

## **2016 National Farmers Union Women's Conference**

### **Women Making Moves: Managing Transitions on the Farm**

**January 23<sup>rd</sup>-27<sup>th</sup>**

**Holiday Inn Conference Center, Clearwater Beach, Florida**

#### **Saturday, January 23**

6:00 PM    Registration  
              Welcome Reception  
8:00PM    Reception Concludes

#### **Sunday, January 24**

##### **Day One**

7:30 AM    Group Fitness Class (optional, beginners welcome)  
8:45 AM    Breakfast and Registration  
9:45 AM    Welcome

- Introduction to National Farmers Union
- Sponsor Recognition

10:30 AM    Attendee Introduction Round Table

11:30 AM    Leadership on the Farm

- Know Your Leadership Style, Workshop

12:30 PM    LUNCH

1:30 PM    Managing Your Farm's Finances  
              ➤ Breakout One

- 2:30 PM Break
- 3:00 PM Finances Continued  
➤ Breakout Two
- 4:00 PM Break on the Beach
- Leadership Scavenger Hunt
- 6:00 PM Dinner with Keynote Presentation, Women in Leadership

## **Monday, January 25**

### **Day Two**

- 7:30 AM Group Fitness Class (optional, beginners welcome)
- 8:45 AM Networking Breakfast
- 9:45 AM Panel on Innovative Business Models
- 10:45AM Business Model Q&A
- 11:15 AM Break
- 11:30 AM Transitioning Confidence
- Breakout Three
    - Tool Safety on the Farm
    - Public Speaking
- 12:30 PM Lunch
- 1:30 PM Panel on Grassroots Organizing/Membership
- 2:30 PM Break
- 3:00 PM Generational Transition
- Breakout Four

4:30 PM Evening Break

6:00 PM Dinner, Keynote Speaker, Women in Leadership

## **Tuesday, January 26**

### **Day Three, Farm Tours**

7:00 AM Group Fitness Class (optional, beginners welcome)

8:00 AM Breakfast

9:00 AM Board Bus for Dancing Goat

9:30 AM Dancing Goat

10:30 AM Bus to Winery

11:30 AM Keel and Curley Tour and Lunch

1:30 PM Bus to farm

2:30 PM Urban Oasis Hydroponic

3:30 PM Bus Back to hotel

Dinner on your own

## **Wednesday, January 27**

### **Day Four**

7:00 AM Group Fitness Class (optional, beginners welcome)

8:00 AM Breakfast

8:45 AM Panel on Work Life Balance

9:45 AM Break

10:00 AM Managing Your Farm's Marketing: Marketing Your Farm  
Through Social Media  
➤ Breakout Five

12:00 PM Conference Wrap Up

12:30 PM Safe Travels Home

Lunch on your own

Thank you for attending!

For more information, visit [www.nfu.org/education](http://www.nfu.org/education)

You can also email Sarah Campbell: [scampbell@nfudc.org](mailto:scampbell@nfudc.org) or Melissa Miller: [melissamiller@nfudc.org](mailto:melissamiller@nfudc.org)