

2023 Call for Leadership Conference Sponsorship

The 7th Annual ISU Extension and Outreach Women in Ag Leadership Conference brings together women in agribusiness, farming, and ag organizations, as well as students. Our overall conference goal is to support women as they replenish their spirit, discover their dreams, and deepen their aspirations to lead within their family, farm, agribusiness, and agricultural community.

To accomplish this goal, we designed a conference experience that will:

- Increase women's belief in themselves and the power of life-long learning.
- Create connections with other women that inspire their leadership journey.
- Encourage women to develop practical skills they can apply to their lives.

The leadership conference is our opportunity to bring together audiences of women in agriculture from across the state and from across different agricultural sectors. Our yearly conference is our pride and joy!

What is the Leadership Conference?

- Two-day conference centered on women in agriculture.
- Educational tours and highly anticipated speakers.
- Skill building workshops and breakout sessions.
- Networking with women leaders in the agricultural industry.
- Women Impacting Agriculture awards.

What is the Women in Ag Program?

The ISU Extension and Outreach Women in Ag Program offers in-person, online and hybrid educational events throughout the year. Visit our newly updated website to learn more about upcoming and past programming, as well as inspiring stories and videos about women in ag.

- Women in Ag Website: www.extension.iastate.edu/womeninag.
- Conference Registration Website: www.regcytes.extension.iastate.edu/womeninag.

We stay connected to our audiences in several ways:

- Monthly newsletter
- Webpage and news releases
- Social media - Facebook: ISU Extension and Outreach Women in Ag

Sponsorship Information

We invite you to sponsor the conference. With your help, we can keep the cost of attendance affordable so every woman can benefit from this event.

If you have been a sponsor in the past, we want to thank you for your past support and ask that you continue your sponsorship this year. If you have never been a sponsor, please consider this opportunity to promote your company by supporting this leadership conference for women in the agricultural industry.

You may be the only person receiving this information for your company, so please share this with co-workers who may also find this applicable.

Your farm, agribusiness, organization, or school is invited to sponsor the conference with one of the following options:

- Partnering Sponsor: \$2,500 and above – includes opportunity to host a booth at the conference, registration for two people, logo/link on conference webpages, and recognition on conference slide shows and flyers.
- Contributing Sponsor: \$500 to \$2,499 – includes registration for two people, logo/link on conference webpages, and recognition on conference slide shows and flyers.
- Attendance Sponsor: Register online and pay the registration fee for four or more attendees (your employees, customers, members, students, etc.) – includes recognition on conference slide shows and flyers.

To ensure your company logos are included in marketing materials, sponsorship commitments and company logos are due by November 6, 2023.

Conference Cost of Registration

Early Bird – On or before November 6th:

- Adult full conference is \$120.
 - Adult one day is \$80.
- Student full conference is \$60.
 - Student one day is \$40.

Regular – On and after November 7th:

- Adult full conference is \$140.
 - Adult one day is \$100.
- Student full conference is \$80.
 - Student one day is \$60.

Registration scholarships are available.

Thank You!

We truly appreciate your interest in the ISU Extension and Outreach Women in Ag Program and specifically, the Women in Ag Leadership Conference. Thank you very much for your consideration of sponsoring the 2023 conference. Contact us with additional questions. We are happy to talk with you!

Conference Co-Chairs:

- Krista Downing, Rain and Hail, kristadowning@gmail.com, 641-431-1515
- Madeline Schultz, Iowa State University, schultz@iastate.edu or 515-294-0588

IOWA STATE UNIVERSITY

Extension and Outreach

Women in Ag

2023 Leadership Conference Sponsorship Form

DATE: _____

SPONSORING COMPANY: _____
(Company Name Here)

ADDRESS: _____

CITY, STATE AND ZIP: _____

SPONSOR CONTACT: _____
(Contact Person Name Here)

CONTACT PHONE AND EMAIL: _____

Sponsorship Type	Amount	Choose Type (check box)
Partnering Sponsor	\$2,500 and above	
Contributing Sponsor	\$500 to \$2,499	
Attendee Sponsor	Register 4 or more attendees online, then mail this form	

Sponsorship Amount: \$ _____

Please complete this form by NOVEMBER 6, 2023.

Mail the form and your check to Iowa State University, Registration Services, 1601 Golden Aspen Drive, Suite 110, Ames, IA 50010. For questions or credit card payment, call 800-262-0015.

Please email your company logo (.eps file is preferred), and sponsor website link if applicable, to Lisa Scarbrough at lscarb@iastate.edu. For questions, call 515-294-4972.

The Iowa State University Extension and Outreach Women in Ag Program would like to **THANK YOU** for being a sponsor of the leadership conference.

Iowa State University Extension and Outreach Women in Ag Leadership Conference
Theme: Cultivating Confidence, Harvesting Happiness
Gateway Hotel and Conference Center, Ames, Iowa

Wednesday Draft Agenda, November 29, 2023

1:00 pm Concurrent Session A: Iowa State University and Community Tours

- Gathering and Welcome
- Tour A1: City of Ames Water Treatment Plant
- Tour A2: ISU Bessey Hall Pohl Conservatory, Horticulture Hall Greenhouse
- Tour A3: ISU Balloun Turkey, and Hamilton Poultry Teaching Farms
- Tour A4: ISU Meats Laboratory and Consumer Experience
- Tour A5: ISU Veterinary Diagnostic Laboratory

3:45 pm General Session One

- Opening Speaker: Cultivating Confidence in your Roles and Harvesting the Ripple Effect – Andrea Flemming, That Fit Advocate

5:00 pm Concurrent Session B: Intensive Workshops

- Session B1: Leave a Legacy through Leasing, Conservation and Succession - Catherine DeJong, Kitt Tovar Jensen, Melissa O'Rourke, Emily Boettcher, Monica Lursen, and Amy Tlach
- Session B2: Generations of Wisdom – Rylee Sloss, Emma Aljets, Lauren Botine, and Stephanie Vinton-Pollock
- Session B3: Real Colors, Real Leadership – Lori Korthals
- Session B4: Market Your Grain with Experience – Lynn Martz

7:00 pm Networking Dinner

8:00 pm Social Hour

Thursday Draft Agenda, November 30, 2023

8:30 am General Session Two

- University Welcome - Jamie Benning, ISU Ag and Natural Resources
- Keynote - Sara Wyant, Founder, Agri-Pulse Communications
- Women Impacting Ag Recognition: Honorees - Kellie Blair, Joanne Roepke Bode, Melissa O'Rourke, and Meredith Nunnikhoven

10:45 am Concurrent Session C: Breakouts

- Session C1: We Don't Have a Farm Bill: Why it Matters to You - Sara Wyant
- Session C2: Effective Branding, Finding Your Voice - Andrea Flemming
- Session C3: Advancing Your Career - Laura Blomme, Hedlin Ag Enterprises
- Session C4: Empowering the Next Generation of Family - Chris Cornelius

12:00 pm Lunch and Leadership Panel

- Women Leading Agricultural Organizations Panel: Moderated by Kiley Allan with guests Trish Cook, Shelly Kruse and Jolene Riessen

2:00 pm Concurrent Session D: Breakouts

- Session D1: We Don't Have a Farm Bill: Why it Matters to You - Sara Wyant
- Session D2: Financing Business Start-ups Panel: Moderated by Julia Edlefson with guests Mikalya Mooney, Katie Olthoff, and Shelby Smith
- Session D3: Conflict Imagery - Kiley Fleming, Iowa Mediation Services
- Session D4: Women and Financial Security - Erin Herbold-Swalwell, and Amanda Van Steenwyk

3:15 pm General Session Three

- Capstone: Harvesting Happiness with 20 Years of Annie's Project - Ruth Hambleton

4:00 pm Program Concludes