorney, a trust, and more.

4B: Putting It into Perspective: Animal Welfare and Animal Rights Explained (*Dr. Marisa Erasmus, Purdue Extension Animal Well-Being Specialist*) The world out there is full of information, some good, some bad, and everyone has opinions, especially when it comes to animal agriculture. In this session, participants will learn how animal rights is different from animal welfare and why this matters in their everyday lives. Participants will also explore and discuss hot button issues in animal agriculture. Finally, participants will examine views and scientific advances influencing public perceptions and animal agriculture.

4C: Turn Passion Into Cash (*Amanda Baird, Diane Russell, Joyce Acuti*)

Join 3 Entrepreneurs as they explain how they took an interest they or their families had and turned it into a legitimate business. Amanda Baird helps her husband's family manage Groomsville Popcorn, started in 2014 and now offer several flavors of popped popcorn as well as unpopped kernals. Diane Russell started raising sheep “a long time ago when, at age 3, she was given a pair of orphan lambs. Those two ewes grew into a small flock, and a 10 year 4-H project. Over the years the Russell's flock has fluctuated from 8 to 170 ewes. In 2009, their son, Jeremy, started direct marketing meat from the flock through farmer's markets. Dragonfly Whispers Bath Works began as a project for Joyce Acuti to provide homemade bath products for her kids and grandchildren. Joyce now features handcrafted artisan goat milk soap, Essential Oil Balms, Butters, Bath Bombs, Shower Steamers, Soy Melts and more!

4D: Weathering the Storm: How to Cultivate a Productive Mindset (*Elysia Rodgers, Purdue Extension Educator DeKalb County & Mary Rodenhuis, Purdue Extension Educator Franklin County*) This workshop is designed to help farmers and their families understand the signs and symptoms of chronic stress, to build skills in recognizing and responding to mental health concerns in themselves and others, know where to go for more help and resources. It includes resources about how to handle stress for a more productive mindset on the farm.

Session 5: Thursday, February 20, 11:15 a.m. – 12:30 p.m.

5A: The Importance of Forages in Your Nutrition Program (*Dr. Keith Johnson, Purdue Extension Forage Specialist*)

Forages are needed in livestock diets to help balance what your animals are consuming. With hard production years, like in 2019, this session will walk through the importance of learning how to take and read a forage sample and why forages need to be supplemented with other items with a year like this has been.

5B: A Handshake is Not Enough: Improving Tenant Landlord Relationships (*Jenna Nees, Purdue Extension Educator, Putnam County*)

Farm Lease agreements can be complex legal documents, but they don't have to be. This presentation will discuss the types of leases in Indiana, ways to improve tenant landlord relationships, and how to incorporate conservation into a land lease.

Session 5: Thursday, February 20, 11:15 a.m. – 12:30 p.m.

5C: Dare to Lead (Tanya Hall, Purdue Extension Regional Community Development Educator & Patty Keating, Purdue Extension Community Development Educator Porter County). Brené Brown has spent the last two decades researching courage, vulnerability, shame, and empathy. In her latest book, she applies what she has discovered to the world of work. Whether at a business location or the family farm, it is vitally important to be self-aware, recognize emotion, and have the tough conversations that lead to better relationships. Tanya and Patty have recently gone through “Dare to Lead” training and will be sharing the highlights and practical takeaways that can make you more productive in your daily life.

2020 Women in Ag Conference Planning Team

Kelly Heckaman	Nikky Witkowski
Elysia Rodgers	Denise Schroeder
Beth Vansickle	Laurynn Thieme

2020 Young Ladies in Agriculture Forum Planning Team

Ophelia Davis	Danielle Walker
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2020 Midwest Women in Agriculture Conference Registration Information Conference Fees



Cancellation Policy: If you need to cancel for any reason your registration is subject to a 12% cancellation fee plus a \$5 processing fee. Cancellations must be received by February 5th in order to receive a refund. Contact the Education Store at 765-494-6794 to cancel.

Registration for Pre Conferences, please see page 4 for details.

Pre-Conference Registration:

Becoming the Employer of Choice	\$40 with conference or \$75 for BTEC (only)
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Conference Registration:

Received before February 7, 2020	After February 7, 2020
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Both, 2/19 & 20	<input type="checkbox"/> \$125	<input type="checkbox"/> \$175
Wednesday, 2/19	<input type="checkbox"/> \$90	<input type="checkbox"/> \$125
Thursday, 2/20	<input type="checkbox"/> \$90	<input type="checkbox"/> \$125

High School/College Student fees - *These rates apply to college and high school students only.

Received before February 7, 2020	After February 7, 2020
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Both, 2/19 & 20	<input type="checkbox"/> \$75*	<input type="checkbox"/> \$125*
Wednesday, 2/19	<input type="checkbox"/> \$35*—Lunch only	<input type="checkbox"/> \$50
Wednesday, 2/19	<input type="checkbox"/> \$50*—Lunch, forum, and dinner	<input type="checkbox"/> \$65
Thursday, 2/20	<input type="checkbox"/> \$35*—Lunch only	<input type="checkbox"/> \$50

REGISTER ONLINE at: <http://www.cvent.com/d/fhqvnj>

Register by mail—complete the registration form and return by February 7

For more information, or if you need a reasonable accommodation to participate in this program, contact Kelly Heckaman at 574-372-2340, kheckaman@purdue.edu, prior to the program.

2020 Midwest Women in Agriculture Conference Registration Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

E-mail: _____

I would like to receive Women in Ag communication by email.

If you need a reasonable accommodation to participate in this program, prior to February 5th contact Kelly Heckaman, Purdue Extension - Kosciusko County, by calling 574-372-2340

I plan to attend these meals:

Tuesday Night Dining WIA Team
 Wednesday Lunch Wednesday Dinner
 Thursday Breakfast Thursday Lunch

I am participating as:

First Time Attendee
 Return Attendee
 Media—Complimentary
Representing: _____
 Sponsor - Complimentary

Special dietary needs: _____

Organization: _____

Registrations received after February 7th, including on-site registrations, cannot be guaranteed meals.

Concurrent Sessions/Topics

I plan to participate in the following (select one topic for each session):

<u>SESSIONS / TOPICS (see p. 5-8)</u>	Topic A	Topic B	Topic C	Topic D
Session 1: Wednesday, 10:30 am				
Session 2: Wednesday, 1:45 pm				
Session 3: Wednesday, 3:30 pm				
Bonus Session: Wednesday, 5:00 pm				
Session 4: Thursday, 9:30 am				
Session 5: Thursday, 11:15 am				

Conference Fees

Cancellation Policy: If you need to cancel for any reason your registration is subject to a 12% cancellation fee plus a \$5 processing fee. Cancellations must be received by February 7th in order to receive a refund. Contact the Education Store at 765-494-6794 to cancel.

Pre-Conference: Becoming the Employer of Choice— Tuesday, February 18th

With Conference Registration ____ x \$40 Without Conference Registration ____ x \$75

Please Check One:

Postmarked before **February 7, 2020** After **2/7/20**

Both, 2/19 & 20	<input type="checkbox"/> \$125	<input type="checkbox"/> \$175	High School/College Student
Wednesday, 2/20	<input type="checkbox"/> \$90	<input type="checkbox"/> \$125	Registration Fee: _____
Thursday, 2/21	<input type="checkbox"/> \$90	<input type="checkbox"/> \$125	(Please refer to fees on page 7)

Make checks payable to: Purdue University

and mail to: The Education Store
301 S 2nd Street
Lafayette, IN 47901