2023 NATIONAL ANNIE’S PROJECT CONFERENCE  
ROOTED IN SUCCESS, GROWING OUR FUTURE  
OCT 18-20 2023  |  ST. LOUIS, MO

Join us as Annie’s Project Celebrates 20 Years of Empowering Women in Agriculture

The 2023 National Annie’s Project Conference brings together stakeholders, donors, and anyone interested in empowering women in agriculture to network with each other. Conference topics and sessions will include risk management, women in agriculture, business management, leadership development, current issues, ideas in agriculture, educational tools, and teaching techniques.

We have an excellent program that includes tours, general sessions, concurrent sessions, roundtable mini session, training, and plenty of time for networking. All activities are included in one fee.

The Early Bird registration and hotel reservation date is October 3, 2023. You may register electronically using the following link: bit.ly/AP2023NatConference or you may mail a check to our registrar using the form on the following page.

THE WESTIN ST. LOUIS  
811 Spruce St., St Louis, MO 63102  
will be the site of our conference and rooms for the conference may be reserved for $159 per night + tax.

DRESS CODE: business casual to business attire would be appropriate.

Annie’s Project, a 501(c)(3) national non-profit to educate and empower women in agriculture, is celebrating 20 years since its founding. Today, the program has over 19,000 graduates across 38 states and the U.S. Virgin Islands. Annie’s Project is dedicated to providing educational programs designed to strengthen women’s roles in modern agricultural enterprises. Annie’s Project’s mission is to empower women in agriculture to be successful through education, networks, and resources. For more information about Annie’s Project, visit anniesproject.org.

CONFERENCE SCHEDULE  |  WEDNESDAY, OCTOBER 18, 2023

10:00AM  
Registration will close at 2pm until the following morning – lunch on your own.

2:00PM  
TOURS LEAVE

Choose one of our two tours:

Growing Our Future - Urban:
Visit New Cahokia Commons Urban Farm to see how a collaboration of five local farms provide fresh organic vegetables and greens for area families as well as build a community to connect beginning farmers and gardeners to their lands. Stop by the Jackie Joyner-Kersee Foundation to continue discussions about local efforts to build communities that impact the world. Then, on to Eckert’s Belleville Farm for a tour of their famous orchards maintained and grown by seven generations of farmers and see the area's famous farm and shops.

Growing Our Future – Value Added and more:
Visit Marcoot Jersey Creamery, a seven-generation family-run Jersey Dairy farm near Greenville, IL, where women have taken business planning and value added to new heights! Visit with an Annie’s Project graduate who is the mother (and adviser) to her daughter, the cheesemaker for the Creamery. You'll see robotic milkers in action and the facilities for making local cheese and other dairy products available to southern Illinois consumer markets. Agri-tourism and Agri-cation all in one stop! From there, travel to Eckert’s Belleville Farm for a tour and stroll of the area’s famous farm and shops.

Both tour groups will join together for an evening dinner, a short program and fellowship.

9:00PM  
TOURS RETURN TO THE HOTEL.
Registration, Breakfast, and Networking

8:30 AM
Welcome: Ruth Hambleton, Founder of Annie’s Project and Annie’s Project Board Treasurer

Emcees: Dr. Karisha Devlin and Doris Mold, Annie’s Project Co-CEOs

8:45 AM
General Session Keynote Panel: Rooted in Success: Growing Our Future
The panel will discuss the unique qualities of Annie’s Project while looking into the future and how we can best meet the needs of women in agriculture.
Kelly McAdam, Annie’s Project Facilitator, University of New Hampshire & Annie’s Project Advisory Committee
Somula “Sam” Schwoeppe, Annie’s Project Board Member & Alumna, Senior Manager Agri Food Engagement Feeding America
Dr. Doolarie “Dee” Singh-Knights, Annie’s Project Board Member & Facilitator, West Virginia University
Cassie Johnson, Annie’s Project Board Member & Alumna, Central Kentucky Ag Credit

Moderator: Dr. Karisha Devlin, Annie’s Project Co-CEO Following the panel, there will be a Roundtable discussion by conference participants.

10:00 AM
BREAK AND NETWORKING

10:15 AM
BREAKOUT SESSION I

11:15 AM
BREAKOUT SESSION II

12:15 PM
LUNCHEON PROGRAM
Greetings: Doris Mold, Annie’s Project Co-CEO
Remarks: Chris Chinn, Director, Missouri Department of Agriculture

1:15 PM
SPEED NETWORKING

1:45 PM
BREAKOUT SESSION III

2:45 PM
BREAK

3:00 PM
BREAKOUT SESSION IV

4:00 PM
Mini-Sessions: Roundtables on different topics
Stay abreast of new ideas, current issues, and the next big thing on various topics. Take part in up to four 14-minute mini-sessions. Multiple sessions occur simultaneously, creating substantial energy.

5:00 PM
AFTERNOON WRAP-UP

6:30 PM
RECEPTION AND NETWORKING

7:15 PM
DINNER

Keynote Speaker: Partnering with Purpose: Building Meaningful Partnerships That Win!
Cleo Franklin, Founder & CEO of Franklin Strategic Solutions and Founder of Franklin Leadership Foundation

ANNIE’S PROJECT AWARDS AND RECOGNITION
Getting Involved with Youth in Urban Agriculture Settings

Leeoria Willis-Burritt, Extension Educator, Ohio State University and Annie’s Project Facilitator

Urban areas are rapidly growing with youth interested in learning how to grow their food. This interactive session will cover community gardens, STEM programs, appropriate verbiage for urban youth, and staying connected in this growing community of future agriculture industry professionals.

Bend Don't Break – Fostering Resiliency in Times of Stress

Monica McConkey, Rural Mental Health Specialist, Eyes on the Horizon Consulting and Annie’s Project Advisory Committee

When the stress of farming, relationships, and life start to overwhelm you, it’s crucial to have strategies that help you cope. In this interactive session, we’ll look at ways to help build resilience to get through difficult times and come out on the other side mentally and emotionally stronger.

Cultivating a New Generation of WV Women in Agriculture: Evolution of the WV Annie’s Project

Dr. Doolarie “Dee” Singh-Knights, Annie’s Project Board Member & Facilitator, West Virginia University

The WV Annie’s Project has undergone many changes in our efforts to support aspiring, beginning and mid-level female agripreneurs interested in sustainable food system models and practices. This session will discuss the purpose, development, and future trajectory of West Virginia Annie’s Project. Presenters will showcase West Virginia’s best practices in providing meaningful adult education to support a diverse female clientele supported by ‘voices from the field.

Lessons in Leadership

Meagan Kaiser, Farmer, Soil Scientist, and Chair of the United Soybean Board

Like many women in agriculture, Meagan Kaiser wears a lot of hats. She farms with her husband, who is a soil scientist in her family’s global company, and has served in various leadership roles. In this session, she will share her leadership lessons and the challenges she has faced.

Annie’s Goes Online: Risk Management on Your Kitchen Table

Robin Brumfield, Emeritus Professor, Rutgers University and Madeline Flahive DiNardo, Associate Professor/County Agent, Annie’s Project Coordinator – New Jersey

Annie’s Goes Online: Risk Management on Your Kitchen Table aimed to provide production and business management skills to urban farmers as they face post-pandemic challenges. This session will cover how the program is conducted, topics addressed, and evaluation results.

Leadership Lessons from the Farm: How to Grow Your Community and Yourself

Carie Marshall-Moore, Moore Farms & Custom Ag, and Annie’s Project Advisory Committee

Who we are and what we do changes through time due to our life experiences. The way we show up as leaders changes as well. This session will walk you through different leadership types and styles, and leave you with insights into your leadership role in agriculture.

Understanding and Supporting Women Farmers and Ranchers

Collette DePhelps, Extension Educator, University of Idaho, and Annie’s Project Coordinator – Idaho

A 4-year study was conducted to understand how opportunities to access land may affect women’s choices on the farm. The study shows the financial performance on male vs. female operated farms and how these challenges differ across the women operated farms in Idaho. The session will delve into the research findings, including unpacking why this gap exists, and facilitate a discussion of how the findings might inform the content, design, and delivery of Annie’s Project and other farmer-focused educational programs.

Bringing Your Farm to Quickbooks Online

Ashley White, CPA & Owner, AgCounting & Consulting LLC

This session will talk about the benefits of Quickbooks online and how to set it up correctly for an agricultural operation. Attendees will have the opportunity to see a sample business set up, how the basics work, how to ensure you aren’t missing valuable tax deductions, and ask questions.

Engaging a Diverse Team to Be Stronger

Robin Salverson, Extension Educator, South Dakota State University and Annie’s Program Coordinator – South Dakota

Utilizing a diverse team, South Dakota Annie’s Project developed an online learning system called Training House to pilot a statewide virtual Annie’s Project. During this session, attendees will become an Annie’s Project participant and explore the training house. Learn how flipped learning and interactive sessions including care giving for rural families and family finance were incorporated into the program. Discuss how a diverse team can create a positive dynamic to introduce new ideas into current curriculum.

Annie’s Project 3 Ways

Charlotte Maxwell, Extension Educator, Clemson State University and Annie’s Project Coordinator – South Carolina

South Carolina conducts Annie’s Project in three ways – 100% online, hybrid, and a 3.5-day retreat. This interactive session will share their process for the courses, lessons learned, and brainstorming about future program ideas.

Figuring Cost of Production and Management Analysis is as Easy as ABC with the Online Agricultural Budget Calculator Program

Glennis McClure, Extension Educator / Farm and Ranch Management Analyst and Annie’s Project Facilitator

As profit margins tighten once again, management risks are on the rise. Production costs have risen, contributing to the increased risks. The Agricultural Budget Calculator (ABC) program is a free online resource designed to guide users in creating enterprise budgets and calculating the cost of production. ABC also provides analysis features useful in planning and risk management decision-making. We will discuss the basic steps in developing enterprise budgets and an overview of the analysis features built into the program. Creating enterprise budgets is made easy using ABC! Using the ABC program provides an excellent way to teach what goes into cash and economic enterprise budgeting and can be an excellent resource useful to producers and educators.

Rooted in Success Leadership Panel

Somula “Sam” Schwoeppe, Sr. Manager Agri Food Engagement, Feeding America, and Annie’s Project Board of Directors

Erie Massey, Business Development Manager, Bunge, and Annie’s Project Advisory Committee

Amber Roberts, Market Research Analyst, Ag West Farm Credit and Chair Annie’s Project Advisory Committee

Denise Jamerson, Project Manager, Legacy Taste of the Garden and Annie’s Project Advisory Committee

Moderator: Madeline Schultz, Women in Ag Program Manager, Iowa State University and President Annie’s Project Board of Directors

Join our accomplished leaders in a conversation about women’s agricultural leadership, their leadership journeys, their advice to other leaders and those who strive to be, and more.

Thursday Luncheon Keynote

Director Chris Chinn has served in local, state, and national leadership roles while juggling family and farm responsibilities. She will share her story about becoming a leader in agriculture.

Thursday Dinner Keynote

Partnering with Purpose: Building Meaningful Partnerships That Win!

Cleo Franklin, Author of “Coffee with Cleo,” “Lessons from our Mothers and Fathers,” and “What Do You See When You Look at Me?”

Founder & CEO - Franklin Strategic Solutions

Founder - Franklin Leadership Foundation

No one is successful alone, success is better when shared! That is the power of partnership, but our efforts are amplified when we partner with purpose! Purpose is a belief that what you do matters, and when you focus on what matters, the results can be transformational for you, your organization(s), and the communities you serve! Having purpose clarifies and aligns your actions, intent, and outcomes with those you work within and outside of your organization. And when we have clarity of purpose, our actions, and contributions are amplified and extended from the workplace to our partners, customers, and communities. Clarity of purpose takes us from laying bricks mindlessly by ourselves - to building castles through robust collaboration that will endure for generations.
**CONFERENCE SCHEDULE | FRIDAY, OCTOBER 20, 2023**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 AM - 9:00 AM</td>
<td>BREAKFAST</td>
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<td>9:00 AM - 11:00 AM</td>
<td>Choose one of two morning training sessions</td>
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<td>The Hard but Necessary Conversation on Farm Succession:</td>
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<td>Wesley Tucker, Field Specialist in Agricultural Business University</td>
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<td>of Missouri and Annie's Project Board of Directors</td>
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<td></td>
<td>Only one-third of all family businesses have planned to transition</td>
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<td>their businesses to another owner. Many farm families stall planning</td>
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<td>for the future for fear of the internal conflicts that will arise.</td>
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<td>Join “The Hard but Necessary Conversations on Farm Succession” to</td>
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<td>learn about family business dynamics, strategies for separating</td>
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<td>family and business roles, and how intentional communication can</td>
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<td>help protect the business and family harmony.</td>
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| 11:00 AM | CLOSING AND GOODBYE |

**LODGING INFORMATION**

![Map of The Westin St. Louis]

- **THE WESTIN ST. LOUIS**
  - 811 Spruce St., St. Louis, MO 63102
  - 314.621.2000

- Rooms will be $159 plus tax per night. The room reservation cut-off is October 3.
  - Scan the QR code to reserve your room today.
  - Or follow this link: rb.gy/bykx9

**REGISTER ONLINE OR BY MAIL**

- **EARLY BIRD REGISTRATION DUE BY OCTOBER 3, 2023**
  - $150 regular, $100 students
- **REGISTRATION FEE AFTER OCTOBER 3, 2023**
  - $200 regular, $150 students

- **YOU MAY REGISTER ONLINE AT:** bit.ly/AP2023NatConference

- Or you may mail your registration along with your check made out to Annie’s Project:
  - **Karisha Devlin**
  - **Annie’s Project National Conference**
  - 61256 Regal Avenue, Edina, MO 63537

- Mailed registration form below; please complete and mail to the address indicated.

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- Dietary restrictions (if yes, please list them): ☐ No ☐ Yes

- **I will be attending the following**
  - **on Wednesday, October 18 (choose one)**
    - ☐ Growing Our Future - Urban and dinner.
    - ☐ Growing Our Future – Value Added and dinner.
    - ☐ I will not be attending a tour on Wednesday.

- **I will be attending the following**
  - **on Thursday, October 19 (choose one)**
    - ☐ All day and evening dinner
    - ☐ All day, but not the evening dinner
    - ☐ Dinner only, no other conference events ($75)
    - ☐ I will not be attending any events on Thursday.

- **I will be attending the following**
  - **on Friday, October 20 (choose one)**
    - ☐ Breakfast and Succession Planning
    - ☐ Breakfast and Real Colors Leadership
    - ☐ Breakfast, but no sessions
    - ☐ I will not attend any Friday events.

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**Check out our Website at:** anniesproject.org