



Iowa Farm Bureau  
Young Farmer Conference  
January 27 & 28, 2017

Holiday Inn Airport  
6111 Fleur Drive  
Des Moines

Tentative Agenda



#IAYF17

Friday, January 27

- 1:00 PM Tour Check-in (Optional for those able to arrive early on Friday. Pre-registration required.)
- 1:30 PM **Industry Tours** depart from Hotel (See next pages for descriptions. Tours are for adults only. We are unable to offer daycare during this time.)
- |                                 |                                 |
|---------------------------------|---------------------------------|
| 1. Bridgestone Des Moines Plant | 4. John Deere Des Moines Plant  |
| 2. Des Moines Water Works Plant | 5. Market to Market Live Studio |
| 3. Hawkeye Breeders Service     | 6. Ziegler CAT Altoona Plant    |
- 4:30/5:00 PM Tours return
- 4:30 PM Registration & Social Hour (cash bar)  
*Iowa Food Banks food drive & fund raiser - ANF & Farm Strong stocking caps & t-shirts sales*
- 6:00 PM Dinner  
**Welcome YF Chair Jacob Handsaker & IFBF President Craig Hill**  
*Supervised activities for kids during evening speakers*
- 7:30 PM **Think. Execute. Dominate. Walter Bond, former NBA player**  
Like you, Walter Bond knows what it's like to be discounted by everyone around you. But Walter recognized a single truth that changed everything: *Peak Performers have no excuses for failure, only reasons for success.* As an average college player who was overlooked by the NBA, Walter tapped into a peak performance mindset, changed his work ethic, and found himself a professional NBA basketball player. Now Walter Bond shares stories, lessons, and motivation that spark superstars to success, moves middle players into action, and excites people to come back for more
- 8:30 PM **District Social Gatherings facilitated by YFAC District Representatives**  
Meet your Young Farmer Advisory Committee representative 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.
- 9:00 PM **Young Farmer Fun** – Bags Tournament, Networking, Cash Bar

Saturday, January 28

- 7:00 AM Registration & breakfast buffet
- 7:30-8:15 AM Daycare opens, kids gather for day activities
- 8:00 AM **Morning Welcome Secretary of Agriculture Bill Northey**
- 8:30 AM **District Business Gatherings and Legacy Planning YFAC District Representatives**  
In 2018 the Iowa Farm Bureau celebrates its 100<sup>th</sup> anniversary and we're already planning to start the *next* century. We need input from you, our future members and leaders, about your needs and the role we can play to help you build a successful future in agriculture.
- 9:30 AM BREAK

- 10:00 AM **Breakout Sessions – Round 1** See next pages for descriptions.
- 11:15 PM **Breakout Sessions – Round 2** See next pages for descriptions.
- 12:30 PM Lunch – **YF Award winners recognized** sponsored by  **Farm Credit Services of America**  
AGRICULTURE WORKS HERE..
- 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. (See back page for more information.)  
 Contestants and spectators will both learn a lot!
- 4:00 PM **Discussion Meet** Round 2 *Spectators encouraged at both rounds of the Discussion Meet!*  
 Alternatives to the Discussion Meet
- 3:00-4:30 PM **Afternoon Session 1 – Making Yourself Banker-Ready,**  
**Amanda Van Steenwyk, Farm Business Development Manager, IFBF**  
 Beyond the expense of acquiring the land and equipment, the cost of just operating a farm when starting off can be overwhelming. If you are a beginning young farmer looking for basic knowledge of how to apply for a loan, what type of information lenders are looking for and what you can do to become prepared for owning or operating an agriculture venture, this workshop will introduce you to the basics of finding and securing farm credit, and how to best market yourself to a banker.
- 3:00-4:30 PM **Afternoon Session 2 – F.A.R.M. Team Training,**  
**Andrew Wheeler, Public Relations Coordinator, IFBF**  
 This session will help you become a better leader in your community, and a better advocate for agriculture. In this training session, learn how to be a better communicator, bust myths in agriculture and build support for farming by finding fun ways to engage consumers in your community.
- 5:00 PM Social Hour
- 6:00 PM Dinner sponsored by **GROWMARK** *Supervised activities for kids during evening speakers*
- 7:00 PM **Laugh More, Stress Less Lyndy Phillips, Comedy Magician**  
 Take a vacation without leaving your seat. Lyndy will recharge, renew, and refresh your attitude with his positive, upbeat brand of humor and magic. Lyndy was raised on a farm in the Texas Panhandle, served fifteen years in ministry, worked in sales and in fundraising, and raised two children with his wife of thirty years. On top of all that, he directed a television show about marriage. So he knows a thing or two about stress! His magic isn't just a bunch of tricks, but will help you find ways to reduce the stress in your life.
- 8:00-10:00 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 another night of fun and games with your fellow young farmers.
- 8:00-9:30 PM **Family Fun**  
 Join other families for a pool party and activities for kids. Bring your swim suits, flip flops, card decks, pool toys and your kid's favorite games. Snacks and cash bar available.

## Breakout Sessions

### **Cover Crops with Tight Budgets**

**Elizabeth Juchems, Events Coordinator and Educator, Iowa Learning Farms**

High input costs and low grain prices means producers have to make smarter and calculated choice to grow profitable crops this year. Learn more about where to cut back while having healthy soils, healthy water and hopefully a healthy bank account.

### **Know your Neighbor**

**Brian Waddingham, Executive Director, Coalition to Support Iowa Farmers**

If you are expanding an existing site, raise livestock or adding a new barn, planning ahead is important to avoid roadblocks. Knowing potential threats before they happen will protect your operation, and keep your neighbors happy.

### **Stuck in the Basics of Livestock Markets?**

**John Nelson, Vice President, Producers Livestock/Producers Commodities LLC**

Are you comfortable making critical decisions on the farm? Most young farmers are familiar with one thing or another involving the markets, but do you feel comfortable making the critical decisions? This session provides an overview of livestock markets and risk management tools.

### **Resistance and Resilience: Weed Control Issues**

**Todd Claussen, Director of Agronomy, Landus Cooperative**

Take a step back to have a better understanding of the resistant weeds that are present, and what to expect in the next growing year. Learn upcoming techniques to combat resistance, what can be done, and what is up and coming.

### **Conservation Program Assistance**

**Doug Adams, Humboldt County Farmer**

Learn about different conservation practices that help the environment with improving agricultural operations. There are a variety of different programs and services offered through the NRCS. Dive deep into programs offered, and how they can improve the farm.

### **Intro to Balance Sheets and Cash Flows**

**Amanda Van Steenwyk, Farm Business Development Manager, IFBF**

Be able to be better on track of your finances. Watch a step-by-step process of how to organize your balance sheets and cash flows with examples of common mistakes.

### **Big Data, Big Headache**

**Jeremy Leifker, Manager of Product Strategy and Marketing, John Deere Intelligent Solutions Group**

Technology is growing in agriculture, but the number of choices is growing as well. Learn about different tools to use in a competitive market, how to pick what to use, and how it will help your farm. Make the most of the technology that is available!

## **CDL and DOT**

**Captain J. Chris Moline, Office of Motor and Vehicle Enforcement**

Stuck on how to get started with rules and regulations of the DOT? Learn more about where to start, what to expect and challenges that are facing the industry. There will be plenty of time for specific questions so be prepared!

## **Cattle Under Roof**

**Jeff Pastoor, Beef Business Development, Quality Liquid Feeds**

Thinking about water quality compliance or expanding your cattle numbers? Learn about the benefits and challenges of moving your cattle under roof. Information about building designs, building management, manure value, facility economics and more. Make sure to bring your questions!

## **Get to Know GMOs**

**Chad Boeckman, Research Scientist & Bryan Delaney, Research Fellow, DuPont Pioneer**

Tired of hearing myths about GMOs? This session will have industry leaders breakdown GMOs, why they are used, and the future of the industry. Learn the science behind GMOs and learn how to better communicate and relate why GMOs are used today.

## **Entering New Territory**

**Mindy Miller, Emmet County Young Farmer**

A former city girl, Mindy moved with her husband to the country to take over the farm. During this session you will learn about the schedule changes, tensions, rural living and other topics that are often over looked when making the transition from city to farm.

## **Rural Power: Using Your Influence to Shape and Implement Good Policy**

**Don McDowell, Grassroots Program Manager, IFBF**

Young Iowa farmers can have a lot of influence. Discover how you can play an important role in shaping the policies that Farm Bureau supports and then learn the basics about how to use your clout to implement those policies at all levels of government.

## **Marketing in Ag: Part One**

**Ed Kordick, Commodity Services Manager, IFBF**

Learn the basis of marketing in agriculture. Marketing contacts will be the main point of discussion, to have a better understanding of what is to come once you get a better understanding of what is going on in the spreadsheets.

## **Marketing in Ag: Part Two**

**Ed Kordick, Commodity Services Manager, IFBF**

After learning the basis of marketing, dive deeper into agricultural markets. Learn how to set up a market plan with seasonal prices, target dates and more for the decision maker.

## Industry Tours

- 1. Bridgestone Des Moines Plant** The Bridgestone plant is the largest ag tire manufacturing facility and supplies a significant percentage of the original equipment and replacement tires in the global ag market. The facility also builds forestry and construction tires. You will see tire mixing, curing, and tire building. Terms and Conditions: Participants working at competing tire companies cannot participate. Everyone must sign a non-disclosure agreement before going in to the plant. Names and places of employment required. Safety equipment must be worn. Must wear flat, closed toe shoes. No cameras or cell phones allowed. If you are unable to walk, let Farm Bureau know so that Bridgestone can make accommodations.
- 2. Des Moines Water Works Plant** DMWW is an independently operated, public utility providing drinking water to approximately 500,000 people in the Greater Des Moines area. DMWW is the largest water utility in Iowa, among the largest 100 utilities in the country and is recognized as an industry leader. This tour includes their state-of-the-art laboratory, Filter Building, and Pumping Station. You will learn and discuss how DMWW is a surface water provider – receiving water from the Raccoon and Des Moines Rivers and treating it appropriately in order to deliver safe finished water. Tours involve walking in a plant environment and outside conditions. Comfortable walking shoes and appropriate clothing for both indoors and outdoors are required. Each participant must show photo identification to the security guard.
- 3. Hawkeye Breeders Services** Going into a rapidly changing and very exciting future for reproduction options in the cattle industry, the new generation of Hawkeye Breeders is making sure everything possible is being done to ensure the best possible AI and ET results with the use of our semen. Hawkeye Breeders has continued to grow by incorporating the latest technology and techniques to make sure breeders can feel confident that when they use a straw of Hawkeye semen, they will have the best possible chance of conception and getting the calves they need on the ground to keep their cattle program on track.
- 4. John Deere Des Moines Works** Go behind the scenes to see how our biggest machines are brought to life in some of the most modern and efficient factories in the world. Our 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.
- 5. Market to Market Live Studio** As a live studio audience, join Mike Pearson in the filming of an episode of Market to Market. Mike is from Grinnell, Iowa and is both a business man and a farmer. He follows in the footsteps of his father, Mark Pearson, as the new host of Market to Market. See firsthand what it takes to film a show that covers the over \$100 billion business of food, and those issue affecting the 56 million citizens of rural America.
- 6. Ziegler CAT Altoona Plant** Tour the Ziegler CAT Altoona facility and experience first-hand one of the largest Cat® equipment dealers in the Midwest. On the tour, 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.



# Young Farmer Discussion Meet



Sponsored by



JOHN DEERE

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 2017 Discussion Meet:

1. Farm Bureau policy supports expanding international markets through free trade agreements (such as the Trans Pacific Partnership). 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. Farm Bureau policy supports voluntary adoption of conservation practices. The Iowa Nutrient Reduction Strategy, in place since 2013, is estimated to cost between \$77 million and \$1.2 billion annually to implement. How can we make meaningful progress in achieving the goals laid out in the strategy?  
Consider:
  - Which practices do you use and don't use, and why?
  - Willingness to use cost-share dollars, or not, and why?
  - How to influence farmers to participate
  - Value of working in a watershed
  - Building public support
3. Young farmers face many challenges starting and growing their farming operation. What are some options young farmers of today must consider in order to stay in farming/agriculture for years to come? What role could an organization like Farm Bureau play in helping young farmers succeed? Consider:
  - Diversification
  - Succession planning
  - Technology
  - Policy

Participants complete 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 2017. 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, 2018 in Nashville, TN.



Sign up for the Discussion Meet during the Young Farmer Conference. You must be 35 years or younger as of Jan. 31, 2018 and be a regular member in good standing of your county Farm Bureau.