

GROWING TOGETHER CONFERENCE

FEBRUARY 15-17, 2019

AMWAY GRAND PLAZA HOTEL



FRIDAY, FEBRUARY 15, 2019

10:00 a.m.—Noon **Optional Training Opportunities (separate pre-registration required)**

Cottage Food Law Training

Jeannie Nichols, Senior MSU Extension Educator

Learn how to prepare and sell foods under Michigan's Cottage Food Law. This two-hour workshop combines the business and food safety aspects of preparing and selling cottage foods safely and successfully. Michigan's Cottage Food Law allows residents to prepare certain foods in home kitchens and sell them to the public. Topics include information about the law, preparing, packaging, labeling, storing and transporting cottage foods. [Click here to register](#). Cost: \$20

Dicamba Certification Training

Addie Spolyar, Bayer Chemistry Account Manager

Struggling with weed control on your farm? Interested in learning more about the new Xtend crop system? Attend this training to discover additional tips about resistance management and obtain your dicamba applicators certificate. We will cover spray requirements and record keeping to make sure you're ready for this spring! Pre-registration preferred but not required with conference registration.

11:30 a.m.—1:00 p.m. **Registration**

12:30—1:00 p.m. **Tour Bus Loading**

1:00 p.m. **Tours Depart**

Feels like home to me

Celebrate Michigan Farm Bureau's centennial by viewing agricultural artifacts at the Grand Rapids Public Museum Community Archives and Research Center. Mealtime plays a key role in any family's history and our Farm Bureau family is no different. Visit Michigan Turkey Producers to learn how this farmer-owned co-op processes turkey for any occasion. Finally, envision the future at Herman Miller's Greenhouse furniture manufacturing facility. Enjoy dinner at New Holland Brewing Company or Founders Brewing Company.

Food for the soul

As farmers and ag industry professionals, we do our part to feed the world day in and day out. Participate in a service project at Feeding America West Michigan to help put food on the tables of those in need. Stop by Meijer's headquarters to hear about their commitment to marketing Michigan raised and processed products. End with dinner at The Knickerbocker by New Holland Brewing Company.

Won't You Be My "Neigh"bor

Michigan agriculture comes in all shapes and sizes. Family Farm and Home retails supplies for the backyard gardener, the longtime farmer and 4-H and FFA students. Hear how this Michigan-based company supports rural life across the Midwest. Next up, visit a horse boarding and training facility focusing on sport horses. Finally, make a stop at Heeren Brothers Produce, a third and fourth generation produce distribution facility which works to store, package and distribute fresh Michigan produce all year long. End the day with dinner at either Atwater Brewery or Vander Mill.

Let's talk a-boat water

Head toward Muskegon to Grand Valley State University's Robert B. Annis Water Resources Institute. The research facility serves students of all ages, educating about aquatic life and studying our Great Lakes ecosystems. The facility operates two research vessels which operate in the summer months out of ports in Muskegon and Grand Haven. Hear from researchers about projects to study our lakes. Additional tour stops and dinner location coming soon!

8:30 p.m.

First Time Attendee Mixer

New to Farm Bureau? Been a member for several years but this is your first statewide conference? Mix and mingle with other first-time attendees and gain valuable tips for getting the most out of the weekend.

8:30—11:00 p.m.

Casino Night

It might not be Vegas, but try your hand at Roulette, Craps, Blackjack, or Texas Hold'em without risking your own cash. All in good fun, join in a game or watch the action while enjoying a cash bar and snacks.

SATURDAY, FEBRUARY 16, 2019

7:15 a.m.

Breakfast Buffet opens

8:00 a.m.

Breakfast program begins

Living the Dream, [Jay Hill](#), Hill Farms, New Mexico

There is so much beauty in the occupation of farming, yet so much responsibility. Jay will help you to set benchmarks and goals to achieve living the dream!

10:00 a.m.

District Meetings

Collaborate with participants from within your own district. Share ideas, plan collaborative activities and network. Not sure what district you're in? Check your name badge!

11:00 a.m.

Break

11:15 a.m.

Breakout Sessions

Boring to Bravo: Practical Public Speaking and Facilitation, Elise Stoddard,
American Farm Bureau Federation

Want to be heard above the crowd? Looking for ways to get your message out? In this interactive workshop, we'll explore tips to help you quickly organize your thoughts, and we'll explore proven strategies to use while you are in front a group to be seen as credible and confident. Leave with tangible speaking and facilitation hacks to be more successful in your personal, professional and Farm Bureau lives.

From FARM to Classroom, Michelle Blodgett, FARM Science Lab manager

Learn about the FARM Science Lab mobile lab program, how to bring it to your community, and how to engage with the school beyond the lab's visit. Explore volunteer outreach opportunities to work with your local schools from volunteering, donating, inviting them to participate in community events.

Consumer Conversations that Stick Elaine Bristol, Hannah Meyers, Sarah Pion and Tonia Ritter, MFB

We all have our hot button topics: GMO, organic, pesticides, antibiotics, hormones, natural, etc. You want to help people understand the truth, but where do you start? And, where do you send them for more information? Join us for consumer relatable messaging and learn how to – Listen, Ask Questions, Identify Common Values, Discuss and Relate.

?No Se? 10 Effective Seasonal Worker Tips, [Jay Hill](#), Chaffhaye Farm and Laura Herrygers, Great Lakes Ag Labor Services

Feel like your management techniques are lost in translation with seasonal workers? Join us for hands-on tips to ensure communication and cultural differences don't hold your operation back from peak performance.

The Dirt on Soil Health, Gary Brinkman, Coreteva

Regenerating soil health is key to achieving full soil productivity. Tune into this session for research-based management tips and techniques to improve your soil's full potential and improve your business's profitability.

Amplify your Voice: Grassroots Policy Resolutions in Action,
Sarah Black and Matt Smego

Your policy idea could be the next law passed by the Michigan Legislature or Congress! It's that simple. Have an idea you'd like to propose? Come to this session where we'll develop and write ag policy resolutions, and then vote to send on the

best ideas from the conference! Not sure how FB's policy process works? We'll cover that too...

Niche Please: Farm Finance for Non-Traditional Agriculture

Mike Niesyto, Financial Services Officer, GreenStone Farm Credit Services

Interested in adding a value-added aspect to your farm? Want to learn more about capitalizing on niche markets in your area? Don't know the nuts and bolts, dollars and cents needed to make these dreams a reality? Join us for tips, tricks and offerings for value-added, agriculture services, agritourism and other niche markets.

On Farm Security: Keeping Your Information and Property Protected

Mark E. Davidson, Weapons of Mass Destruction Coordinator, FBI

Is it time for a security check-up on your farm? What should you be doing to protect your financial information, identity and personal physical assets on your farm. You may think, I live in the country, there isn't much crime here. But, that is exactly what might make you and your business the perfect target. Join us to learn what you should be doing to protect your personal, financial and electronic property on your farm with some common sense and without spending a lot of money.

12:30 p.m.

Lunch

2:00 p.m.

Mini-Breakout Session A

These half-hour sessions will repeat in the 2:45 p.m. session.

Don't Put Me Out to Pasture: FB Life After Young Farmers

Sarah Black, Director of MFB's Public Policy and Commodity Division
Alex Schnabelrauch, Director of MFB's Center for Education and Leadership Development

From Young Farmer Leaders Conference to Discussion Meets, Young Farmer Awards to Trap Shoot, there's an assortment of opportunities for young leaders in Michigan Farm Bureau. But what happens when you add that 36th candle to your birthday cake? The party is just getting started! Join us to explore the breadth of opportunities to engage in your organization, for every interest area, age and time constraint.

Make and Takes They'll Remember

No paint, no glitter, no glue. What's left? Test out these make and take ideas to teach children at expo booths, county fairs or other short-term engagement events. These age-appropriate, simple projects will help students have a memorable learning experience with something to take home.

Food-tography 101

JD Hage, Photographer, Green Frog Photo

Looking to connect with consumers through their stomachs? Join us for hands-on tips, tricks and best practices to take dynamic food photos for blogs and social media.

Protecting Your Assets

Angela Shannon and Charlie Vickery, Farm Bureau Insurance Agents

Tune in for the top five most forgotten about, yet beneficial farm(or home) insurance coverages. Whether it's new construction, renting equipment, purchasing new or hosting an event, hear from two west Michigan Farm Bureau Insurance agents on the ways to protect your home, farm, and reduce your risk.

The Changing Landscape of Antibiotic Use in Livestock

Leah Dorman, Director of Food Integrity and Consumer Engagement, Phibro Animal Health

With the mounting concerns about antibiotic resistance and subsequent changes in regulations from both government and food processors, what does the future of antibiotic use in livestock look like? What alternatives will we have? Join Dr. Leah Dorman to peek into the future of antibiotic use in livestock, while also considering how we maintain integrity in the food system with consumers.

You're an Important Part of Farm Bureau

Becca Gulliver, MFB Saginaw Valley Regional Representative

Attention county Farm Bureau leadership! How can we as leaders serve as hosts to retain our volunteers? If you are a county board member, committee chair, project leader or are heavily involved in county project planning learn the difference between being a host and being a guest and how this translates to volunteer satisfaction.

Back to the Future: Farm Market Outlook

[Tyne Morgan](#), Host, U.S. Farm Report

As farmers plan for another year, U.S. Farm Report Host Tyne Morgan will look provide a pulse of the current commodity markets. Each week she gathers insight from various analysts on the show. She'll share that insight in order to give the whole picture of how analysts view current prices.

Flame and Fortune? Long-Term Energy Leases

Trent Hilding, Lawyer, Trent C. Hilding, PLC

Long-term energy leases sound enticing and lucrative for today's farming economy, but are they really worth the hype? Join us for key concerns on what you should include in an energy lease – solar, gas/oil, wind, etc. – and how you can make these agreements a long-term investment tool compatible to the needs and future uses of the real property assets on your farm.

2:30 p.m.

Break

2:45 p.m.

Mini-Breakout Session B

The sessions above will be repeated during this timeframe.

3:15 p.m.

Break

3:30 p.m.

Breakout Sessions

Spoons, Intros and Open Bars: Not your Grandma's Etiquette

Jasper Cunningham, MFB West Central Regional Representative

Take an interactive look at business etiquette for any setting. From dinner parties to business trips, drinking in moderation at a cash bar to conducting business on the golf course, you'll be ready to impress.

5 Fabulous Project RED Presentations

Amp up next year's Project RED. Consider innovative stations to show of the Science, Technology, Engineering and Math (STEM) of farming while speaking in age-appropriate terms about agriculture. Give your presenters a new formula to guide the organization of their short presentations. Double-check your organization and safety procedures to be sure no detail is missed for a successful event.

Stop, Collaborate and Listen: Stellar Community Partnerships

Laura Marion, Director of Ardis Missaukee District Library; Cathy McCune, Isabella County Farm Bureau, Andrea Boughton, Calhoun County Farm Bureau

Opportunities to promote an accurate understanding of agriculture are closer than you think! Join us for a discussion with three panelists who have forged unconventional partnerships to educate others about agriculture in their own communities. From library programs, an ongoing radio show to partnerships with local community groups and churches, just a little bit of effort can go a long way toward achieving mutually beneficial outcomes.

Walk this Way: Managing Employees with Clear Expectations

Jay Hill, Chaffhaye Farm

A study from Gallup discovered that half of all U.S. employees don't know what's expected of them at work. The research revealed that employees of all ages want clear expectations. Across all generations, workers who strongly agree that their boss works with them to set performance goals are nearly eight times more likely to be engaged than those whose bosses don't help define their objectives. Learn hands-on ways to set clear expectations with your employees to enhance their motivation and your results.

Farm to Flask

Nicole Ward, Forgotten Ciders, CJ Hunt, Fennville Winery and Sean Trowbridge, TopHops Farm

Thinking value-added brews, wines and ciders are in your future? Come hear from entrepreneurs who have tried their hand in this expanding area of grown local and agritourism. Learn how they have made it work through successes and set-backs and how they are staying relevant in an ever-changing environment.

MFB Download

How do I find my fit within Farm Bureau? What ways can the organization help me, my farm, or agricultural occupation? Now is your chance to do some organizational-speed dating! Move around this session to hear from other members and staff to learn about how to be involved in these organizational programs: Promotion and Education, Young Farmers, Policy Development, media outreach, and member communications.

Management Tips to Weather the Economic Downturn

Chad Zagar, Vice President Managing Director, GreenStone Farm Credit Services

In tough economic times, farmers are analyzing the return on investment of every dollar spent and decision made. There's never been a more important time to zero in on record keeping and ensure those records are utilized to make the best decisions. This session will cover record keeping secrets to help ensure your operation weathers low farm prices.

5:00 p.m.

Reception and Conversation Corrals

Share useful information about Farm Bureau programming while networking with conference participants. Have questions about a specific program? Looking to share innovative ways your county Farm Bureau has organized an event? Gather around tables with topics such as District Young Farmer events, Career Fairs, County Fair Displays, Harvest for All activities, and more!

6:00 p.m.

Evening Banquet

8:30—11:00 p.m.

DJ Trivia

Still bitter about that incorrect answer at MFB's Annual Meeting's Foundation Night Out? Grab a team of 10 or less and get ready for a rematch! From 80s TV shows to American History, categories span time and topics. Teams are given the duration of a song to get their answer ready. The team with the most correct at the end takes home bragging rights and prizes!

SUNDAY, FEBRUARY 17

7:45 a.m.

Morning Devotions

8:30 a.m.

Breakfast Buffet

9:15 a.m.

Closing Session

[Tyne Morgan](#), U.S. Farm Report Host, Farm Journal Media

U.S. Farm Report Host Tyne Morgan digs into the topics not only impacting farmers today, but the factors that could play a role on their farms in the future. As farmers and ranchers find a way to survive the economic headwinds, Tyne shares stories on how resilience reigns in agriculture, and why she's bullish agriculture 2019 and beyond.

10:30 a.m.

Depart