

## FRIDAY, FEBRUARY 24

**8:15 a.m.-1:00 p.m. Young Farmer Chair Summit** (*separate registration for YF County Chairs*), Lansing Center Governor's Room

**11:00 a.m. Registration Opens**, Radisson Main Lobby

**11:30 a.m. Collegiate Luncheon**, Radisson Regency I

**1:30 p.m. Tours Depart**, Radisson East Ottawa Street Entrance

### **From Farm to (Economic Development) Table**

Michigan's agricultural industry continues to be a major economic driver in our state's economy. A seat at your county's economic development table ensures agriculture has a voice. See how voices like yours play a part in Gratiot County's economic development agency, Greater Gratiot Development, Inc. to retain, expand and attract businesses. See how businesses like Breckenridge-based Michigan Agricultural Commodities, Inc. and Agroliquid's Brownfield Redevelopment project A in Ashley invested in the entire community thanks to ag industry partners pulling up a chair. GGDI is recognized for participating in and initiating collaborative relationships to retain, expand, and attract business and industry and to participate in activities which enhance the economic climate within the Gratiot Community

### **Pigs, Plants and Public Health**

Peek behind the curtain of some of Michigan's most innovative research and tools for animal and plant health. Visit Michigan State University Swine Farm, with a recently renovated sow barn; the Veterinary Diagnostic Laboratory, the first line of defense against foreign animal diseases, performing a million tests a year; and the MSU Plant Science Research Greenhouse Facility, serving 75 faculty and researching plant breeding, insect resistance, and plant resilience. Ending with a drive out of South Campus, where you'll roll by the many farms and fields MSU has to offer.

### **Inspiration. Innovation. Food Nation.**

Increasing food access and security for our neighbors increases our entire communities' quality of life. This tour includes a visit to Lansing's dynamic hub, Allen Neighborhood Center. From the year-round Hunter Park Garden House to the Incubator Kitchen Program, you will be surrounded by inspiration for your community. Next, experience a real-time production environment at the MSU Extension Food Processing and Innovation Center, created to support vibrant new food products, serving the needs of Michigan-based food businesses and startups.

### **School House Rock Revisited**

Spend some time in the state's most influential buildings, including the Michigan Hall of Justice and a new 40,000-square-foot underground visitor's center at the State Capitol. Round out your visit by learning more about lobbying and partner government organizations with the Michigan Farm Bureau's State Government Relations Department as they present on how you, as a farmer, can help advocate for changes to laws and regulations.

**6:00 p.m. Tours arrive at Impression 5 Science Center for tour reception with heavy appetizers**

**6:00-8:00 p.m. Evening Reception at Impression 5 Science Center**

**An Evening to Impress... or Make an Impression**

As tour goes finish up a jammed back afternoon, the evening is sure to make an impression as you meet up with all four tour groups, enjoy heavy appetizers and interact with the many hands-on exhibits inside Impression 5 Science Center located in downtown Lansing

**Friday Night Entertainment**

Enjoy the Greater Lansing nightlife like a local. Meet up with old friends and make new ones as you check out live music, taste local craft beer and wine, or catch a game on the large screen in one of the many restaurants and pubs within walking distance of the conference hotel.

## **SATURDAY, FEBRUARY 25**

**7:00 a.m. Registration Opens, Mainstreet Concourse**

**7:00—8:30 a.m. Breakfast Program, Banquet Rooms 1-6**

Join us to kick off a day of learning, networking, and recognition! Rub the sleep from your eyes and head to breakfast early to get a great seat. We're going to overview the program, introduce some key people and organizations who make this conference possible and highlight leaders of our organization for now and the future.

**8:45—9:45 a.m. District Meetings, Exhibit Hall A**

**9:45—10:15 a.m. Break for Networking and Putt-Putt Pantry Building, Exhibit Hall A**

**10:15 a.m.—11:15 a.m. First Breakout Sessions**

## **Media Training 101: Telling the Story of Agriculture, Room 101-102**

*Jon Adamy, Michigan Farm Bureau Media Relations Specialist*

You have a story to tell, and the media wants to hear it! It's crucial for farmers to talk to consumers about agriculture, and interviews with local media are a powerful tool for getting that message out. During this session, we'll work on ways to discover your own story and practice ways to confidently deliver a message that resonates in our communities.

## **Carbon and Ecosystem Service Credits Programs: Considerations for Farms, Room 103-104**

*Tess Van Gorder, Michigan Farm Bureau Conservation and Regulatory Relations Specialist*

There's a lot of buzz around carbon and ecosystem service credits programs. We'll walk through what's causing the noise around these programs, what a 'credit' is, and some considerations for you and your farm to explore before enrolling your farm in a program.

## **Develop and Strengthen Your Farm's Agritourism, Room 201**

*Young Farmer Member Panel*

Where do I start? How do we expand? Who could give me advice? These are likely questions you've asked yourself when adding agritourism into your operation. Whether you welcome one or one thousand consumers on to your farm, you will leave this session with insight from a panel of Young Farmers who have been in your shoes. Build your network with other session participants, sharing ideas, experiences, and phone numbers to keep the conversations going long after the conference ends!

## **Qualified and Hired: #LaborGoals, Room 202**

*Debra Barrett, Michigan State University Extension Senior Educator and Katie Eisenberger, Michigan Farm Bureau High School and Collegiate Programs Specialist*

Workforce ready. Labor shortage. Recruiting and retention. Whether you're the employee or the employer, these phrases are common language and critical topics used by all of us in the world of agriculture. This session will give you tools and connections to structure a quality apprenticeship or internship program for your business, while also outlining a checklist to find these quality training experiences for agricultural career seekers. You will leave prepared to confidently use the phrase "Qualified and hired!".

## **Making Financials Talk, Room 203-204**

*Barbara Dartt, Principal Consultant, Family Business Consulting Group*

“Powerful” financial records help you communicate with family and stakeholders and allow for better farm business decisions. We’ll cover the characteristics of “powerful” financials and zero in on the kinds of decisions that can be made and monitored with these records. Finally, we’ll talk about the value of advisors in your financial decision-making and how to choose and direct their assistance.

**11:30—1:00 p.m. Lunch Program, Banquet Rooms 1-6**

It takes a network and partnerships to make great things happen! Help us recognize our partners, volunteers, and future agriculturalists over lunch. Through our partnership with the Michigan Ag Council and the Michigan GROWN, Michigan GREAT brand we’re excited to bring you a short presentation regarding current consumer trends affecting agriculture.

**1:15—2:15 p.m. Second Breakout Sessions (First Round Repeats)**

**Media Training 101: Telling the Story of Agriculture, Room 101-102**

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**2:15—2:30 p.m. Break**

**2:30—3:00 p.m. Mini Breakout Sessions**

**Money Really Does Grow on Trees: Forestry Management for All Farms, Room 101-102**

*Joe Lazzari, True North Consulting Forestry & Wildlife Management*

Whether it's an acre of woods or forty, timber sales and quality forest management can benefit farms of all types. Learn more about the process and implementation of timber sales and how they can help diversify farm income and improve land management.

**Tactics for Success: Ag Labor and H2A Visas, Room 103-104**

*Laura Herrygers, Marketing Specialist and Account Manager, Great Lakes Ag Labor Services LLC*

Join this session to hear from a panel of your peers about using the H-2A visa program to secure reliable, legal, on-farm labor.

**It's Not You. It's Me. Redefining Your Membership Engagement. Room 201**

*Young Farmer Member Panel*

Do you email, text, make a farm call, and even actually call your members to participate in events, and still see little engagement? Once you join this panel-led discussion, you will understand it's less about you and more about them!

**Keepin' it real. Farm Bureau Policy that works.** *Room 202*

*Emily Reinart, Michigan Farm Bureau Grassroots Policy Outreach Specialist*

How can Michigan Farm Bureau help you solve real issues? It starts with real people, sharing real ideas. Join fellow Young Farmers to brainstorm on issues facing agriculture. Ideas fuel improvements to Michigan Farm Bureau and American Farm Bureau Federation policy and it starts with you, really.

**Farm Stress, Family Drama, and the Cycle of Frustrated Farmers: Three Steps to Overcome it Today,** *Room 203-204*

*Sarah Zastrow, Cultivate Balance*

Learn how family drama, irrational decisions, uncommunicated plans, and expectations can lead to stress and mental health issues; and more importantly learn what to do and how to change this pattern. Is farming really worth it? Whether it's family drama, lack of communication, unmet expectations, the operations itself, or a combination that causes you the most stress, the three steps discussed in this session are proven to lower stress and improve mental health across your farm. Learn how to adjust the way you think about stress, react to it, and make changes moving forward.

**Young Farmer Award Workshop,** *Room 205*

*MFB Staff*

Thinking about applying for a Young Farmer Award and don't know where to start? Have one started and need time to hone your answers? Have an FFA SAE application that you may be able to repurpose? Attend this session to work with both State Young Farmer Committee members and Michigan Farm Bureau staff who are excited to help you get your application on its way.

**3:00—3:30 p.m. Break**

**3:30—4:30 p.m. Breakout Sessions (Mini Sessions Repeat)**

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#### **4:00—6:00 p.m. Harvest for All Putt-Putt Pantry Building, *Exhibit Hall A***

Love to compete while giving back at the same time? On Saturday, Districts will be banding together to create putt-putt course to not only bring glory to their District, but also feed the food insecure in Lansing. Putt-Putt Pantry — a take on mini golf- consists on building putt-putt holes out of groceries, after which all food will be donated to Lansing-area hunger-relief efforts.

Two districts will be paired per hole. Please bring your non-perishable food items to your District meeting on Saturday morning. Items can be place, prior to breakfast, in your District's designated area within Exhibit Hall A.

Hole construction can begin after district meetings and prior to Breakout Round One at 10:15 and from 4:00 - 6:00 p.m.

The holes will be judged and played during evening entertainment on Saturday and awarded prizes for Fan Favorite, Most Challenging, Most Creative, and the Bless Your Heart award. You can also play the holes competitively as an individual or district teams for putt-putt prizes.

Rules:

- Everyone is allotted the same amount of space
- Not to exceed 4ft. tall
- All structures need to be made of or incorporate non-perishable food

#### **5:00 p.m. Reception, *Banquet Rooms 1-6***

#### **6:00 p.m. Dinner Program & Keynote Speech, *Banquet Rooms 1-6***

Keeping all the plates spinning is challenging! When juggling family, work, personal well-being, and all the other trials and challenges that life brings, how do you prioritize, manage stress and communicate effectively for the best relationships with family business, family, friends and co-workers, some of whom may be both or all three? With a dose of humor, we'll explore the benefits of finding balance in your life for a more satisfying work and



family life with keynote speakers Jay and Laura Laffoon. We will also hold a live auction benefitting the Michigan Foundation for Agriculture.

**8:30—11:00 p.m. Saturday Night Entertainment: Get Your Game On, Exhibit Hall A**

Whether you're in a competitive mood or just want to relax, join us in Exhibit Hall A at the Lansing Center for a fun night of gaming. Enjoy some snacks while tossing a ball in Fowling, challenging friends to Cornhole, playing a quick round of Euchre, or picking up a putter to try your hand at one of the Putt-Putt Pantry holes.

## SUNDAY, FEBRUARY 20

**7:30 a.m. Morning Devotions, Rooms 101-102**

**8:00 a.m. Breakfast and Closing Session, Banquet Rooms 1-6**

You'll want to digest our in-depth closing workshops on a full stomach, so join us for breakfast and some final, closing thoughts from our State Young Farmer leaders. WEAR YOUR CONFERENCE T-SHIRT on Sunday and snap some pictures with your long-held or new-found friends. After breakfast, select from one of three workshops that will take a deeper dive on topics that we can't do justice to in hour breakout sessions.

**9:15—11:00 a.m. Morning Workshops**

**Direct Marketing: A How-to Guide, Room 101-102**

*GreenStone Farm Credit Services; Farm Bureau Insurance*

Starting your own agribusiness, particularly a direct marketing venture, can be tricky. Join seasoned pros as they share all one needs to know about business planning, licensing, and insurance for new agritourism businesses.

**Regulations, Protection, and Enforcement with Ag on Roads, Room 201-202**

*Andrew Vermeesch, Michigan Farm Bureau Legislative Counsel; DOT; and Farm Bureau Insurance*

Farmers use roads every day to take their products to and from market. In this session, we take a look at the rules and regulations specific to agriculture and talk with enforcement officers to discuss trends in Michigan. In addition, experts will be here to discuss how you can protect your farm from everyday risk exposure when traveling roads.

**Managing the Circus: Steps to Creating Life Balance, Room 203-205**

*Jay and Laura Laffoon, Keynote Speakers*

You love your family. You love your work. Balancing these two loves is something we all know we need, but getting there is not easy. In this session, we discuss the necessary choices everyone can make to attain greater satisfaction at work and with family. Join us and walk away with tools to make the necessary choices....TODAY!

**11:00 a.m. Adjourn**