

Agenda

Thursday, May 6, 2010



- 11:45 a.m. Registration (Lunch on your own)
- 1 p.m. Welcome – Pam Hesse, Chair, WFB Women’s Leadership Committee
- 1:15 p.m. Welcome – Steve Appel, WFB President
- 1:30 p.m. Mini presentations: Mother & Daughter Teams
 - 1.) Dynamic mother daughter duo Anita Spark Pucket and Summer Steenbarger have been farming together for years. Their Dee Creek Farm in Woodland (near Vancouver, Washington) is a wildly popular CSA. After meeting these two, you’ll wonder if there’s anything they can’t do!
 - 2.) King-Pierce Co. Farm Bureau board member Mary Schactler and her daughter Sarah Howard will share their experience running Eatonville Nursery. Mary and Sarah will also provide instructions and fresh-cut flowers from their nursery so that we can make centerpieces for our tables.
 - 3.) Mother and daughter farming team, Holly and Val Foster, will discuss the joys of operating Zestful Gardens, a 35-acre third-generation (and soon to be fourth generation) family farm in the Puyallup Valley.
- 4:30 p.m. Patrice Barrentine, WSDA Direct Marketing Coordinator, will inspire and educate us about the fastest growing segment in our industry – Farms owned and operated by women.



The four generations of Zestful Gardens family farm in the Puyallup Valley



Bridget Elliot posing with her completion certificate from the AFBF Communications Boot Camp

Break before dinner
6 p.m.

Dinner
Enjoy this opportunity to get to know each other while dining on locally grown and raised ag products. Once the meal has concluded, King-Pierce County Farm Bureau’s Bridget Elliot will discuss her experience as an AFBF Communications Boot Camp attendee and share some tips about how to tell our Farm Bureau story.

Friday, May 7, 2010

- 7:30 a.m. Buffet Breakfast
- 8:30 a.m. Presentations from Leaders & WFB Staff
 - 1.) King-Pierce County Farm Bureau’s very own Cheryl “the Pig Lady” will discuss how you can use Farm Bureau to find your passion and make it happen.
 - 2.) Bridget Elliot will showcase the impact of social networking. By the end of this presentation, you’ll really believe the hype – that social networking is fun, easy to do and can make a difference in telling YOUR Ag Story!
 - 3.) As WFB’s Director of Public Relations, Mollie Hammar has the inside track on what makes your story newsworthy. Building on tips and tricks provided by Cheryl & Bridget, she will walk you through how Farm Bureau can help you get the word out about YOUR Ag story.

10:30 a.m. WFB’s Director of Government Relations, John Stuhlmiller, will provide inspiration about how to find your voice in Farm Bureau. A farm kid at heart, John will explain why your voice matters, what you can do to become engaged in issues affecting your farm, and how to make a

- 11:30 a.m. difference. By the end of this presentation, you’ll be counting the days until elections or your next visit to the capitol.
Break/Farm Tours
The group will depart for local farm tours by charter bus. The afternoon will include lunch on a local farm, as well as stops at a few locally-owned working farms that will showcase their operations. Details will be posted at www.wsfb.com once finalized. The tour and lunch is included in your registration fee.
- 5 p.m. Back to Inn at Gig Harbor
- 6:30 p.m. Wine tasting with Claude Gahard, owner of Trillium Creek Winery
- 7 p.m. Dinner featuring locally grown food and Keynote Speaker Claude Gahard

Saturday, May 8, 2010

- 7:30 a.m. Continental breakfast and brief, final meeting
 - Pam Hesse, Closing Comments
 - County Farm Bureau Suggestions & Ideas Exchange
 - Bridget Elliot will provide a Social media demo for those who are interested.