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# WOMEN in AGRICULTURE



Jumer's Casino & Hotel ■ Rock Island, Illinois  
**March 17, 2017**

[www.womeninagricultureconference.com](http://www.womeninagricultureconference.com)

*Everything you need to know to go*

Date: Friday, March 17, 2017

Place: Jumer's Casino & Hotel

777 Jumer's Drive  
 Rock Island, Illinois

## WOMEN in AGRICULTURE

Registration: Opens at 8:00 a.m.

Program: 8:30 a.m. to 4:00 p.m.

Dress: Business Casual

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### Getting There

**From the North:**  
 Highway 61 in Iowa, South to I-80 West. I-80 West to I-280 East and I-280 East to Hwy 92 West. Take Exit 11A toward Andalusia.

**From the South:**  
 In Illinois, travel Interstate 74 North to Moline, Illinois. From I-74, take I-280 West to 92 West. Take Exit 11A toward Andalusia.

**From the East:**  
 In Illinois, travel West on Interstate 80 to I-280 West. From I-280 West, take 92 West. Take Exit 11A toward Andalusia.

**From the West:**  
 In Iowa, travel Interstate 80 East to I-280 East. Take I-280 East to 92 West. Take Exit 11A toward Andalusia.

### Thank you to our Sponsors:



Keynote Speaker  
**JOLENE BROWN**



Presented By  
**COUNTRY FINANCIAL®**



c/o Rock Island County Farm Bureau  
 1601 52nd Ave, Suite 3  
 Moline, IL 61265

## WOMEN in AGRICULTURE

**FRIDAY, MARCH 17, 2017**

**REGISTRATION & LIGHT BREAKFAST: 8:00 A.M. — 8:30 A.M.**

**WELCOME AND COMMENTS: 8:30 A.M.**

**GENERAL SESSION: 8:45 A.M. — 10:45 A.M.**

**“If We Huff and Puff, Will We Blow Your House Down?”**

In “The Three Little Pigs”... the third one got it right! He built a solid foundation, one brick at a time to withstand the test of time. He made sure there was mortar holding it together. We need the same in a family business – a right and experienced leader, specific and realistic management tools, and a solid foundation, including legal documents, to assure peace of mind. Only then can we withstand the challenges and surprises that test or bring down a family business. Only then can we celebrate creating a profitable and productive business, worthy of transitioning to the next generation. Come and learn with Jolene Brown, grain farmer, author, family business consultant, and an internationally recognized professional speaker.



**Jolene Brown**

**BREAK: 10:45 A.M. — 11:00 A.M.**

**BREAKOUT SESSIONS: 11:00 A.M. — 11:50 A.M. (SELECT ONE)**

**Fresh and Natural Photography on the Farm**

Christy Lee, Owner

Cee Lee Communications and Photography

Yes! You can capture the fun, natural and meaningful moments of your family around the farm. Christy will provide tips and techniques that will enable you to share meaningful moments on social media and websites — and most importantly— to preserve for generations to come.

**Consumer Engagement- What is it? Why does it Matter?**

Janice Person, Online Engagement Director

Monsanto

We hear time and time again that we should be telling our story and that consumers want to hear directly from the source. But what does that look like? For a farmer who has a lot of work to do, what is it consumers are looking for? What can a farmer do to meet those needs? We will talk about the differences in perspective, backgrounds and experiences that consumers and farmers have. Hear from food & lifestyle bloggers, consumers and some of the people in agriculture who are focused on consumer outreach in order to get a good handle on the ways your story can be told in a way that grabs the attention of the consumers you are looking to reach. Come ready to listen AND engage in the dialogue!

**Playing Offense—Agriculture in the Trump Administration**

Adam Nielsen, Director of National Legislation & Policy Development

Illinois Farm Bureau

On election night, only filmmaker Michael Moore got it right. He lost the popular vote, but Donald Trump won “bigly” and the prospect of agriculture being forced to play another four years of playing defense quickly evaporated into the ether. The stars are aligned for agriculture to make big strides in the coming months, if everything goes to plan.

**LUNCH: 12:00 P.M. — 12:50 P.M.**

**BREAKOUT SESSIONS: 1:00 P.M. — 1:50 P.M. (SELECT ONE)**

**Podcast Primer**

Emily Webel, Writer

Holly Spangler, Ag Journalist

What is this podcasting thing you keep hearing about? How do you find podcasts? How do you subscribe to them? And why should you care? We’ll answer all of your podcast questions in this breakout session, plus how we started the Confessions of a Farm Wife podcast, how we produce and make it happen, where we draw the line on what to share, and the most important part of all: how to know your voice and your audience.

**Tough Questions in Tough Situations**

Jolene Brown

Uh, oh! Here they come... John Q. Public... the Media... Government Officials... Urban Friends. What will you say to their tough questions? Are your responses self-defending or public educating? During this participation session you’ll learn what makes “news” and the current hot topics for ag. You’ll explore how to “set the stage” and weave questions to bridge your key messages. The “homework process” learned applies to both personal and organizational questions. There is tremendous value in being a true professional in the midst of challenge.

**Grain Marketing Strategy and Contracting Alternatives**

Joe Camp, Risk Management Specialist

AgriVisor

We’ll discuss grain marketing principles and related contracting alternatives with an overview of recommended strategy for the year ahead.

**CLOSING ADDRESS: 2:00 P.M. — 3:30 P.M.**

**“The Balancing Act: 10 Ideas to Relieve Stress and Bring Renewal to Our Farm and Family Life”**

We balance soil fertility, feed rations, tires and our checkbooks. We overwork, overwhelm and overload ourselves. Something’s wrong with this picture! It’s time we learn 10 realistic and applicable ideas to help bring a breath of fresh air, renewal and balance to our work and family life. With valuable content, real life examples and a whole lot of fun, you, your family and the farm will be glad you did!



**Jolene Brown**

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**Thanks for attending!**