Iowa State University Extension and Outreach Women in Ag Leadership Conference
Theme: Generations of Leadership
Iowa State Center-Scheman, 1805 Center Dr., Ames, IA
Tuesday, December 3, 2019

8:00 am  Onsite Check-in Begins
8:00 am  Networking and Refreshments
Menu: Yogurt, granola, fresh fruit, breakfast breads, coffee, tea, juice, milk

9:00 am  General Session One
Opening Remarks
Welcome: Ebby Luvaga, Associate Professor, ISU Department of Economics

Keynote Address: Path of Purpose-Driven Leadership - Amy te Plate-Church, Director of Account Services, Look East

Generation after generation, women in rural America have blazed a trail – within their communities, family businesses and the ag world. Explore how women can and will continue to serve the greater good, in concert and harmony with the individual purpose that drives each of us. In today’s hyper-connected and over-scheduled world, how do leaders feel balance? Who will step forward as the next leaders in rural Iowa, on family farms and in agribusiness? How can we each be more purposeful in mentoring a younger generation? In this time when agriculture is facing tremendous challenge and opportunity, contemplate these questions and the unique path forward for women of all generations.

Women Impacting Agriculture Recognition:
  Hannah Breckbill, Farmer, Humble Hands Harvest, Winneshiek County
  Beth Grabau, Executive Director, Veterans in Agriculture, Polk County
  Jordan Hansen, Marketing Manager, Hansen Dairy, Black Hawk County
  Rose Kastner, Farmer, Kastner Farms, Guthrie County
  Liz Kolbe, Horticulture and Habitats Program Manager, Practical Farmers of Iowa, Story County
  Monica Lursen, Farmer, Lursen Farms and Lursen Trucking, LLC, Butler County

Iowa State University Extension and Outreach honors these women for creating a more sustainable Iowa by improving economic resiliency and stability; conserving natural resources; and being influential agricultural leaders, family members and community volunteers. Through their personal stories and photos, we hope to create a deeper appreciation for the significant and wide-ranging roles of women in agriculture.

10:30 am  Networking and Refreshments
Menu: Cheese tray, fresh fruit, breakfast breads, coffee, tea, juice, milk
10:45 am  **Concurrent Session A**  
**Session A1:** Succession Planning Takes Leadership - Rena Striegel, President, Transition Point Business Advisors

Succession planning is not often described as fun, quick or easy. It takes time, patience and most importantly, leadership. Whether you are the exiting or entering generation, it is important to know how to demonstrate leadership in a way that creates clarity and certainty rather than fear and mistrust. In this session we will discuss the critical aspects of a comprehensive succession plan (management, ownership and governance) for your farm or agribusiness and how leadership can be the key differentiator between success and failure.

**Session A2:** Purpose. Priority. Plan: Your Leadership Map - Amy te Plate-Church, Director of Account Services, Look East

Map your purpose and path for intentional leadership and mentorship in this interactive session that follows the keynote theme. Amy will guide through prompts to articulate your why, connect leadership commitments with your values and priorities, and plan your course – all while considering the demands that women shoulder in today’s world. You’ll leave with a personal plan, designed by you, to live your leadership purpose for 2020 and beyond.

**Session A3:** Stress on the Farm: Strategies to Help Each Other – Anthony Santiago, ISU Extension and Outreach Human Sciences College Projects Specialist, and Tammy Jacobs, ISU Extension and Outreach Human Sciences Hotline Coordinator

Mental illness is as common as the flu, but there is no preventative vaccine. So, how do we prepare ourselves to take care of our families and our neighbors? This workshop will increase your noticing and caring skills. In this session, you’ll learn the CORN mnemonic to help you choose to engage, offer support, refer a person to helplines and local resources, and to never leave a person in distress alone. You’ll also learn about Iowa Concern, a talk line and referral service that grew out of the 1980’s farm crisis.

12:00 pm  **Luncheon**

Menu: Grilled chicken or lamb kabobs, roasted Mediterranean vegetables, mixed greens salad, garlic pasta salad, tahini, falafel, tzatziki sauce, hummus, pita bread, coffee, tea, iced-tea, milk

Luncheon Remarks
Networking Activity: Women in Ag and Our Careers: Asking Questions

1:15 pm  **Concurrent Session B**  
**Session B1:** Succession Planning Takes Communication - Rena Striegel, President, Transition Point Business Advisors

Succession planning is more than a collection of documents. Whether you are a leader of a farming operation or an agribusiness, it takes open communication and decisive
leadership. When these are not present, succession planning activities can stall or fail. In this session we will discuss strategies for working through challenging conversations and critical decisions. This will include how to include stakeholders appropriately, handle tough conversations and keep everyone at the table as well as how to deal with strong emotions and disruptive behavior.

**Session B2: Stay Calm and Negotiate!** - Wendy Srnic, Global Leader Integrated Field Sciences, Corteva

Negotiation can be one of the most intimidating or exhilarating experiences we face. We humans are actually ‘hard wired’ to negotiate...the economies of our ancestors were entirely based on bartering! Negotiation is part of practically every human activity, and is simply the social process of reaching mutually beneficial terms of agreement. This session will explore some best practices and tips to help you approach potentially intimidating negotiation discussions with your employer, colleagues, family members, realtors, retailers, or your collaborators into tactics and a well-developed plan. Approaching the negotiation prepared and confident is your competitive advantage!

**Session B3: Yielding Higher Production Isn’t Just for Harvesting!** - Krisdeena Jansen, Human Resource Specialist, ISU Human Resources

Have you ever considered why some teams seem to get along better, or why some teams just seem more productive than others? Have you ever thought how to grow your team and improve overall dynamics? Attend this interactive session to explore the stages of group dynamics and begin understanding why certain teams yield higher performance than others. By the end of the session, you will identify which stage of group dynamics your team currently sits in, and begin applying immediate takeaways for successfully developing your teams back home.

2:15 pm  Networking and Refreshments
Menu: Popcorn, mixed nuts, M&M candies, coffee, tea, juice, milk, soda

2:30 pm  **General Session Two**
Panel: Women in Ag and Our Careers: Sharing Experiences
   Clara Lauritsen, Customer Relations, Lauritsen Cattle Company
   Monica Lursen, Farmer, Lursen Farms and Lursen Trucking, LLC
   Leslie Miller, Vice-President, Iowa State Savings Bank
Have you ever wished you had known then what you know now? Our panel of three women in agriculture will share experiences from their personal career journeys. They will each offer a message of the wisdom they’ve gained along the way and what they are continuing to learn. The panelists will share advice about what pitfalls to avoid and how to overcome career challenges. The panel moderator will ask questions of the panelists provided by the audience during the luncheon networking activity.

Capstone Address: Fitting In, Having Faith, and Finding your Passion - Elizabeth Burns-Thompson, Manager Corporate Affairs, Renewable Energy Group

Your value to agriculture is not based upon how many acres or head of livestock you
run, the number of county fair ribbons you’ve earned, or even whether or not you were raised on a farm. Learn how a young woman who once questioned whether or not she was “ag” enough to fit in followed her passion, trusted fate, and grew to be recognized as one of the 30-Under-30 leaders in our industry.

Closing Remarks

4:00 pm Adjournment

Conference Information

Hotel
A block of rooms is reserved at the Gateway Hotel and Conference Center for those wishing to travel to Ames the evening before the conference. Reservations may be made by calling 800-367-2637 by Tuesday, November 26, 2019. Room rates are $99, when you ask for the Women in Ag Leadership Conference room block. Reservation requests received after Tuesday, November 26, 2019 will be accepted on a space available and a rate available basis. The hotel is located at 2100 Green Hills Drive, Ames, IA 50014. The hotel website is https://gatewayames.com.

Monday Evening Gathering
An informal gathering and networking opportunity is organized for Monday evening, December 2, from 6:30 pm to 8:30 pm at the Iowa Stater Restaurant private dining room. We will have light snacks and soda available for you. You may order dinner or bar drinks off the menu on your own. No registration is required. You do not need to stay at the hotel to attend the event.

Contact Information
For last minute information or assistance, you may call Madeline Schultz at 515-290-4092 (cell), or Lisa Scarbrough at 515-971-4214 (cell).