

2021 Iowa State University Extension and Outreach Women in Ag Leadership Conference



November 29-30, 2021 • Iowa State University

Gateway Hotel and Conference Center • 2100 Green Hills Dr. • Ames, IA

IOWA STATE UNIVERSITY
Extension and Outreach
Women in Ag

Women in Ag Leadership Conference

Welcome to the fifth Annual Iowa State Extension and Outreach Women in Ag Leadership Conference

Dear Conference Attendees:

Women have vital roles in Iowa's agricultural economy. Nearly 35,000 women are making key decisions on Iowa's 86,000 farms every day according to the USDA 2017 Census of Ag. For the 2021 academic year, women are more than half (57.1%) of the undergraduates in the Iowa State University College of Agriculture and Life Sciences. Women in agricultural careers from legal services, to livestock production, research and land sales are helping keep Iowa vibrant and resilient.

Lead Like Someone Left the Gate Open is the conference theme. There's no better time than now to re-think your boundaries and chase your dreams. We are pleased to work with exceptional women on the leadership conference planning committee to bring together women in agribusiness, women in farming, students of agriculture and all interested people for two days of personal development, networking, and renewal.

This year, you'll have a unique opportunity to get up close and personal with Iowa's own world-class agricultural speaker, Jolene Brown. We'll get to know her well as she takes us through a special leadership journey with three presentations to help build a solid business foundation, use your passion and purpose to light the fires, and celebrate your agrarian roots.

Our campus tours will let you experience the turfgrass at Jack Trice Stadium, explore a rooftop greenhouse conservatory, discover the world of plant pathology and entomology, or time-travel with a visit to the 1860 Farm House and 2020 Iowa State Creamery. We'll soar high with our panel of three entrepreneurs. Lynn Bolin and her family offer farm stay guests a chance to 'sleep with the cows.' Kim Andersen and her husband transitioned to organic production and opened Blueberry Bottom to the community. Katie Holtz stepped up to the vice president role in her family's innovative PigEasy agribusiness. Our concurrent sessions offer surprising variety. You can learn how to create more balance in your life, land that next leadership role, get

more out of social media, or innovate crop production and conservation. You'll be inspired by this year's Women Impacting Agriculture honorees who are building businesses and creating community.

We are excited to bring you Dr. Amani Elobeid as our capstone speaker. She will share her leadership journey from the University of Khartoum in Sudan to earning her Ph.D. at Iowa State University to receiving an Excellence in Teaching award and advising the Iowa State Agricultural Business Club.

The mission of the Iowa State University Extension and Outreach Women in Ag Program is to improve the quality of life in Iowa by providing research-based educational resources and programs that expand agricultural business, improve natural resource management and support the community of women in agriculture. The conference committee goals are to offer a women-centered program that replenishes spirits and deepens aspirations to lead within families and across the global agricultural industry. We strive to develop partnerships that help keep attendance affordable for all.

We are in awe of the excellent work you, as women in agriculture, do every day. That is why we are especially pleased to offer this opportunity for personal development as we learn and laugh together. We would like to thank everyone who volunteered time to prepare an extraordinary event for you. Enjoy the leadership conference!

Sincerely,

Madeline Schultz and Jade Hargrafen, Conference Co-Chairs



Conference Agenda

Monday, November 29, 2021

11:30 a.m. Onsite check-in

Networking and refreshments

12:30 p.m. Iowa State University Campus Tours

- Tour A1: Farm House and ISU Creamery's Two Swan
- Tour A2: Turfgrass and More at the Jack Trice Stadium
- Tour A3: Greenhouse Research and Sunshine Galore
- Tour A4: Nematodes, Spiders, and Bees, Oh My!

2:30 p.m. Networking and refreshments

3:00 p.m. General Session One

- **If we Huff and Puff, Will We Blow Your House Down?** - Presented by Jolene Brown

6:00 p.m. Networking and refreshments

7:00 p.m. Program Concludes

Tuesday, November 23, 2021

7:30 a.m. Onsite check-in

7:30 a.m. Networking and refreshments

12:30 p.m. Morning General Session

- Opening Remarks
- **Welcome – Dr. Carmen Bains, Associate Dean for Academic Innovation for Iowa State University College of Agriculture and Life Sciences**
- **Keynote Address: Let Go of the Rope!** - Presentee by Jolene Brown
- **Women IMpacting Agriculture - 2021 Honorees**
Cindy McCullough - Hamilton County
Marilee Jones - Franklin County

10:30 a.m. Networking and refreshments

10:45 a.m. General Session Two

- **Panel - Soaring High with Entrepreneurship!**
Moderated by Ann Johanns. Guests include Lynn Bolin, New Day Dairy Gues Barn; Kim Andersen, Blueberry Bottom Farm; and Katie Holtz, PigEasy.

Conference Agenda

11:45 a.m. General Session Three

Networking and Luncheon

Luncheon Address – Harvest the Humor: A Celebration of Life on the Farm - Presented by Jolene Brown

1:45 p.m. Networking and Refreshments

2:00 p.m. Concurrent Session B

- **Session B1: Healthy Balance Exists and You're so Much Closer Than You Know**

Presented by Alexa Schirm

- **Session B2: Find Your Wings to Transform Your Leadership Journey**

Presented by Holly Betten and Kami McDonough

- **Session B3: Are You Using Social Media, or is it Using You?**

Presented by Caitlyn Lamm and Zach Bader

- **Session B4: Look to the Future with a Systems Approach to Achieving Soil and Water Conservation with High-Yield Row Crop Production**

Presented by Cynthia Bartel, Suzanne Fey, and Sara Lira

3:00 p.m. Networking and Refreshments

3:15 p.m. **Capstone Address** – Dr. Amani Elobei

Closing Remarks

4:00 p.m. **Program Concludes**

Session Descriptions

MONDAY SESSION DESCRIPTIONS

Tours

Tour A1: Farm House and Iowa State Creamery's Two Swans: Hosted by Sarah Canova

Join us for a tour of the Farm House Museum on central campus and the Iowa State Creamery. Built in 1860, the Farm House was the first building on campus. The dairy store was re-established in 2020, after a 50-year hiatus, under the leadership of Dr. Stephanie Clark. Sarah Canova, an Iowa State Alum, manages the creamery. She'll show us the ice cream and cheese curd production process, talk about the business side of the creamery, and share how students benefit from the new creamery. Tour participants may purchase ice cream and cheese to enjoy.

Tour A2: Turfgrass and More at the Jack Trice Stadium: Hosted by Dr. Adam Thoms, Barb Clawson, Mira Emma, and Joshua Tvrdik

Thanks in part to a collaboration with the Iowa State Horticulture Department's research farm and Turfgrass Management program, Jack Trice Stadium is getting new turfgrass this fall. On this tour, you'll learn about the research and management that goes into having a beautiful, functional natural grass stadium that is consistently ranked as one of the best in the nation. We'll visit Jack Trice Stadium to see firsthand what it takes to renovate the football field turfgrass. We'll also visit the Iowa State softball and soccer fields with player and turfgrass student, Mira Emma.

Tour A3: Greenhouse Research and Sunshine Galore: Hosted by Pete Lawlor and Kenny McCabe

Have you ever wondered what is going on in those greenhouses on campus? Pete Lawlor and Kenny McCabe will share the intricate workings of these sunny spaces. They'll highlight research projects on a wide range of crops from corn to lettuce. We'll tour the Bessey Hall rooftop greenhouse and Pohl Conservatory, which encompasses over 12,000 square feet; and the Horticultural Hall 12,000 square-foot greenhouse, which is equipped with state-of-the-art environmental control and innovative production systems.

Tour A4: Nematodes, Spiders and Bees, Oh My!: Hosted by Dr. Laura Iles and Ginny Mitchell

Insects and other arthropods have a critical role in Iowa's landscape and economy. That's why Ginny Mitchell and her team are on a mission to "Spread Bug Love" through the Iowa State Insect Zoo. On this tour, go behind the scenes in the Insect Zoo's three animal rearing rooms, brimming with arthropods. From walking sticks to honey pot ants, tarantulas and beetles. Participants will also learn about how these living animals are used in hands-on programming to foster an appreciation for earth and its smallest inhabitants. We'll also visit the Iowa State Plant and Insect Diagnostic Clinic to learn what happens to the sample you send in. Dr. Laura Iles and Dr. Lina Rodriguez-Salamanca will step us through the process to diagnose plant problems and identify insects and weeds.

General Session One

If We Huff and Puff, Will We Blow Your House Down?: Presented by Jolene Brown

In "The Three Little Pigs" the third one got it right! He built a solid foundation, one brick at a time to withstand the test of time. He made sure there was mortar holding it together.

Session Descriptions

We need the same in our businesses—a right and experienced leader, specific and realistic management tools, a solid foundation including legal documents to assure peace of mind, and the recognition that a professionally run business provides the best chance to thrive. Only then can we withstand the challenges and surprises that test or bring down a family business. Only then can we celebrate creating a profitable and productive business, worthy of transitioning to the next generation.

In this upbeat interactive workshop you will:

- learn that if you want to honor the family, you'd better do the business right. If not, at the end of the day, you may have neither family nor business.
- realize we are in the people business, not just production. Leaders and managers bring good will, good experience, good skills and a commitment to do the foundation work.
- receive 8 take home tools for transitioning labor, management, leadership and ownership

With valuable content wrapped in real life stories and lots of fun, participants will discover that when your business is constructed correctly, not only do we have a productive and profitable result, we also have laid the foundation for the legacy of a family business.

TUESDAY CONFERENCE SESSIONS

Morning General Session

Keynote Address –Let Go of the Rope!?: Presented by Jolene Brown

As a hot air balloon is launched, the people on the ground must let go of the ropes. Hanging on too long has ominous consequences, in ballooning and in agriculture. Not only will it keep you from implementing your important goals, it can put you and your mission in a precarious situation. As leaders and women in agriculture, we need you launched and ready to soar! It's time for passion and purpose to light the fires because the pace, the people, the process and the products have all changed. Have we? With lots of laughter and real-world stories, we'll discover that letting go is the first step in soaring higher! Enjoy the journey!

General Session Two

PANEL - Soaring High with Entrepreneurship

Moderator – Ann Johannis, Entrepreneurs – Lynn Bolin, New Day Dairy Guest Barn; Kim Andersen, Blueberry Bottom Farm; and Katie Holtz, PigEasy

Out of the gate thinking helped launch new businesses for our three entrepreneurs and their families. Recognizing a market for their unique products and services, these women reach for the sky. As experienced travelers themselves, Lynn and her husband Dan knew people would enjoy an enriching farm stay where they could sleep with the cows and learn about dairy farming. It's all part of re-building a 130-year-old family farm for the future. Kim and her husband, Steve, transitioned their farm to organic grains in 2014. Then, Kim opened her organic blueberry u-pick in 2019. She loves seeing families delight in picking and eating fresh blueberries. PigEasy grew out of a farmer's common sense and an inventor's curiosity. Katie's dad, Dave Klocke, launched PigEasy in 2013. Katie now serves as vice president and leads marketing strategy for the growing agribusiness.

Session Descriptions

General Session Three

Luncheon Address—Harvest the Humor: A Celebration of Life on the Farm: presented by Jolene Brown.

In this joy-filled tribute to those of us living and working on the farm, you'll find yourself laughing and commiserating with your friends and neighbors. Together we'll discover that juggling farm life with a smile can save your sanity—and bring you great joy. Get ready for real life lessons learned as we deal with breakdowns and parts runs, family in-laws and farm priorities, money and communication (or lack of it!). Most of all, you'll leave with big smiles on your faces and mighty glad that your farm roots run deep. It's time to celebrate!

Concurrent Session B

Session B1: Healthy Balance Exists and You're so Much Closer Than You Know: Presented by Alexa Schirm

If you're like most women, you're burning the candle at both ends, and for a good reason. The good news is you can leverage this stress to make it work for you. Creating a different view of stress that allows you to find balance in the chaos of life. Inside this session, learn the secrets to create balance in your life, changing your health forever. You will leave energized and with a solid plan to help you live out health today, no matter where you're starting from.

Session B2: Find Your Wings to Transform Your Leadership Journey: Presented by Holly Betten and Kami McDonough.

Are you ready for new leadership roles? Sometimes you have your sights set on the perfect opportunity. Other times opportunity knocks when you least expect it. Join us to explore ways to build your resume and discover where to look for your next leadership role.

Session B3: Are You Using Social Media, or is it Using You?: Presented by Caitlyn Lamm and Zach Bader.

Feeling unsure about the effectiveness of your social media outreach? We'll review the current social media landscape and show you strategies, tactics and tools to help you elevate your performance. Learn how to pick the social media platform that's right for you and diversify your digital outreach across channels. We'll also share how to boost your engagement by paying attention to some of the factors that influence social media algorithms and utilizing targeted social media ads.

Session B4: Look to the Future with a Systems Approach to Achieving Soil and Water Conservation with High-Yield Row Crop Production: Presented by Cynthia Bartel, Suzanne Fey, and Sara Lira.

Come join a multisector team as we explore a systems-level approach to addressing some of the most pressing issues facing production agriculture. Perennial groundcover (PGC) systems consist of an annual row crop grown in association with an ecologically-appropriate perennial groundcover. These PGC systems conserve the natural resources underpinning crop production while enhancing the biological functioning of the soil-plant environment, ultimately leading to both improved soil health and crop productivity. We'll discuss the PGC system and status; incentives for early adopter leadership; and the Cover Crop Economic Simulator tool that can help you determine the value of cover cropping options on your farm.

Capstone: An Unconventional Candidate's Path to a Career in Agriculture Presented by Dr. Amani Eloheid

City person, female, from a developing country, had never seen cropland before coming to Iowa. It was not surprising (or was it?) that she was told she was an "unconventional candidate" when she applied for a position to lead a program in Agricultural Business at a land grant university. Learn about the journey that paved the way to a career as an agricultural economist and an endowed chair tasked with preparing students to become leaders in agribusiness.

Guest Speakers

MONDAY EVENING SESSION

Workshop: If We Huff and Puff, Will We Blow Your House Down?



Jolene Brown will have you laughing while you learn! She's an award-winning communicator, an inductee into the prestigious CPAE Speaker Hall of Fame and an honored recipient of the Certified Speaking Professional, the highest earned designation of speaking achievement worldwide! She's known as a Champion for Agriculture whether from the platform, in the magazines, on television, or on the radio.

Jolene is a walking-talking spokesperson and consultant for the family-owned business. With her keen insight and result-centered approach, she's been invited to sit at lots of kitchen tables and business meeting rooms. Her popular book, "Sometimes You Need More Than a 2x4!", contains how-to-tips so those in agriculture can increase productivity, profitability and peace of mind.

In Jolene's newest book, "Holy Crap! I Married a Farmer!", she celebrates her "sisters in agriculture." She honors their multiple and valuable roles by bringing them useful tips, real life stories and lots of laughter.

As co-owner and active partner on their eastern Iowa corn and soybean farm, her practical experience includes plugging a grain auger, hypnotizing chickens and entertaining folks behind the equipment parts counter.

Jolene cares deeply about the ag industry and is on a mission to share leading-edge best practices. She's a passionate supporter, promoter and champion for the people who feed, clothe and fuel the world.

Her worldwide audiences appreciate her fun-filled humor and real life stories. They leave with take-home value, great big smiles on their faces and eager to return for more.

TUESDAY GENERAL SESSIONS

Keynote Address: Let Go of the Rope! Presented by Jolene Brown



As a hot air balloon is launched, the people on the ground must let go of the ropes. Hanging on too long has ominous consequences, in ballooning and in agriculture. Not only will it keep you from implementing your important goals, it can put you and your mission in a precarious situation. As leaders and women in agriculture, we need you launched and ready to soar! It's time for passion and purpose to light the fires because the pace, the people, the process and the products have all changed. Have we? With lots of laughter and real world stories, we'll discover that letting go is the first step in soaring higher! Enjoy the journey!

Guest Speakers

Panel – Soaring High with Entrepreneurship



Ann Johannis is an Extension Program Specialist for Iowa State Extension and Outreach. She received her B.S. in Agricultural Business and M.S. in Agricultural Education from Iowa State University. Ann coordinates the library of materials available on the Ag Decision Maker website, conducts research on emerging agricultural issues, and supports efforts across the state for the farm management team as team co-leader. Ann grew up helping any way she could on her parent's farm in Southwest Iowa. Today, Ann and her husband farm in Mitchell County with their three active sons.



Panelist: Lynn Bolin is a big city girl gone country. She grew up in the suburbs of Minneapolis, then met her dairy farmer husband at Iowa State where she studied business management. Today she and her husband own New Day Dairy, a fifth generation dairy farm near Clarksville, which features a one-of-a-kind vacation rental - the GuestBarn. Opening in January 2020 guests from across the country have travelled to rural Iowa to #sleepwiththecows and cow gaze on a working dairy farm.



Panelist: Kim Andersen lives on her grandparent's farm in southeast Iowa. She moved to the farm in 2006. Along with her husband Steve, they started farming in 2014 and began the transition to organic. The decision to go organic was based on several factors including Kim's two battles with cancer, more interest in growing food than feed (we do not have animals), and the financial bottom line. YES, it is more work! Kim is a teacher and holds a bachelor's and master's degrees. She currently teaches online for Southern New Hampshire University as an adjunct professor. Kim has several enterprises that she has built in the past 5-6 years, including Andersen Seed and Supply and Blueberry Bottom Farm.



Panelist: Katie Holtz is the Vice President of PigEasy, LLC. In 2013, Katie helped her father, Dave, start PigEasy to market his on-farm innovations to the swine industry. She is responsible for the company's sales, marketing, and business operations. Katie uses her childhood experience of working in her family's sow farm to relate to her customers every day. Taking root seven miles north of the family farm near Templeton, Katie and her husband stay busy raising their three young sons and being involved in their community.

Harvest the Humor: A Celebration of Life on the Farm



Jolene Brown is a walking-talking spokesperson and champion for the people of agriculture. She's a farmer in eastern Iowa, contributor to "Successful Farming" magazine's popular family business column, author of two great books and an inductee in to the prestigious CPAE Speaker Hall of Fame. Her worldwide audiences appreciate her fun-filled spirit and valuable information. She's on a mission to share leading-edge best practices, appreciation, laughter and celebration to increase productivity, profitability and peace of mind. www.JoleneBrown.com

Guest Speakers

Healthy Balance Exists and You're so Much Closer Than You Know



Alexa Schrima For most of my life, health existed as something *just* out of reach. I spent my younger years witnessing women I admired follow diet fads, endured college nutrition lectures where calorie counting was expected to fix inner issues, and touted myself as a nutrition expert while suffering through my own personal health crisis. This led me to the realization that we're approaching health in the wrong way. Health is never about what you can do to your body but how you can work with your body to mobilize energy. A realization I had to fight for after losing my health. Today, in an industry where health has been made unachievable and even unapproachable, I want to show you how to make health simple, proving all of us have the power to live well. Health is inside of you. Let me show you how to live that out.

Find Your Wings to Transform Your Leadership Journey



Holly Betten is an Iowa native who grew up on a farm. She attended Iowa State University for agricultural business. Her career in human resources began 15 years ago after an internship helped her find her path in agriculture. She has an extensive background in recruitment, employee relations, and learning and development. Holly and her husband, Brandon, raise their two girls on a farm in west central Iowa.

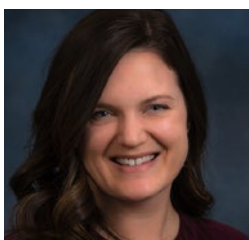


Kami McDonough currently is the HR Business Partner for Landus' eastern territory and leads recruitment for Landus. She has worked in the cooperative system since 2002 where she started out at her hometown cooperative as the Scale Operator. Within a few months, she became a Grain Merchandising Assistant. She found enjoyment in helping the farmer owners understand the markets. In 2007, she became the Administrative Assistant for the executive team and worked alongside HR. Kami joined HR in 2009 as the Payroll Specialist. Later Kami became a Talent Acquisition Specialist and in 2020 landed her ideal HR role as a HR Business Partner. Kami lives in Maxwell, IA with her husband, Brian, and daughter, Ellie. She enjoys watching and supporting her daughter play basketball and softball and hanging out with her friends on the weekends.

Are You Using Social Media, or is it Using You?



Zach Bader serves as Iowa Farm Bureau's Digital Marketing Manager. In this role, he works to engage impactful and relevant online communities (including influencers within the food system, consumers and farmers). He develops and markets online content and uses social media to engage in discussion with targeted audiences. Zach grew up on a crop and livestock farm near Jesup, Iowa. He graduated from Loras College with degrees in English and economics and has a master's degree in public administration from Drake University. He lives in Urbandale with his wife and three young kids.



Caitlyn Lamm is Iowa Farm Bureau's Public Relations Specialist. She works closely with Iowa farmers to uncover their unique stories and helps find impactful ways to share them with consumers and the media. Caitlyn also helps Iowa farmers untap their own potential to become better storytellers and engage in meaningful conversations on farming topics. She's a proud Iowa State University graduate, mom of two sweet kiddos, wife to a Boone County farmer, avid reader of psychological thrillers and amateur ukulele player.

Guest Speakers

Look to the Future with a Systems Approach to Achieving Soil and Water Conservation with High-Yield Row Crop Production



Cynthia Bartel is Research Scientist and Manager of the Forage Quality Lab in the Iowa State University Biomass Cropping Systems Lab. After finishing her undergraduate education in agronomy, she obtained an agricultural legislative fellowship in the United States Senate, and also worked at the World Bank as an Agricultural and Rural Development Consultant on the first Agriculture Investment Sourcebook. She then served for seven years as the agriculture, nutrition and trade policy advisor to United States Senator Tim Johnson in Washington, DC. A year-long Robert Bosch Foundation fellowship in Germany included placements in both the Committee on Food, Agriculture and Consumer Protection in the German Parliament and within the global headquarters of Bayer CropScience. She earned her Doctor of Philosophy in crop production & physiology and doctoral minor in statistics from Iowa State University and bachelor of science in agronomy from University of Wisconsin-Madison, after which she was selected as a 2018 Cornell Atkinson Center Fellow.



Suzanne Fey, Out of college, Fey started a multi-faceted career as a Management Consultant in the Financial Services Industry that lasted 15 years. After giving up the road-warrior lifestyle, she was contacted by a former client, the Federal Reserve Bank of Chicago, to see if she was interested in returning to work in their Des Moines office as an Analyst, a position where relational database skills helped her to develop customized applications for the Business Development team. When planes could not fly for three days after the attacks of 9/11 and paper checks (yes, paper checks!) had to be moved by ground transportation, it lit a fire under the banking industry to go electronic. In 2010, rather than move her family to Fed of Atlanta, Fey started looking locally for a new opportunity to use her data skills and found one with the Iowa Soybean Association where she has worked for 11 years. "It was the lure of geospatial relational databases that drew me in, and the fall field work and other application development opportunities that has kept me here.



Dr. Sara Lira is a research scientist at Corteva Agriscience in Johnston, IA. She received a B.S. in ecology, an M.S. in Genetics, and a Ph.D in plant breeding from Iowa State University. Dr. Lira spent ten years as a corn breeder at Corteva but has recently turned her focus to breeding for emerging climate-positive cropping systems. Her work has lately emphasized the development of cropping systems, including annual and perennial cover crops and double crops for the Midwest.

Capstone Address: An Unconventional Candidate's Path to a Career in Agriculture



Dr. Amani Elobeid is a Teaching Professor and the Ron and Lynn Deiter Endowed Chair for Sustaining Excellence in Agricultural Business in the Department of Economics at Iowa State University. She teaches undergraduate courses that meet Agricultural Business degree requirements, is responsible for recruiting, advising, and retaining Agricultural Business majors as well as cultivating relationships with the Agricultural Business industry. She is also an advisor of the nationally recognized Agricultural Business Club. In addition to her teaching and advising, Dr. Elobeid maintains an active research program centering on agricultural and biofuel markets and international trade. Dr. Elobeid received her B.S. in economics from the University of Khartoum, Sudan. She first came to Iowa State University as a Fulbright Scholar where she received her M.S. and Ph.D. degrees in economics.

Advisory Committee Members



Cynthia Bartel is a doctoral candidate and endowment fellow at Iowa State University. After finishing her undergraduate education in agronomy, Cynthia's internship with the Pew Initiative on Food and Biotechnology provided an introduction to the manner

in which biotechnology is handled in the public policy forum and by the media. Later, she obtained an agricultural legislative fellowship in the United States Senate, and also worked at the World Bank as an agricultural and rural development consultant on the first Agriculture Investment Sourcebook. She then functioned for seven years as the agriculture, nutrition and trade policy advisor to United States Senator Tim Johnson in Washington, D.C. A year-long fellowship with the Robert Bosch Foundation in Germany included placements in the Committee on Food, Agriculture and Consumer Protection in the German Parliament and within the global headquarters of Bayer CropScience.



Melanie Bruck is the education program coordinator for Loess Hills Agriculture in the Classroom leading a regional effort of the Iowa Agriculture Literacy Foundation. This five-county area in southwest Iowa reaches students K-12 and their teachers with

agricultural lessons that align with science and social studies standards. Bruck has worked for 18 years with her husband running their family beef, corn and soybean farm and raising their two sons. Being a part of the day-to-day operations has developed a new appreciation about where our food comes from, and what it takes to grow it. After volunteering in her son's elementary school, she decided to take what she had learned "on the farm" and apply it to a career of educating Iowans with a focus on youth regarding the breadth and global significance of agriculture. Her passion for teaching and love of those who love to farm now inspires others to learn about where their food comes from and why that knowledge is important. Bruck has worked full time with Loess Hills Agriculture in the Classroom for the past three years and is available to bring classroom programs to teachers in the counties of Carroll, Crawford, Harrison, Shelby, and West Pottawattamie Counties. You can reach her at mbruck@iowaagliteracy.org



Cora Carpenter graduated from Iowa State this past May with a degree in agricultural education-Communications Option and a minor in general business. While in school, she worked as a Student Assistant for the Iowa State Extension and Outreach Women in Ag

program. She was raised on her family's dairy farm in Southwest Wisconsin, and that is where her passion for the agriculture industry began. Currently, Cora lives in Wamego, Kansas, where she is working as the Product Manager for MS Biotec, a company that produces a probiotic for both beef and dairy cattle.



Krista Downing serves as the Program Coordinator for Guthrie County Iowa State Extension & Outreach as well as a co-owner of Triple Downing Cattle LLC in Linden, Iowa. In her extension role, Krista assists in bringing various educational opportunities and resources

to the members of Guthrie County. In her cattle company role, she assists in the day-to-day decisions and operations of the company. Krista earned her bachelor of science degree in agricultural education: communications in 2017 from Iowa State University and is a passionate advocate for the agriculture industry. She resides in Guthrie County where she spends her time on the family farm working with her cattle and assisting her family farming operation with spring and fall field work.



Jade Hargrafen is the county program director for Iowa State 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 Iowa State 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.

Women In Ag Leadership Conference



Alicia Heun serves as the Director of Engagement for Paulsen. In her role, she is a passionate advocate for rural America and leads ag clients in achieving messaging goals through strategic communications programs. She has more than 15 years of

renewable energy, policy, and farmer-owned cooperative experience including leadership roles at Renewable Energy Group and Landus Cooperative. A fifth-generation Iowa farm girl, she and her husband are raising their son on their Greene County acreage and cheering for their alma mater, Iowa State University.



Morgan Hibbs serves as the Education Outreach Coordinator for Linn County Farm Bureau. Morgan received her bachelor's degree in agriculture communications from Iowa State University and is passionate about agriculture education. In her current

role, Morgan visits classrooms preK-12 monthly to bring awareness to the importance of Ag. She resides in Johnson County with her husband Tyler and son Dean. In her free time, Morgan likes to blog about home-grown flowers and life on a beef farm.



Kitt Tovar Jensen is a Staff Attorney at Iowa State's Center for Agricultural Law and Taxation. Kitt earned her B.S. in animal science from Iowa State University and her J.D., with honors, from Drake University. Prior to joining CALT, Kitt worked as a research

assistant in the Animal Production department at the University of Lleida in Catalonia, Spain, and interned with the international trade department for the National Pork Producers Council in Washington, D.C. While in law school, she worked at the Iowa Farm Bureau Federation.



Ann Johannis is an Extension Program Specialist for Iowa State Extension and Outreach. She received her B.S. in agricultural business and M.S. in agricultural education from Iowa State University. Ann coordinates the library of materials available on the Ag

Decision Maker website, conducts research on emerging

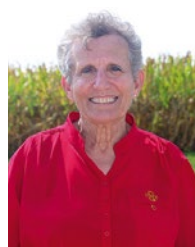
agricultural issues, and supports efforts across the state for the farm management team as team co-leader. Ann grew up helping any way she could on her parent's farm in Southwest Iowa. Today, Ann and her husband farm in Mitchell County with their three active sons.



Myriam Gray Lafreniere-Landry

resided in Quebec City, Canada, before establishing her home in Pella, Iowa, in 2015. Before coming to the United States, Myriam completed her master's degree in plant sciences from Laval University and worked 10 years for the

Canadian government. She developed inspection programs and stakeholders collaboration on invasive plants, and supported the adoption of agriculture innovations and conservation practices on agroforestry, water quality, invasive pests, and corn fertilization. Myriam currently serves as the Muchakinock Creek Watershed Coordinator for the Mahaska County Soil and Water Conservation District. When she is not helping landowners and producers achieve their conservation goals, Myriam is playing with plants in her garden while listening at one of her favorite science or news podcasts, or walking in nature with her husband, Chris.



Monica Lursen is an alumna of Iowa State University. Monica retired from her career as a Registered Dietitian Nutritionist after 46 years. 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. Monica has 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.

Advisory Committee Members



Dr. Ebby Luvaga is a Teaching Professor in the Department of Economics at Iowa State University and serves as the Coordinator for Undergraduate Advising. She is involved in leading student study abroad programs and conducts research in developing countries. Luvaga is

passionate about the role of gender in development. She helped smallholder farmers in Africa understand the economic nature of farm-based decisions. Luvaga was part of a 2014-2017 USAID-Feed The Future interdisciplinary research team that worked on legumes and soil fertility management in Uganda and Mozambique. In 2017 she hosted women entrepreneurs in agriculture from Nigeria through the USDA Cochran Fellowship Program. Luvaga previously served on the board of Right Sharing of World Resources, a nonprofit organization that awards small grants to women groups in Kenya, Sierra Leone, Rwanda, and India to engage in income generating activities. A native of Kenya, Ebby, continues to be actively engaged in her rural community of Maliki, where she built a public library in honor of her parents. Luvaga has won numerous college and university awards and recognitions for her leadership and strong support of student success. Luvaga earned her doctorate degree in economic education and master's degree in international affairs at Ohio University.



Kaylen Miller is a 2021 graduate from Iowa State University and majored in agricultural business and international agriculture with a minor in Animal Science. She was a student assistant with the Iowa State University Extension and Outreach Women in Ag Program.

Kaylen enjoyed her involvement with the Agricultural Business and Dairy Science clubs on campus. She completed a travel course to the United Arab Emirates. Kaylen was raised on her family dairy farm in northwest Illinois. She served as a communications intern with the National Brown Swiss Association and as an office intern with the Stephenson County Farm Bureau. Kaylen continues advocating for the dairy and agriculture industries, and is working in Wisconsin as a Customer Service Representative at Boviteq.



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

legal issues, and agriculture 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 included 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.



Amanda Ruchdashel is an Event Coordinator with Conference Planning & Management at Iowa State University. In her role, she helps to coordinate conferences and events for numerous groups across campus. Amanda is a graduate of the University of Iowa, with

her MA in strategic communications and BA in journalism and mass communications, and is a proud Hawkeye, in the land of Cyclones. She lives in Des Moines with her husband and her not so small, one and a half year old, baby boy, Quentin.

Women In Ag Leadership Conference

Iowa State University Extension and Outreach Women in Ag Staff



Lisa Scarbrough is a communications specialist with the Iowa State University Department of Economics, member of the Iowa State 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 Iowa State Extension and Outreach's internal clients and external partners and stakeholders.



Madeline Schultz is the Women in Agriculture Program Manager with Iowa State University Department of Economics and Extension and Outreach. She designs educational programs, increases connections among women, builds the professional capacity of

educators, and stewards program funding in order to improve the lives of women and their families and enhance agricultural sustainability. Madeline coordinates farm management courses for women as well as an annual leadership conference. She serves on the national board of directors for Annie's Project—Education for Farm Women. Madeline received the 2019 USDA Research, Education, and Economics Undersecretary's Award in recognition of her team's innovative courses, conferences, videos and tours impacting the lives of women in agriculture who are key stakeholders in the production of safe food. Madeline earned a master of science degree in business administration from Iowa State University.

Women Impacting Agriculture Honorees

Marilee Jones



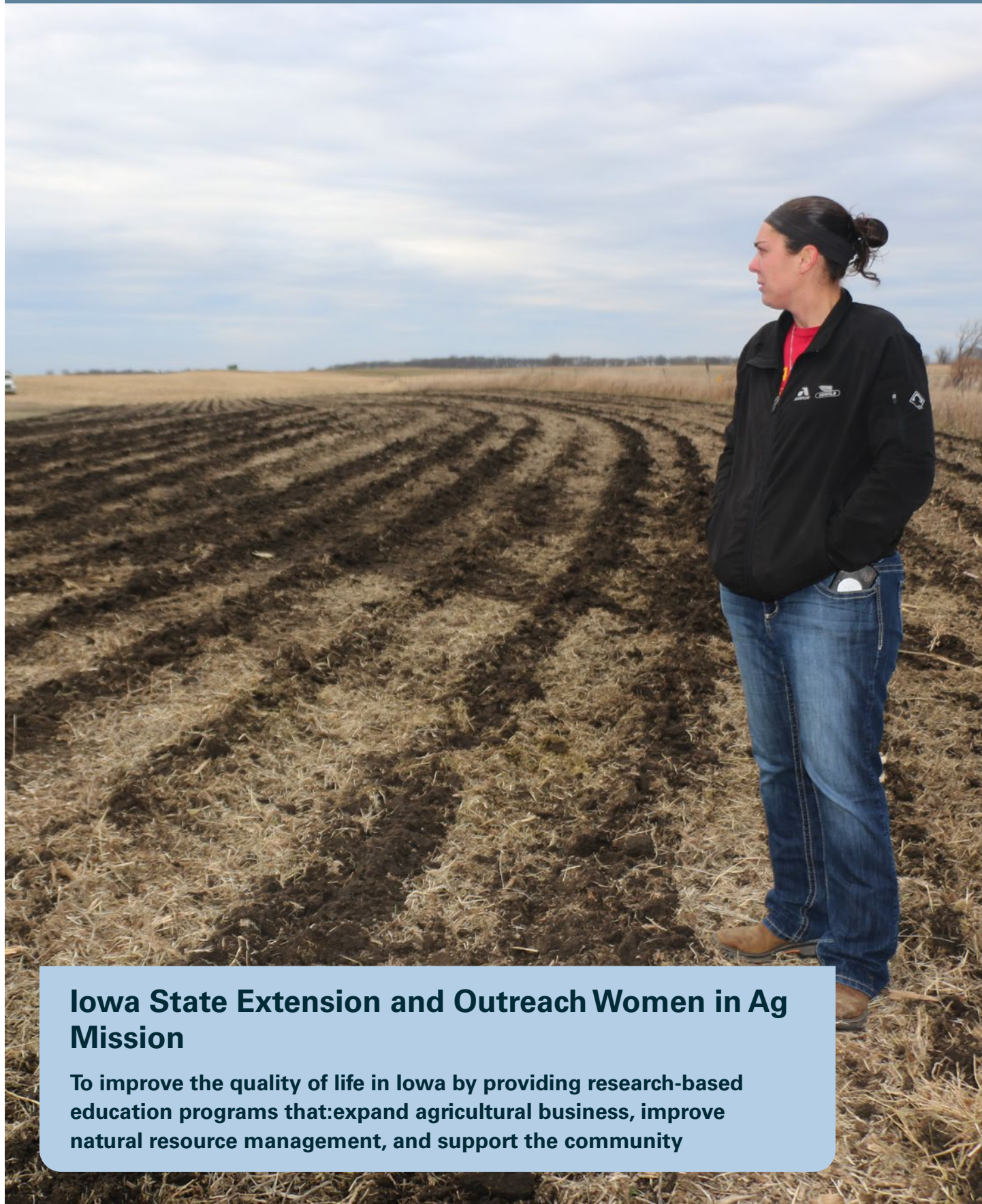
Marilee Jones was raised with pigs and dairy cows. She began farming with her husband in 1994 and recently purchased the family farm she grew up on. She is committed to transitioning a strong farming legacy to her five children. In recent years, she has become more involved with the marketing side of the operation in addition to general accounting needs. Education never ends with so many changes in the industry so Marilee is always willing to learn and adapt to new methods. Marilee is completing her real estate license and hopes to be a resource for women landowners. She is always promoting women in ag and encouraging women and girls to pursue opportunities in agriculture.

Cindy McCollough



As president and owner of Blue Stem Feed Mill, Cindy enjoys working with livestock customers to formulate feed rations and crop producers she sources organic grain from. Cindy and her feed mill manager, George, have developed baseline feed for poultry, swine and cattle, among others. They are a custom mill, too. If there's something a customer wants that is a little different, they can do the formulating and create a feed customized for the end user. All of the feed produced at Blue Stem is certified organic. Cindy and her husband live in the Stratford-Webster City area. They have an acreage and have developed their land for livestock and soil conservation. Cindy serves on the Iowa Organic Board of Directors and is a previous Chair of the Iowa State Extension and Outreach Hamilton County Extension Council.

Women In Ag Leadership Conference



Iowa State Extension and Outreach Women in Ag Mission

To improve the quality of life in Iowa by providing research-based education programs that: expand agricultural business, improve natural resource management, and support the community

Women In Ag Leadership Conference



Join us in the conversation!

www.extension.iastate.edu/womeninag



Iowa State Extension and Outreach Women in Ag



@IowaStateWomenInAg

We want to hear from you! Use #WIAL2021 during this event to share your thoughts, ideas and revelations.

SPONSORS

Iowa State University College of Agriculture and Life Sciences and the Department of Economics and the Iowa Institute for Cooperatives Economics Endowment.

IOWA STATE UNIVERSITY
Extension and Outreach



Farm Credit Services of America
AGRICULTURE WORKS HERE.™

November 2021

In accordance with Federal law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, disability, and reprisal or retaliation for prior civil rights activity. (Not all prohibited bases apply to all programs.) Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication (e.g., Braille, large print, audiotape, and American Sign Language) should contact the responsible State or local Agency that administers the program or USDA's TARGET Center at 202-720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at 800-877-8339. To file a program discrimination complaint, a complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at <https://www.ocio.usda.gov/document/ad-3027>, from any USDA office, by calling 866-632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by: (1) Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or (2) Fax: 833-256-1665 or 202-690-7442; or (3) Email: program.intake@usda.gov. This institution is an equal opportunity provider.

For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.