July 16 - 17, 2021
Sioux Falls Convention Center
and Sheraton Sioux Falls
Sioux Falls, SD
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WELCOME,

Thank you for attending the 2021 Farm Bureau LEAP Conference. What a unique year it has been, and it is great to bring the Farm Bureau Family together again.

At this conference, you will learn about new possibilities for leadership in your communities, see how others live their lives and accomplish their goals so you can do the same and discover new ways to lead and advocate every day. Are you ready?

We have a full agenda planned for you. Whether it is tours, breakout sessions, keynote speakers, one-on-one meetings or the Discussion Meet competition, there is something for everyone. Take the time to visit with your Farm Bureau neighbors across state lines. For the first time, we are bringing together two state Farm Bureau organizations. Check out the session descriptions to decide which breakouts are best for you. We are excited to bring back the “Resource Course” with free Ag in the Classroom materials and the “The Banquet” service project on Friday evening.

Don’t forget about our online auction and bingo night to raise funds for our programs focused on agricultural education, safety education and leadership development.

We encourage you to share what you learn on social media throughout the weekend. Use the hashtag #MFBFleadership21 to connect with other attendees.

It’s time to start something great this weekend at the 2021 LEAP Conference!

-MFBF & SDFB Young Farmers & Ranchers (YF&R) and MFBF Promotions & Education (P&E) Committees
Conference Schedule

Friday, July 16

11 a.m.-8 p.m.  
Registration  
Convention Center

12-5 p.m.  
Pre-Conference Tours  
Buses depart at 12:00 p.m. meet at the Convention Center

TOUR ONE

Rosenbauer America: With more than 150 years of manufacturing experience, Rosenbauer is the global leader in firefighting technology and resources. Rosenbauer is the world’s largest manufacturer of fire equipment with 11 manufacturing locations worldwide.

Hydrogreen Global: Hydrogreen Global specializes in livestock feed solutions while the parent company delivers commercial-scale human food production. A division of CubicFarm® Systems, a local chain ag-tech company founded by farmers. The company’s mission is to create technology to successfully feed our changing world.

Strawbale Winery: The friends and family of Strawbale Winery helped build a unique straw bale constructed winery. Tucked away between a 100-year old barn, shelter belt, and grape vines, this winery, its farm setting and surroundings may remind you of a simpler time.

TOUR TWO

South Dakota State University: Come tour South Dakota’s land grant college and enjoy a tour given by Dr. Joseph Cassady of the SDSU Cow-calf Education and Research Facility and the SDSU Swine Education and Research Facility. You will enjoy a delicious treat at the SDSU Dairy Bar!

Sponsored By:

BNSF® RAILWAY
safeTALK

Glen Blomstrom of LivingWorks

Rooms 8-10

safeTALK focuses on teaching in-depth skills you can learn in half a day. You’ll learn how to recognize someone having thoughts of suicide, how to engage them, and how to make sure they get help. This evidence-based training is effective for people as young as 15-years-old. This session will include a unit specially designed to address stigma associated with suicide and mental illness among farmers and farm workers.

Sponsored By:

5:30-6:30 p.m.

District Neworking
6:30-7:30 p.m.  Welcoming Keynote: Vance Crowe

**Ballroom A**

Vance is a communications consultant that has worked for corporations and international organizations around the world. He has spoken before more than 100,000 people, answering questions about some of the most sophisticated and controversial technologies in the modern age. Vance helps organizations realize why the general public doesn’t agree with their perspective and offers new ways to communicate effectively, resolve disagreements, and build rapport with critics and stakeholders.

Sponsored By:

![AgCountry Logo]

7:30 p.m.  Grand Welcome & Murder Mystery Dinner

**Ballroom A**

Social Event to Follow in Ballroom B

Sponsored By:

![Farm Bureau Logo]
**Saturday, July 17**

7 am-6:30 p.m.  Registration
*Convention Center*

**7:30 a.m.**  Breakfast and Greeting

**Troy Boomsma**  
*Ballroom A*

Staying Safe on the Farm with Jaxon  
Free book!

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**Workshop Locations**

<table>
<thead>
<tr>
<th>Time</th>
<th>ROOMS 1 &amp; 2</th>
<th>ROOMS 6 &amp; 7</th>
<th>ROOMS 8, 9 &amp; 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m.</td>
<td>So You Want to Be a Leader? Learn About MARL &amp; SDARL</td>
<td>Grain Bin Safety and Awareness</td>
<td>Sharing YOUR Farm Story, YOUR Way</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Food Security and Navigating the Challenges of Covid</td>
<td>Taking Care of the Littles: Companion Farm Animal Care</td>
<td>Clear Springs Cattle: Retail, Regenerate, Play</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Benefits of Being Involved</td>
<td>Is My Farm Properly Insured?</td>
<td>From Trafficked to Treasured</td>
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</tbody>
</table>

Sponsored By: [South Dakota Farm Bureau](#)
8:30 a.m.  Workshops: Round One

So You Want to Be a Leader? Learn About MARL & SDARL
Don Norton, SDARL & Olga Brouwer, MARL
An interactive and fast-paced look at leadership that will empower participants to consider their own leadership development journey. Featuring the Directors of the most comprehensive leadership development programs in Minnesota and South Dakota, the session will focus on the qualities of leadership and the challenges YOU are facing in leadership positions in agriculture and rural communities

Grain Bin Safety and Awareness
Nate Firle, AgRevival Inc
On October 8, 2019, presenter Nate Firle and other members of the Gibbon Fire and Rescue responded to a neighbor trapped in his grain bin, shaping the way he looks at safety around grain handling. Since then, Nate and other members of his department have been working to educate and create solutions. This presentation is designed for farmers and first responders, to bring awareness of grain safety.

Sharing YOUR Farm Story, YOUR Way
Natasha Mortenson, Keepin’ It Rural
My passion is sharing my story of agriculture and helping others develop their own individual story. We will talk about personal conversations, social media, editing, what ot share and how to share it. We will troubleshoot and practice conversations that are difficult as well as vague so we can find the best ways to share our story.

9:45 a.m.  Break
10:15 a.m.           Workshops: Round Two

Food Security and Navigating the Challenges of Covid
Dr. Tyler Te Grotenhuis, Christensen Farms & Tolcha Mesele, Smithfield Foods
A review of COVID-19’s impact on Smithfield Foods, with a focus on the Sioux Falls plant and discussion on impacts to Christensen Farms. Topics will include strategy, policies and lessons learned. Come prepared to ask questions.

Taking Care of the Littles: Companion Farm Animal Care
Dr. Cassy Postler, Western Veterinary Clinic
Our small farm animals need as much care as our large animals. In this session, we will discuss vaccinations, illnesses and parasites that are most common to small farm animals and why they are important.

Clear Spring Cattle: Retail, Regenerate, Relax
Brady Wulf, Clear Springs Market
Seated in the hills of the Glacial Ridge near Starbuck, Minnesota, Clear Springs Cattle Company has added value through regenerative crop and grazing practices, on-ranch vacation rental and a new direct marketing company; Clear Springs Market

11:45 a.m.          Break

12 p.m.            Lunch

1:30 p.m.            The Resource Course
2021 Ag in the Classroom free lesson kit!

Ballroom A
Sponsored By:

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“Put Some Pork on Your Fork”
The Benefits of Being Involved
*Eric & April Castle, AFBF YF&R Committee*
Have you ever wondered what the value of the Young Farmers & Ranchers Program is and how it applies to you? Come learn from Eric & April, members of the American Farm Bureau Young Farmers & Ranchers Committee, on how being involved has helped them grow as leaders in Farm Bureau and their community.

Is My Farm Properly Insured?
*Michael Walsh, Farm Bureau Financial Services*
“Is my farm properly insured,” will be discussing common insurance gaps farmers have. Specifically, this may include undervaluation/co-insurance, worker’s compensation, medical payments and extra expense coverages.

From Trafficked to Treasured
*Kelly Patterson*
Come hear Kelly’s personal story of being trafficked in the Midwest. Learn about the signs and symptoms of sex trafficking and commercial exploitation. How to recognize sex trafficking in rural America, predominant forms of sex trafficking in the Heartland and how they operate.

3:45 p.m.  Break

3:45 p.m.  Discussion Meet Orientation
Room 1 & 2 – Judges
Room 6 & 7 – Participants
Room 11, 12,13 – Timekeeper/Moderator
Room 14 – Tabulations
5:30 p.m. Closing Keynote: Dick Beardsley

Dick is one of the world’s most extraordinary, well respected and compelling motivational speakers. Dick’s inspirational international best-selling autobiography Staying the Course, A Runner’s Toughest Race and the subject of the best-selling book Duel in the Sun: The Story of Alberto Salazar, Dick Beardsley, and America’s Greatest Marathon. Dick is also the subject of a feature film being produced entitled Against the Wind. Dick has spoken to a countless number of groups all over the world, ranging in size from five people to 15,000 people. Anywhere motivation, inspiration and hope is needed.

Sponsored By:

6:45 p.m. Closing Leadership Event

Falls Park
Join us for food and fun in the park! Shuttle buses will leave from the front of the convention center. Stops include Pavilion Picnic, Stockyard Ag Exhibit and the Falls Overlook Cafe

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MN Promotion and Education Committee

**District I**

Chantelle Seykora  
Freeborn County  
cha_chi3@hotmail.com

Steve Schoenfeld  
Waseca County  
schoenfeldsteven@yahoo.com

**District II**

Angela Guentzel  
Le Sueur County  
angela.guentzel@gmail.com

Samantha Runge  
Watonwan County  
ssjrunge@gmail.com

**District III**

DiDi Edwards (Chair)  
Nobles County  
diedie192@gmail.com

**District IV**

Tiffany Kobbermann  
Pope County  
kobbermannfarms@hotmail.com

Cheryl Tyrrell  
Todd County  
cheryltirrell1953@gmail.com

**District V**

Cindy Durheim  
Pine County  
thedurheims@gmail.com

Amanda Cook  
Chisago County  
heino018@umn.edu

**District VI**

Shantel Koering  
Crow Wing County  
sckoering@gmail.com

Ann Marie Ward  
Beltrami County  
annward@paulbunyan.net

**District VII**

Rachel Arneson  
Norman County  
arnesonfarm@gmail.com

Lori Aakre  
Clay County  
lori.aakre6@gmail.com
<table>
<thead>
<tr>
<th>District</th>
<th>Name(s)</th>
<th>County</th>
<th>Email(s)</th>
</tr>
</thead>
</table>
| District I | Jason & Caitlin Keck                   | Steele County   | jkeck941@gmail.com
                                    |                | caitlinjkeck@gmail.com           |
| District II | Trent & Ashle Benson                  | McLeod County   | benson.ashle@gmail.com            |
| District III | Cassy Griebel                        | Pipestone County | casseygriebel@gmail.com          |
| District IV | Erin Larson                           | Swift County    | erin.lars@gmail.com               |
| District V  | Tyler (Chair) & Cailyn Nelson         | Pine County     | nelstyl09@gmail.com               |
| District VI | Dustin & Katie Wiese                  | Cass County     | dustinwiesefwr@gmail.com          |
| District VII | Brady & Katie Lee                    | East Polk County | bklee2011@gmail.com              |
Minnesota Farm Bureau Staff

Administration

**Karin Schaefer**, Executive Director
651-768-2104
karin.schaefer@fbmn.org

**Libby Knoebel**, Office Manager
651-768-2111
libby.knoebel@fbmn.org

**Madison Muir**, Communication Specialist
651-768-2117
madison.muir@fbmn.org

Public Policy

**Amber Glaeser**, Director
651-768-2103
amber.glaeser@fbmn.org

**Josie Lonetti**, Associate Director
651-768-2107
josie.lonetti@fbmn.org

Operations

**Dave Johnson**, Director of Operations
651-768-2101
david.johnson@fbmn.org

**Lori Wiegand**, Accounting Associate
651-768-2102
**Foundation/Leadership Development**

Ruth Meirick, Director  
651-768-2115  
ruth.meirick@fbmn.org

Rachael Peterson, Leadership Development Coordinator  
651-768-2151  
rachael.peterson@fbmn.org

**Membership & Marketing**

Robin Kinney, Director  
651-768-2114  
robin.kinney@fbmn.org

**Membership & Marketing Specialists**

Dennis Sabel, East Central Area  
612-756-1230  
dennis.sabel@fbmn.org

Virginia Magyar, Southeast Area  
952-250-7809  
virginia.magyar@fbmn.org

Whitney Pittman, Northwest Area  
218-556-4480  
whitney.pittman@fbmn.org

Amanda Revier, Southwest Area  
320-894-2600  
amanda.revier@fbmn.org

James Dodds, Northeast Area  
218-556-4667  
james.dodds@fbmn.org
South Dakota Farm Bureau Staff

**Krystil Smit**, Executive Director
605-353-8051
k.smit@sdfbf.org

**Lowell Mesman**, Western Regional Manager, YF&R Committee Coordinator
605-280-1319
lowell@sdfbf.org

**Helen Geppert**, Eastern Regional Manager
SDSU Collegiate Farm Bureau Coordinator
605-770-8581
helen@sdfbf.org

**Brenda Dreyer**, Marketing & Communications Director
605-353-8055
brenda@sdfbf.org

**Julie Fritzsche**, Office Manager, Administrative Assistant
605-353-8052
julie@sdfbf.org

**Jackie Winegar**, Accounting Specialist, HR Coordinator
605-353-8053
jackie@sdfbf.org

**Heather Lentz**, Member Engagement Coordinator, WLT Coordinator
605-299-6378
heather@sdfbf.org

**Michael Held**, Lobbyist
605-350-0739
mheld@sdfbf.org
<table>
<thead>
<tr>
<th><strong>SD Young Farmers and Ranchers Committee</strong></th>
</tr>
</thead>
</table>
| **Chairman** | Josh & Lin Sybesma  
Platte, SD  
sybesmaj@gmail.com  
winnerbugs@hotmail.com |
| **Vice-Chair** | Bryan & Sarah Moes  
Florence, SD  
bjmoes@jacks.sdstate.edu  
sarah_moes@yahoo.com |
| **District I** | Greg & Christiana Ostrem  
Centerville, SD  
gostrem89@gmail.com  
gregandchristiana@gmail.com |
| **District II** | Tate & Calli Williams  
Letcher, SD  
tate.williams16@gmail.com  
calicwilliams@gmail.com |
| **District IV** | Josh & Bailey Coats  
Doland, SD  
coatsj07@hotmail.com  
bailey.coats@k12.sd.us |
| **District V** | Clay & Miranda Conry  
Mud Butte, SD  
clay@cicsd.org  
clayandmiranda@gmail.com |
| **District VI** | Tyrel & Kassidy Eisenbraun  
Wall, SD  
tyrel.eisenbraun@gmail.com  
kassielynn95@gmail.com |
| **District VII** | Jay & Sarah Myers  
Winner, SD  
jayandsarahmyers@gmail.com |
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Southern Minnesota Beet Sugar Cooperative

THANK YOU!
Minnesota Farm Bureau needs your help at the Minnesota State Fair!

Our building has a new and exciting look this year and we need awesome volunteers! Come volunteer and receive “Swag Box” prior to the fair containing tickets, a t-shirt, a food coupon, some fun surprise items and a State Fair Coupon Book. To volunteer call Ruth Meirick at 651-768-2115

LEAP Conference
Farm Bureau Market

Connect with other Farm Bureau Members and purchase a variety of products and goods!

8 a.m.-4 p.m.
Conference Center

How did we do?
Take our short survey to impact future LEAP Conferences