

2019 Iowa State University Extension and Outreach Women in Ag Leadership Conference



December 3, 2019 · Iowa State University
Scheman Building · 1805 Center Drive · Ames · Iowa 50011

IOWA STATE UNIVERSITY
Extension and Outreach

Generations of Leadership

Welcome

Hello Friends!

On behalf of Iowa State University Extension and Outreach and the conference advisory committee, I would like to welcome you to the 2019 Women in Ag Leadership Conference. We are excited to bring together women in agribusiness, women in farming, students, and others interested in women's leadership.

This year's conference theme is Generations of Leadership. We want to support the countless ways women reach back to help the next generation and reach forward to become the next generation of agricultural leaders. Our outstanding speakers are ready to share knowledge and skills you can apply in your farm or agribusiness career to help you succeed.



Two generations of women in agriculture at the 2018 Women in Ag Leadership Conference! Madeline Schultz with sisters Kathy Miller and Crystal Sheehan, and mother, Kaye Miller.

We're excited to bring you two ISU alumni as our keynote and capstone speakers who'll share practical advice for pursuing your passions with purpose. Concurrent sessions include farm and agribusiness succession planning, negotiation, team building, and supporting farmers and colleagues who are feeling stressed. A fun networking activity leads into our panel on women in agriculture and our careers.

Once again we will honor six amazing Women Impacting Agriculture. This honor showcases and celebrates women's unique contributions to a safe and plentiful food supply while enhancing Iowa's agricultural systems.

The conference activities are sure to replenish your spirit and deepen your aspirations to lead within your family and across the global agricultural industry. The conference advisory committee designed this event around three major goals. We hope you will take home and carry with you:

1. A belief in yourself and the power of life-long learning
2. Connections with other women that inspire your leadership journey
3. New skills that enhance your leadership in farming and agribusiness

Women are one-third of Iowa farmers and own one-half of Iowa farmland. Men and women agree women are an integral part of agribusiness. You work hard every day to contribute to your local community and global food security.

Women work in, manage and own complex farms and agribusinesses in Iowa. We know how much you accomplish every day. That is why we are especially pleased you're here to offer you this opportunity for renewal as you share, network and learn with others.

I would like to thank everyone who volunteered time to prepare for a successful event. Enjoy the conference!

Madeline Schultz

Iowa State University Extension and Outreach Women in Ag Program Manager

Conference Agenda

Tuesday, December 3, 2019

8:00 a.m. Onsite check-in begins

8:00 a.m. Networking and refreshments

9:00 a.m. **General Session One - Scheman 220-230**

- 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
- **Women Impacting Agriculture Recognition - 2019 Honorees**
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

10:30 a.m. Networking and refreshments

10:45 a.m. **Concurrent Session A**

- **Session A1: Succession Planning Takes Leadership - Scheman 250-252**
Rena Striegel, President, Transition Point Business Advisors
- **Session A2: Purpose. Priority. Plan: Your Leadership Map - Scheman 275**
Amy te Plate-Church, Director of Account Services, Look East
- **Session A3: Stress on the Farm: Strategies to Help Each Other - Scheman 204-208**
Anthony Santiago, ISU Extension and Outreach Human Sciences College Projects Specialist, and Tammy Jacobs, ISU Extension and Outreach Human Sciences Hotline Coordinator

12:00 p.m. **General Session Two Luncheon - Scheman 220-230**

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

1:15 p.m. **Concurrent Session B**

Session B1: Succession Planning Takes Communication - Scheman 250-252

Rena Striegel, President, Transition Point Business Advisors

Session B2: Stay Calm and Negotiate! - Scheman 275

Wendy Srnica, Global Leader Integrated Field Sciences, Corteva

Conference Agenda

Session B3: Yielding Higher Production Isn't Just for Harvesting! It's for Teams Too! - Scheman 204-208

Krisdeena Jansen, Human Resource Specialist, ISU Human Resources

2:15 p.m. Networking and refreshments

2:30 p.m. General Session Three - Scheman 220-230

- **Panel Discussion - 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

- **Capstone Address: Fitting In, Having Faith, and Finding your Passion,**

Elizabeth Burns-Thompson, Manager Corporate Affairs, Renewable Energy Group

- Closing Remarks

4:00 p.m. Adjournment

SPONSORS

IOWA STATE UNIVERSITY
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Session Descriptions

CONFERENCE SESSION DESCRIPTIONS

General Session One

Keynote Address Path of Purpose-Driven Leadership - Amy te Plate-Church

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.

Recognition Women Impacting Agriculture

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.

Concurrent Session A

Session A1 Succession Planning Takes Leadership - Rena Striegel

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

Map your purpose and path for intentional leadership and mentorship in this interactive session that follows the keynote theme. Amy will guide you 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 and Tammy Jacobs

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

Session Descriptions

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.

Concurrent Session B

Session B1 Succession Planning Takes Communications – Rena Striegel

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 Srnicek

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

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.

General Session Three

Panel Women in Ag and Our Careers: Sharing Experiences – Clara Lauritsen, Monica Lursen, Leslie Miller

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 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.

Session Descriptions

Capstone

Fitting In, Having Faith, and Finding your Passions - Elizabeth Burns-Thompson

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

Guest Speakers

GENERAL SESSION ONE

Keynote Address: Path of Purpose-Driven Leadership



For **Amy te Plate-Church**, animal agriculture is foundational to her upbringing, college experiences and a career spanning 25 years. Her personal purpose is to enrich farming and food production – specifically to help build trust and maintain freedom to operate for modern agriculture – and she lives this purpose through her role as a communication strategist with the public relations firm, Look East. Day-in and day-out, Amy works with agribusinesses and farm groups to create and carry out trust-building strategies, with focus on sustainability, social responsibility and adoption of new technologies. She is passionate about volunteering with causes she is passionate about, including ag advocacy, youth development and education. Through the grassroots organization, Dairy Girl Network, Amy has led a team to develop and offer the Inspire mentor program for dairy women across the U.S. While Amy has lived in Wisconsin for 20 years, she’s an Iowan by birth and in heart. Her family dairy farm near Cresco in Northeast Iowa is operated today by her parents, brother and sister-in-law. She’s a mother of two teenagers, an Iowa 4-H alumni, a graduate of Iowa State University with degrees in Dairy Science and Ag Journalism, and a passionate Iowa State University sports fan.

CONCURRENT SESSIONS

Succession Planning Takes Leadership



Rena Striegel is an internationally recognized business coach and consultant with more than 20 years of experience working directly with farmers, ag leaders, senior executives and entrepreneurs to identify and implement strategies that create growth and profitability.

In her role with Transition Point Business advisors, she leads client projects in the areas of strategic planning, business succession and continuity planning and employee/leadership development. A majority of her current clients are large family farm operations located throughout the lower 48 states.

In addition to working with family owned businesses, she has worked with management teams of international organizations like Business Network International (BNI), Xerox, Project Management Institute, Northwestern Mutual, United Way, Magna Corporation and many others to improve their overall performance through clear executable strategies and higher employee contribution.

Rena grew up on a dairy and hog farm in What Cheer, Iowa. Some of her more interesting life experiences include living in India (twice), driving the highest motorable road in the world in a snow storm and co-authoring the bestselling book, *Building the Ultimate Network*, in 2011. Her practical and often humorous approach to leadership makes her a sought after keynote speaker at conferences focused on innovation and building peak performance organizations.

Rena is a Professional EOS Implementer as well as a certified business coach and holds an MBA from the University of Iowa.

Guest Speakers

Purpose. Priority. Plan: Your Leadership Map



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Stress on the Farm: Strategies to Help Each Other



Anthony Santiago is an Iowa State University Extension and Outreach Human Sciences College Projects Specialist. Anthony brings a combination of experiences as an educator within Human Sciences Extension and Outreach and a clinician as a Marriage and Family Therapist. For the last 20 years he has worked with many individuals, couples and families promoting mental health, relationship and family wellness.



Tammy Jacobs is coordinator for Iowa Concern and all Human Sciences Extension and Outreach hotlines at Iowa State University Extension. These hotlines answered more than 30,000 calls last year.

Guest Speakers

Succession Planning Takes Communication



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Stay Calm and Negotiate!



Wendy Srnicek leads the Integrated Field Sciences (IFS) sub-function within the R&D organization for Corteva Agriscience™. She and her team are responsible for the field performance characterization of crop protection and trait technologies globally. She serves as a member of the R&D leadership team.

Wendy joined DuPont Pioneer in 2007 as a Research Scientist in Maize Product Development, following five years of agricultural biotechnology experience within the corporate agriculture industry in the United Kingdom and Italy. Since then, she has served in various positions within crop genetics research and development, including Director of Trait Integration.

Prior to assuming her current role, Wendy co-led the team that designed the IFS organization and then served as the IFS Lead for North and Latin America. In that capacity, she made it a priority to connect researchers historically focused on traits, seed and seed-applied technology with those historically focused on crop protection to foster the development of integrated solutions for the farmer.

Wendy earned her bachelor of science degree in crop and soil science from Michigan State University, a master of science degree in weed science from Virginia Tech University and Ph.D. in crop science from North Carolina State University.

Wendy developed a passion for agricultural research growing up on her family's farm in Michigan. She has lived in six different states and four countries throughout her education and career.

Guest Speakers

Yielding Higher Production Isn't Just for Harvesting!



Krisdeena Jansen works as a Learning and Development Consultant with University Human Resources. She designs, develops, and facilitates professional development programs for ISU staff, and hopes to engage learners to think critically about problem solving and leadership development. Prior to her position at Iowa State, she coordinated and developed risk reduction training programs for the Department of Defense in Washington, DC and worked for a local non-profit as a drug and alcohol educator in K-12 schools in Polk County. Krisdeena is a first generation college graduate where she earned her Bachelors of Science from ISU and her Master's in Leadership Development from Drake University. In her free time she travels for her son's hockey tournaments, and plays with her very active dogs.

GENERAL SESSION THREE

Panel: Women in Ag and Our Careers: Sharing Experiences



Clara Lauritsen is a sixth generation cattle feeder from Western Iowa. She grew up on her family feedyard in Exira, IA and has been involved in the cattle feeding industry from a very young age. Clara is a graduate of Northwest Missouri State University where she studied Agriculture Sciences. Following graduation Clara invested time working for Five Rivers Cattle Feeding in Yuma, CO - the largest cattle feeders in the world. After a short time in Colorado, Clara moved home to Western Iowa where she now manages her families custom feedyard alongside her brother.

Outside of work Clara stays busy volunteering in her community. As the Audubon County Cattlemen's President and 4H leader she believes it is essential to raise our youth in the agriculture community.



Monica Lursen An alumna of Iowa State University, Monica retired from her career as a Registered Dietitian Nutritionist after 46 years. She continues to count down her farming career. After her husband's death in 2011, she took over management of the family business that began in 1946. She is actively transitioning Lursen Farms and Lursen Trucking, LLC to her sons. Monica blends her nutrition expertise and love of farming to educate others through her 20th year of serving as the Executive Director of the Iowa Academy of Nutrition and Dietetics. Rose is chaired the College of Human Sciences Council from 2017-2019. She is a member of the Order of the Knoll and is one of 39 "Faces of Iowa State" portraits painted by Rose Franzen in 2017.



Leslie Miller is the Vice President at Marion County Bank in Knoxville. She co-founded the Farm Financial Standards Council, which arose after the farm crisis to produce guidelines that improve the ability of farmers, bankers and regulators to analyze farm credit. Leslie has held many leadership positions including chair of the Iowa Bankers Association Ag Bankers Committee and member of the Chicago Federal Reserve Advisory Board. Leslie is a graduate of Iowa State University where she continues to assist Animal Science and Economics professors in solving agricultural credit issues. She is an extraordinary community leader; volunteering with ISU Extension and Outreach - Marion County, serving as president of hospital and school boards, and co-founded Iowa Women in Agriculture. In 2018, Leslie became the second woman to receive the Jim Leach Leadership in Banking Award by the Iowa Bankers Association.

Guest Speakers

Capstone Address: Fitting In, Having Faith, and Finding your Passion



Raised here in Iowa, it was **Elizabeth Burns-Thompson's** passion for agriculture that led her to Iowa State University, where she earned a Bachelor of Science in Agricultural Business & International Agriculture. Elizabeth also holds a Juris Doctorate from Drake Law School, specializing in agricultural law and policy, and is a licensed attorney with the State of Iowa. Throughout her professional career she has specialized in helping rural Iowa and small businesses sustain their voice in the political process. In addition to her professional career, she is an active resident and volunteer within her community, and was recently elected as a member of the Altoona City Council. She also holds leadership roles within the ISU Alumni Association Young Alumni Council, American Agricultural Law Association, and Young Professional in Agriculture. Earlier this year Elizabeth was recognized on the AgGrad "30 Under 30 in Agriculture" list and was named the 2019 Emerging Leader Award winner by Iowa State University College of Agriculture & Life Sciences. Outside of her professional and community commitments, Elizabeth enjoys traveling, gardening, and the occasional Pinterest project.

Advisory Committee Members



Cora Carpenter is a junior at Iowa State majoring in agricultural communications. Cora was raised on her family's dairy farm in Southwest Wisconsin. She was hired by the ISU Extension and Outreach Women in Ag program as a student assistant in January of 2019. She

has been involved in a variety of clubs and organizations on campus including the Agricultural Communicators of Tomorrow (ACT), Dairy Science Club, and Sigma Alpha which is a professional Women in Agriculture Sorority. Cora has interned with the University of Wisconsin-Extension as a 4-H Intern and with Fair Oaks Farms as an Adventure Guide Intern. Upon graduation, she wants to continue being a voice for agriculture.



Zoami Calles-Rios Sosa moved to Iowa at the age of eleven from Veracruz, Mexico. Her family owns and operates Crooked Creek Farm located in rural central Iowa. Together, they produce and sell a variety of fruits and vegetables at farmers markets around Iowa and in

Omaha, Nebraska. Her family's fruits and vegetables are also sold at local grocery stores in Webster City, IA. Zoami and her husband own a small vegetable store in Webster City, called HealthyFOODS where their produce is presently sold. Currently, Zoami and four family farm owners and operators are transitioning into wholesale and value-added products. Zoami earned her Computer Science degree from Buena Vista University and is constantly searching for ways to incorporate technology into the family farming operation.



Joni Erwin is a District Field Manager for the Iowa Corn Growers Association where she serves 11 counties in North Central Iowa. She strives to increase member involvement in her territory and increase awareness of Iowa Corn programs. Her roots run deep in

agriculture. She grew up on her family's grain and livestock farm in Crawfordsville, Iowa. She is a proud alumni of Iowa State University obtaining her degree in agricultural business and international agriculture. In addition to this advisory council, Joni serves on the NIACC Ag Advisory Committee and is the President of the Clear Lake Jaycees.



Jade Hargrafen is the county program director for ISU Extension and Outreach in Delaware County where she previously worked as youth coordinator. In her current role she works to increase community educational programming opportunities to fulfill county agriculture

needs. She graduated from the University of Iowa with degrees in political science and environmental policy. Jade was born and raised on a beef and swine farm near Delhi, Iowa. Her passion for roles within agriculture grew through her 4-H involvement. She showed cattle, swine and various static exhibits and held leadership roles including Delaware County Pork Princess and Delaware County Fair Queen. After a summer internship with ISU Extension and Outreach, she knew she wanted to pursue a career to help others and give back to a community that helped shape her life.



Morgan Hibbs graduated from Iowa State University with a Bachelor of Science degree in Agriculture and Life Science Education/Communications in May 2017. She works for the Linn County Farm Bureau as the Education Outreach Coordinator where she

teaches core curriculum concepts in science, social studies, language arts and nutrition through agricultural-based content. Through her time at Iowa State University, Morgan held internships with Iowa Farm Bureau Federation Young Farmer Program, Iowa State University Extension and Outreach Women in Ag Program, 4-H STEM Camps, and the Iowa State Daily. Morgan lives with her husband, Tyler, in Johnson County.



Myriam Lafrenière-Landry resided in Quebec City, Quebec before establishing her home in Pella, Iowa in 2015. Before coming to the United States, Myriam completed a Master's degree in plant sciences from Laval University and worked ten years for the Canadian

government where she developed inspection programs and stakeholder collaboration on invasive plants. Later, she supported the adoption of agriculture innovations and conservation practices by developing and leading projects on agroforestry, water quality, invasive pests, and corn fertilization. Myriam assists the ISU Extension

Advisory Committee Members

and Outreach Women in Ag program as a consultant. She is passionate about growing her art business and volunteering in her community.



Melissa O'Rourke is an attorney and Farm & Agribusiness Management Specialist and Extension Dairy Team Member for Iowa State University Extension and Outreach. Melissa has practiced extensively in the fields of business and estate planning,

employment legal issues and agricultural commercial litigation and has worked with numerous farm and ranch families to facilitate planning for management of their farm businesses. Melissa's particular areas of interest include farm estate and succession planning, agricultural human resource legal and management issues, farmland leasing and tenure arrangements, and working with beginning and transitioning farmers. Melissa's work with Iowa State University combines her background in education, agriculture and law as she informs and advises members of the farm and agribusiness community on an expansive array of business planning and legal topics.



Mindy Ott is the Story County Executive Director for the USDA-Farm Service Agency where she implements various aspects of the Farm Bill for farmers and ranchers across the county. She previously worked for the USDA-Farm Service Agency in Webster County.

Mindy reached a ten-year milestone working with the Farm Service Agency. Mindy is a graduate of Buena Vista University where she completed a degree in accounting. She raises beef cattle, pigs, corn and soybeans with her husband's family. Mindy also works with her husband on their custom round baling business. She and her husband reside in Boone County with their two boys.



Jennifer Savits is the enology (winemaking) extension field specialist at the Midwest Grape and Wine Industry Institute at Iowa State University. Her work involves assisting winemakers around the state and greater Midwest region with best winemaking practices,

providing technical information, and improving overall wine quality through education and outreach activities. Jennie

has also served as a lecturer, teaching laboratory courses in the Food Science and Human Nutrition Department and worked as a research associate for the MGWII. Jennie earned BS and MS degrees in Food Science at Iowa State. Jennie resides in Boone County with her husband and three children on a century family farm that includes row crops, a cow-calf herd and a trucking business.



Sara Shepherd raises purebred Charolais cattle and is a marketing consultant in central Iowa. Prior to starting her own farm business in 2012, she gained experience with the Humboldt-Dakota City Chamber of Commerce and the Eagle Grove

Chamber of Commerce, as well as with her work as a Marketing Analyst for Brokers International Ltd. Sara graduated from Waldorf College with a degree in business finance and management information systems. She serves on the Adair County Extension Council and enjoys volunteering in the community for 4-H and FFA activities. Sara and her husband, Dan, continue to evolve their farming businesses in Iowa and Nebraska.



Susan Tronchetti is a business development professional and co-owner of Tronchetti & Tronchetti, Inc., a Greene County corn and soybean farming operation owned by Susan and her husband, Dan. Previously, Susan was a grain merchandiser for West Central

Cooperative and an owner of a Pioneer Seed business based in Jefferson. Susan currently serves on the board of directors for several agricultural businesses, including Landus Cooperative, Land O'Lakes Executive Board Council, the Nationwide Insurance Board Council and a director of Home State Bank in Jefferson. She is skilled in risk management, customer service, sales and strategic planning. Susan is a graduate of Iowa State University with a degree in agricultural business and farm management.

Women In Ag Leadership Conference

ISU EXTENSION AND OUTREACH WOMEN IN AG PROGRAM STAFF



Lisa Scarbrough is a communications specialist with the Iowa State University Department of Economics, member of the ISU Extension and Outreach farm management team, and co-leader of the Women in Ag program. Lisa produces videos that showcase the successes of women working in agriculture. She also develops communication materials including posters, flyers and brochures. Working with a national team, she helped launch the Women in Agriculture Learning Network and coordinated promotion and facilitation of webinars for a national audience. Lisa received a degree in communication studies with a minor in journalism from the University of Iowa. She has twenty years of experience meeting the promotion and communication needs of ISU Extension and Outreach's internal clients and external partners and stakeholders.



Madeline Schultz is a program manager with the Iowa State University Department of Economics, member of the ISU Extension and Outreach farm management team, and co-leader of the ISU Extension and Outreach Women in Ag program. Madeline works to develop educational programs, increase connections among women in agriculture, build the professional capacity of educators, and steward funding in order to help women improve their lives and contribute to national food security. Madeline also coordinates Iowa's Annie's Project courses. She contributed leadership to Annie's Project nationally from 2008-15. Madeline began her career with ISU Extension and Outreach in 2003. She earned bachelor degrees in agribusiness and economics and a master's degree in business administration with an interest in sustainable agriculture from Iowa State University.

Women Impacting Agriculture Honorees



Hannah Breckbill

Hannah Breckbill's story illustrates the results of hard work and preparation meeting opportunity. Hannah is a single woman who was not born into a farm family – but dreamed of farming, decided to do it, and put in the hard work necessary to establish and grow her successful farm business by creating, recognizing and seizing opportunities. As a college math major, Hannah has what she describes as a logical “math brain” – and moved from thinking into activism around food and agriculture. Hannah's key expertise is focusing on systems, process and community building. She uses that expertise to not only build Humble Hands Harvest but also to build the sustainable agriculture community. Hannah supports natural resource conservation as a certified organic farmer (through MOSA). She uses cover crops and no-till plots. She incorporates sheep (15 ewes) on the landscape and utilizes composted manure on an alternate high-tunnel location. Hannah is most proud of her innovative business plans, and her ability to communicate an alternative vision of what agriculture can be and actually put it into practice as a successful, hard-working farmer who has courage and takes measured risks. Hannah founded Humble Hands Harvest in 2013. This year marks her tenth year in farming.



Beth Grabau

Beth has always had a passion for production agriculture as well as making sure those with limited knowledge of it are provided the correct information for them to make an informed decision. Beth is passionate about telling the story of agriculture as well as helping beginning farmers and advocating for farmers as a whole. After a career with USDA, Beth did contract work for several non-profit organizations, traveling to work with farmers in Ghana, West Africa and Nicaragua. She now serves as Executive Director of the Veterans in Agriculture, enhancing opportunities for military service men and women. She was instrumental in establishing the VIA's equipment donation program called FEED (Farm Equipment Exchange Donation). She also started the labeling program which identifies produce and other food products proudly grown by veterans. She is currently designing and launching a veteran apprenticeship program for young people interested in agricultural careers. This program will require approval through the U.S Department of Labor and the Veterans Administration. Beth's networking abilities have strengthened Iowa's Veterans in Agriculture position as the “go to” veteran organization. The VIA has gained positive publicity from Beth's hard work.

Women Impacting Agriculture Honorees



Jordan Hansen

Jordan Hansen didn't foresee having the opportunity to continue in the dairy industry when her family sold their cows years ago. Little did she know, she would marry into a family that is influential in Iowa's dairy legacy. Jordan is the Marketing Manager for Hansen's Dairy in Hudson, Iowa. The family-owned farm has been operating since 1864. They added on-site processing and agritourism in 2004. Jordan's impact on the dairy is immense as she continues the efforts of her mother-in-law to provide on-farm, digital, and in-store marketing for Hansen's Dairy. She also serves as bookkeeper, human resources manager for 30 family and community-based employees, and public relations guru as she builds relationships in the community to share the products and message of Hansen's Dairy. In addition to creating and managing employment opportunities, Jordan works diligently to engage the community through tours that draw individuals to rural Black Hawk County. The added value of agritourism is fundamental to sustainable success in today's challenging agricultural economy. Jordan continues to expand tours while strategically creating events and marketing plans to reach diverse audiences.



Rose Kastner

Agriculture has been in Rose's blood since she was a little girl growing up on a small farm. When Rose married her husband, Steve, he was working at John Deere as a mechanic. The young couple started their own small farm and then had the opportunity to join Steve's father's farming business. In 1982, Steve suffered a severe head injury in an accident. Rose's life really changed. She learned to keep record books and make loan payments. Rose learned all she could about the crops and cattle: she ran the tractors and combine, fed the cattle, and took the night watch during calving. Eventually, Steve was able to help with the daily operations on the farm again. As an active community member, Rose served on the USDA Farm Service Agency committee for 9 years, and became the first woman President of the Guthrie County Cattlemen. For her Extension volunteerism as a 4-H Leader, Youth Livestock Committee member, blood drive organizer and more, Rose received the Honorary 4-H Award. Rose enjoys her service with the Yale-Jamaica-Bagley School TTT (Time Talent and Treasures) organization, where she raises money to send kids to camp. Watching her kids and grandkids learning and working together is very important to Rose and she hopes the family farm will continue into the future.

Women Impacting Agriculture Honorees



Liz Kolbe

Liz Kolbe has three overarching interests in Iowa agriculture: a diversified agricultural landscape, profitable farms, and local food production. She works towards these goals everyday as the Horticulture and Habitat Programs Manager for the Practical Farmers of Iowa (PFI). Liz works with farmers who raise crops ranging from vegetables and fruits to flowers and mushrooms, helping diversify the Iowa agricultural landscape. Her programming is equally diverse, spanning from in-field practices to business management, and even farmer life balance and wellness. Liz primarily works with vegetable and fruit farmers and orchardists, as well as other non-profit and government agencies, and educators around the state of Iowa. Her work goes beyond the plants; Liz is also committed to improving Iowa's rural economy. She supports natural resource conservation by working with individual farmers on conservation-oriented projects. Liz directs all the farmer-led programming for horticulture farmers. One reason Liz is impactful in her role at the PFI is that her position responsibilities align with her own personal values. She is thankful to continually work towards growing the community of farmers around the state of Iowa, connecting them to each other to develop and sustain strong networks. While Liz is quick to attribute the success of the network of collaborating farmers to the hard work and contributions of the Iowa farmers she serves, it is clear that she is a catalyst within this community.



Monica Lursen

There is a saying – “If you eat, you are involved in agriculture.” Monica has had the good fortune of weaving the science of food and nutrition with the science of agriculture. She was a farmer's daughter and granddaughter for 21 years, a farmer's wife for 41 years until she lost her husband to cancer and became the farmer, as well as being a Registered Dietitian Nutritionist for the last 46 years. When her husband Larry died in 2011, she had to look at her farm business with new eyes and ears to navigate the decisions and actions. She not only survived, but thrived so that she is now transitioning the farm operation to the next generation. While she provides the financial resources, her two sons, Christopher and Patrick provide the expertise and manpower. They work together to make decisions. Monica also owns Lursen Trucking, LLC, which allows them to have several semi-trailers to use during harvest. Patrick now operates the trucking LLC on his own. Christopher is able to help during peak season. Her goal is to be the glue that holds all of these activities together – which often includes being the home base for her four grandchildren while all four parents work off the farm.

Notes

Women In Ag Leadership Conference



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We want to hear from you!

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