



Iowa Farm Bureau  
Young Farmer Conference  
February 2 & 3, 2018

The Meadows  
1 Prairie Meadows Dr.  
Altoona, IA 50009

Tentative Agenda

#IAYF18

Friday, February 2

1:00 PM Tour Check-in (Pre-registration required.)

1:30 PM **Industry Tours** depart from Hotel (See next pages for descriptions. Tours are for adults only, except Meals from the Heartland. We are unable to offer daycare during this time.)

1. ISU Biorenewable Facilities
2. Ziegler CAT Altoona Plant
3. Iowa Culinary Institute

4. John Deere Des Moines Works
5. Picket Fence Creamery
6. Meals from the Heartland

sponsored by  FARM BUREAU  
FINANCIAL SERVICES

4:30/5:00 PM Tours return

4:30 PM **Registration & Social Hour** (cash bar)  
*Iowa Food Banks food drive & fundraiser - Apparel sales*

6:00 PM Dinner

**Welcome YF Chair Laura Cunningham & IFBF President Craig Hill**

*Supervised activities for kids during evening speakers*

7:30 PM **Life is a Highway... Roll on! Katie Dilse, Inspirational Speaker**

It is hard to plan for life's bumps in the road, but Katie is here to remind you to keep an eye on your dashboard. Katie resides on a farm in North Dakota with her husband and four boys. She understands the grinds of agriculture production and the breakdowns along the way. She inspires through her experiences of overcoming obstacles and celebrating the wins. Being a business owner, wife, mother, farmer and big rig driver, Katie brings her vast life experiences to the stage. Just as her farm feeds the world, her passion for life will feed your soul.

8:30-10:00 PM **Casino Night**

You can roll the dice, bet the house or double down, all with our funny money. There's even Bingo for the tamer players. At the end of the night, cash in your winnings for raffle tickets for an array of VERY nice prizes. Everyone goes home a winner after a night of fun and games with your fellow young farmers.

8:30-10:00 PM **Family Movie Night**

Relax with your family, and other Young Farmer families with some movie popcorn and watch Despicable Me!



## Saturday, February 3

- 7:00 AM Registration & breakfast buffet
- 7:30-8:15 AM Daycare opens, kids gather for day activities
- 8:00 AM **Morning Welcome** *Governor Kim Reynolds (invited)*
- 8:30 AM **District Gatherings** *facilitated by YFAC District Representatives*  
Meet your Young Farmer Advisory Committee representatives and others from neighboring counties. Expand your personal network of young farmer friends and contacts. If it's your first time at the conference, this will help you navigate through the agenda choices.
- 9:30 AM BREAK
- 10:00 AM **Breakout Sessions** – Round 1 *See next pages for descriptions.*
- 11:15 AM **Breakout Sessions** – Round 2 *See next pages for descriptions.*
- 12:30 PM Lunch sponsored by **GROWMARK**
- 1:45 PM **Breakout Sessions** – Round 3 *See next pages for descriptions.*
- 2:45 PM BREAK
- 3:00 PM **Discussion Meet** Round 1  
*Sponsored by*  
  
**JOHN DEERE**  
Join others interested in today's critical issues for a free-wheeling discussion that helps you build communication skills, develop an understanding of important ag issues and explore how to pool knowledge to solve problems. Contestants and spectators will both learn a lot! (See back page for more information.) *Spectators encouraged at both rounds of the Discussion Meet!*
- 4:15 PM **Discussion Meet** Round 2  
*Alternatives to the Discussion Meet*
- 3:00-4:30 PM **Afternoon Session 1 – Women of Farm Families Panel**  
*Leanne Kading, Adair County, Bonnie Vos, Mahaska County and Renee Adams, Jones County*  
Women of farm families play a variety of different roles: wife, mom, tractor driver, meal deliverer, bookkeeper, professional, etc., and it can be very overwhelming. This panel of women have experienced the most stressful days, as well as the most rewarding. Listen to their stories and experiences from participating in the family operation to balancing family, farming and life.
- 3:00-4:30 PM **Afternoon Session 2 – Multi-generational Farmer Panel**  
*Tom Jackson, Mahaska County, Larry Alliger, Webster County and Stacie Euken, Cass County*  
Today our farm families have multiple generations actively involved in their operation. Each generation has experienced dynamic economic events that have led to successes and failures. Learn how different generations have overcome the tough times, prepared for the future and appreciated the successes of farming.
- 5:00 PM **Social Hour**
- 6:00 PM **Dinner** sponsored by  **Farm Credit Services of America**  
AGRICULTURE WORKS HERE. *Supervised activities for kids during evening speakers*

7:00 PM

### **Opportunities and Platforms: Overcoming Adversity** Aaron Thomas

A man whose family—and community—were shattered by a profound personal loss, Aaron Thomas is an inspiring example of courage, resilience and the very best of the human spirit. Having made it through tremendous adversity, Thomas shares the importance of living a life of passion and meaning while challenging audiences to set the goals necessary to stand out in both life and business. Thomas currently resides in Parkersburg, Iowa, and is the Principal and Head Basketball Coach at Aplington-Parkersburg High School.

8:00-10:00 PM

### **Young Farmer Fun – Farm Olympics, Networking, Cash Bar**

Roll up your sleeves, and put your game face on. It's time for the 2018 Farm Olympics! Mixed teams will churn butter, take a walk through a pasture, dress a scarecrow and more! Fun for spectators, too.



## **Breakout Sessions**

### Round 1

10:00 AM–11:00 AM

#### **A. When the Scale Tips...**

**Katie Dilse**, Inspirational Speaker and North Dakota Farmer

*A farming calendar has a big personality. Clocks don't lie. And keeping everything balanced seems impossible. It's hard to manage it all and just when you come up with a plan, life can take a crazy twist. The scale to balance farm, family and business is rarely perfect. Learn to create opportunities to change your view on the balance of life.*

#### **B. Grow Hops**

**Mark Pattison**, Founder/General Manager, Buck Creek Hops

*Interested in growing hops? Learn the information needed concerning budgeting, labor expectations, trellis designs, hop variety selection assistance for your area, hop yard supplies, as well as marketing and sales options.*

#### **C. What's for Supper?**

**Iowa Beef Industry Council**

*Schedules are hectic, and time is valuable. Learn about quick, easy meals that will get you through planning and harvest.*

#### **D. DOT Q & A**

**Capt. J. Chris Moline T454**, Training Coordinator, Iowa Department of Transportation

*Gain information about vehicle and load regulations, transportation safety on and off the farm, and more! Come prepared with your questions! CPT J. Chris Moline is here to provide answers to your specific questions.*

#### **E. Cover Crops as Forage**

**Ben Albright**, Calhoun County Farmer and **Meghan Filbert**, Livestock Coordinator, Practical Farmers of Iowa

*Learn how cover crops can offset feed expenses on cattle farms. Hear directly from a producer who uses cover crops as a forage.*

#### **F. Fresh Answers to 5 Burning Social Media Questions**

**Zach Bader**, Digital Marketing Manager, IFBF

*Which social media platforms should I use? What should I post, and how do I reach a non-farm audience to engage with consumers effectively? We'll share proven strategies and fresh insights to help you answer the 5 most common social media questions farmers ask.*

## G. Livestock Nutrition on a Budget

**David Reuber**, Beef Enterprise Consultant, Innovative Ag Services

*Margins are tight. Feed is expensive. Learn rations that can maintain the rate of gain and feed efficiency necessary to remain profitable.*

## H. Grain Marketing – A Practical Approach

**James Holz**, Greene County Farmer

*Drawing on his experience as a grain originator in addition to managing his personal marketing plan, James will provide practical advice on getting started and understanding a grain marketing plan.*

## Breakout Sessions

### Round 2

11:15 AM–12:15 PM

### A. First Aid and Safety

**Dan Neenan**, Director, National Education Center for Agricultural Safety

*Safety is a top priority on the farm but accidents still happen. Prepare yourself with knowledge and the best strategy in the event of an accident.*

### B. Financial Management Strategies for Your Farming Operation

**Angie Treptow**, Regional Vice President, Farm Credit Services of America

*Learn how your financial statements tell the strength of your operation, the meaning of the ratios, and how you can use that information to make management decisions and communicate with business partners.*

### C. Explore Livestock Opportunities

**Aaron Steele**, Co-Owner, Goats on The Go and **Scott Sibbel**, Niman Ranch Farmer, Carroll County

*Interested in non-traditional livestock operations? Learn more about owning your own targeted grazing business with Aaron. Scott will share his experience as a Niman Ranch livestock producer.*

### D. In-Law or Out-Law...You Decide!

**Rena Striegel**, President, Transition Point Business Advisors

*Managing family and farm dynamics can be a challenge for the incoming generation – especially if you are an in-law. This session will cover strategies for working and communicating with family in today's complex agricultural environment through all stages of the transition process.*

### E. Add Value to Your Business

**Justin Akers**, Regional Director, Mid Iowa Small Business Development Center

*Want to do more with your current operation? Hear from other agri-business owners about their experiences with the value-added process.*

### F. Ag in the Classroom: FarmChat

**Cindy Hall**, Education Program Manager and **Chrissy Rhodes** Education Program Coordinator, Iowa Ag Literacy Foundation

*Interested in helping young people learn about agriculture, but not sure where to start? Through hands-on activities gather ideas, resources, and easy ag-learning activities to share in your community.*

*Whether you're looking for a way to engage families at a community event, are interested in doing classroom programs or virtual fieldtrips, or want ideas to help older students learn about agriculture careers – this is the session for you!*

### G. Livestock Nutrition on a Budget (Repeated)

**David Reuber**, Beef Enterprise Consultant, Innovative Ag Services

*Margins are tight. Feed is expensive. Learn rations that can maintain the rate of gain and feed efficiency necessary to remain profitable.*

## H. Wanted: Leaders for Our Future

**Mary Foley Balvanz**, Leadership Training Manager, IFBF

*Don't sit back and hope good things happen. Get involved to help create the future you want for your farm, family and community. Learn leadership skills to make a difference, and how Farm Bureau involvement can amplify your efforts.*

## Breakout Sessions

### Round 3

1:45 PM –2:45PM

#### A. When the Scale Tips... (Repeated)

**Katie Dilse**, Inspirational Speaker and North Dakota Farmer

#### B. Financial Management Strategies for Your Farming Operation (Repeated)

**Angie Treptow**, Regional Vice President, Farm Credit Services of America

#### C. Explore Livestock Opportunities (Repeated)

**Aaron Steele**, Co-Owner, Goats on The Go and **Scott Sibbel**, Niman Ranch Farmer, Carroll County

#### D. In-Law or Out-Law... You Decide! (Repeated)

**Rena Striegel**, President, Transition Point Business Advisors

#### E. Cover Crops as Forage (Repeated)

**Ben Albright**, Calhoun County Farmer and **Meghan Filbert**, Livestock Coordinator, Practical Farmers of Iowa

#### F. Ag in the Classroom: FarmChat (Repeated)

**Cindy Hall**, Education Program Manager, Iowa Agriculture Literacy Foundation

#### G. Minimal Acre Farm Opportunities

**Ronald & Vickie Arkema**, Five Points Heritage Farm, Mahaska County and

**Darrell & Malinda Geisler**, Geisler Farms, Polk County

*Both the Arkemas and Geislars have a background of traditional agriculture, and both have moved into other types of agriculture production (beekeeping, produce, pumpkins, Christmas trees). Hear from two different operations on the highs and lows, the dos and don'ts of alternative agriculture.*

#### H. Grain Marketing – A Practical Approach (Repeated)

**James Holz**, Greene County Farmer



## Industry Tours

- 1. Iowa State University Biorenewable Facilities/Department of Agricultural and Biosystems Engineering** Ranked number one among all national universities, their mission is to “encompass a global view of the entire food production system—the wise management of natural resources in the production, processing, storage, handling, and use of food, fiber and other biological products.” Currently, ABE is researching water quality and management, engineering for economically and environmentally sound animal production systems, grain handling and food processing, and so much more! Come see what Iowa State’s ABE department is working on, and witness the new and upcoming technologies that will impact the future of agriculture.
- 2. Ziegler CAT Altoona Plant** Experience first-hand one of the largest Cat® equipment dealers in the Midwest. You’ll explore their 48-service bays and see technicians in action; discover their extensive parts inventory and distribution system; and learn about the benefits of Cat equipment that can help you maximize efficiency and lower operating costs. You’ll also hear more about the exclusive savings on the purchase of Cat equipment available to you as an Iowa Farm Bureau member. No video cameras, cell phones, open-toed shoes, or sandals allowed. Tour attendees will be provided with safety glasses. Participants working at competing companies cannot participate.
- 3. Iowa Culinary Institute** This premier culinary program located on the Ankeny Des Moines Area Community College campus currently serves 225 students. Their chefs have been educating students on the importance of good business practices and utilizing Iowa’s locally grown products. Join Chef Carey and his students as they take you on a tour of the Iowa Culinary Institute, and talk about how restaurants source food, the farm to table movement and importance of producer to chef relations!
- 4. John Deere Des Moines Works** Go behind the scenes to see how their biggest machines are brought to life in one of the most modern and efficient factories in the world. Their tour guides will take you through each stage of the manufacturing process, explaining how all the pieces come together to create these massive green machines. John Deere Des Moines Works manufactures self-propelled sprayers, cotton pickers, tillage equipment, and grain drills. No video cameras, cell phones, open-toed shoes or sandals allowed. Participants working at competing companies cannot participate.
- 5. Picket Fence Creamery** Learn about value-added agriculture, entrepreneurship and direct marketing from owners Jill and Jeff Burkhart. In 2003, the Burkharts adopted value-added agriculture when they created a Grade A bottling plant to expand their 80-acre family dairy farm. Picket Fence Creamery produces milk, cream, ice cream, cheese balls, cheese curds and farm-raised beef. Today, they sell directly to 60 stores and restaurants. Come and join Picket Fence Creamery as you learn, and taste, your way through how they got to where they are today!
- 6. Meals from the Heartland** sponsored by  Do you have a desire to help others in need? Join other young farmers to help both Iowa families and homes around the world. Take your place in the assembly line that will package thousands of meals for the hungry. Kids are welcome – if your kids are too young to pitch in, there’s a place for them to play. Closed-toed shoes required.



## Young Farmer Discussion Meet

Sponsored by



The Discussion Meet is a free-wheeling discussion of ag topics, as if you are sitting around the table discussing a problem. The Discussion Meet helps you build communication skills, develop an understanding of important ag issues and explore how to pool knowledge to solve problems. Successful participants are productive thinkers rather than emotional persuaders, help the group create ways to implement the solutions discussed, and highlight Farm Bureau's involvement in those actions.

Two of the following questions will be selected for the preliminary rounds of the 2018 Discussion Meet:

1. Trade is vital to Iowa farmers as it opens markets for commodities. Farm Bureau policy supports expanding existing markets and opening new markets. What role do farmers have in helping lawmakers and the general public understand the importance of trade to agriculture and to Iowa's economy?
2. Livestock is a vital part of Iowa's economy, specifically in rural Iowa. What can Farm Bureau do to help minimize resistance to modern livestock production and build trust and understanding around modern livestock farming? What can young farmers do? Consider:
  - Animal welfare
  - Environmental rules
  - Manure as fertilizer
  - Economic impact
3. What role should Farm Bureau play in engaging consumers and media to counter some of the myths and misunderstandings about modern agriculture? What role should young farmers play? Consider:
  - Biotechnology
  - Water quality and conservation
  - Food labeling and production
  - Animal welfare

Participants compete in two rounds, each addressing one of these questions. Three to seven young farmers participate in each room. The format is a 30 second opening statement, 25 minutes of group discussion, and a 60 second closing statement.

Contestants are judged on cooperative attitude, problem solving, delivery, problem analysis and opening and closing statements. Based on cumulative ranking, the top eight finalists (and two alternates) will be determined.

Finalists receive coaching throughout the year to prepare for the final rounds, held during the Iowa Farm Bureau Annual Meeting in December 2018. Questions for the final rounds will be selected from the five questions provided by AFBF.

Prizes are awarded to four state finalists. The winner receives a John Deere X380 Riding Lawn Mower and will advance to the AFBF Discussion Meet in January, 2019 in New Orleans, LA.



Register for the Discussion Meet at the Young Farmer Conference. Sign-up closes as 11:15 AM on Saturday. Limited to 60 participants on a first-come, first-served basis. You must be 35 years or younger as of Jan. 31, 2019 and be a regular member in good standing of your county Farm Bureau.