



celebrating women in agriculture

AG-ceptional
Women

NORTHEAST COMMUNITY COLLEGE

AGssential

12TH ANNUAL CONFERENCE

Welcome!

Welcome to the 12th AG-ceptional Women's conference! The pandemic has challenged us to overcome much during this past year. Many of our most honored traditions had to be altered, cancelled, or postponed. Our Conference was no exception. We may not be meeting at the usual time in the usual way, but today, we celebrate you, the women in agriculture, for the essential roles you play in making our world a better place.

What a blessing it has been to serve as the conference director all these years. In June, I will be handing over the reins as I retire from my position as the Dean of Agriculture, Math and Science. Looking back, I have enjoyed every aspect of my job at the College, though I must admit the AG-ceptional conference was my favorite initiative! There are a dozen reasons why I treasure AG-ceptional memories. Each of the twelve conferences inspired something new and meaningful. So many incredible people have come together to inspire greatness at this conference through the years. I truly admire the strength, resiliency, and character of

our AG-ceptional women, committee members, sponsors, presenters, and friends! It has been a pleasure, thank you all for making our lives more productive, enriched, and full!

Corinne Morris,
Conference Director



A woman in Agriculture can take the lead
Whatever the challenge, whatever the need
She'll rise to meet demands of the day
in her own unique phenomenal way
She's much more than just exceptional
Yes, She is what we call Ag-ceptional.

A story to tell, a lesson to learn.
AG-ceptional women are taking their turn.
The seeds they plant grow tall and strong.
They've been ignored for far too long.
Let's give credit where credit is due.
Ag-ceptional women are making it through.

They make it through good times, they make it
through tough.

They make sure there's more than enough.
They work, they give, they laugh, they love.
They stand tall when push comes to shove.
Let's give credit where credit is due,
Ag-ceptional women are tried and true.

The barn, the field, and tractor too.
Office, industry, business or school.
The garden, garage, yard, or home.
Where ever they are, let it be known.
The difference they make is felt, it's real.
We cannot act like it's no big deal.

They make it through good times, they make it
through tough.

They make sure there's more than enough.
They work, they give, they laugh, they love.
They stand tall when push comes to shove.
Let's give credit where credit is due,
Ag-ceptional women are tried and true.

- By Corinne Morris



AG-CEPTIONAL COMMITTEE

Corinne Morris
AG-ceptional Director
Dean of Agriculture, Math, and Science at
Northeast Community College

Tara Smydra
AG-ceptional Co-Director
Associate Dean of Agriculture, Math, and Science at
Northeast Community College

Susan Green
Northeast Community College Campaign
Coordinator

Karmen Hake
AG-ceptional Administrative Assistant

Liz Doerr
Pork Producer, Office Administrator and Zoning
Administrator

Roxanne Dusel
Farm Wife/ Grain Producer

Traci Ebel
Roth Feedlot

Kimberly Fehringer
USDA Rural Development Loan Specialist Midwest
Region

Karen Grant
Farmer/Livestock Producer

Shanelle Grudzinski
Northeast Dean of Applied Technology

Kayla Gubbels
Production AG

Peggy Hintz
USDA Farm Service Agency, Livestock Producer

Mary Pat Hoag
Retired Agriculture Editor, Norfolk Daily News

Susan Littlefield
AG-ceptional Emcee
Farm Director, KRVN/Rural Radio Network

Hilary Maricle
Farmer/Livestock Producer

Jan Miller
Pork Producer, Past Nebraska Pork Producers
President

Deb Neidig
Producer

Kathy Neidig
Cattle Operation and Business Owner

Anna Pickhinke
Cooperative Supply Inc.

Joan Ruskamp
Farmer/ Cattle Feeder

Bonnie Schulz
Farm Business Owner, Social Media Person

Debb Strate
Executive Assistant, Northeast Agriculture, Math &
Science Division

Carol Sullivan
Northeast Service Center Specialist

OPENING SESSION

Prepare to be Positive

Larry Weaver is a nationally touring funny speaker and clean comedian. He grew up in the rural village of Saxapahaw, NC and spent much of his childhood working (involuntarily) on his uncle's farm. From topping tobacco, to picking beans, to shucking corn, to harvesting potatoes, Larry has lived it. He has a heart and understanding for farmers and the struggles they face.

In this interactive and engaging presentation, Larry uses clean humor and show business anecdotes to illustrate the

importance of energy, attitude, and motivation.

Key points include:

- *Energy- improve health and wellness, live a balanced life, prioritize self-improvement.
- *Attitude- become more positive, embrace change, and reduce stress.
- *Motivation- increase ability, commit to lifelong learning, and achieve your goals.

Attendees will laugh, learn, and leave feeling inspired and encouraged to give their full potential and creative best each day.

KEYNOTE SPEAKER



LARRY WEAVER
Motivational Speaker

From Sunrise...to Sunset
Today's Best Country - US92

NORFOLK
US92
Today's Best Country!

WWW.US92.COM | 92.7FM

AGssential

celebrating women in agriculture

FRIDAY, MARCH 12, 2021

8:00 - 8:30 am **CHECK IN**

8:00 - 9:00 am **EXHIBITS, NETWORKING & BREAKFAST**
Breakfast compliments of *Central Valley Ag*

9:00 - 10:45 am **OPENING SESSION**
Welcome and Opening Comments

VIDEO PRESENTATION:
Sponsored by *Farm Credit Services of America*
TRIBUTE TO THE AG-CEPTIONAL WOMAN OF THE YEAR

KEYNOTE: PREPARE TO BE POSITIVE - LARRY WEAVER
Keynote sponsored by *Nebraska Corn Board*

11:00 - 11:50 am **RED WORKSHOP SESSION**

12:00 - 1:00 pm **LUNCH, ENTERTAINMENT & NETWORKING**
Look Up Look Out; Safety Awareness in Agriculture
Fashion Review: Shop Local, Shop Small

1:15 - 2:05 pm **WHITE WORKSHOP SESSION**

2:15 - 3:05 pm **BLUE WORKSHOP SESSION**

3:05 - 3:20 pm **AFTERNOON SNACK BREAK**

3:20 - 4:50 pm **CLOSING SESSION - Wrap up of conference**

CLOSING SPEAKER:
Twelve Reasons - Susan Littlefield
Sponsored by *Nebraska Pork Producers Association*

LUNCH PRESENTATIONS

LOOK UP LOOK OUT; SAFETY AWARENESS IN AGRICULTURE

Nebraska Public Power District

FASHION REVIEW: SHOP LOCAL, SHOP SMALL

Presented by Karmen Hake and Tara Smydra

ANIMAL AG

Contributes **\$17 billion** to Nebraska's economy and provides **74,844 jobs**.

BIODIESEL

86% less emissions than petroleum diesel and adds **74¢ per bushel** of soybeans.

EXPORTS

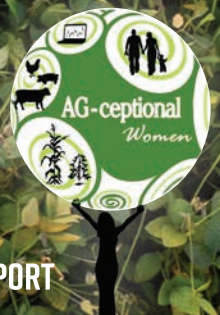
In 2019, the U.S. exported **1.8 billion bushels**, which is 51.3% of total U.S. soybean production.



NEBRASKASOYBEANS.ORG

AGRICULTURE

SUPPORT



PROUD TO SUPPORT



AGRI-ENTERPRISES, LLC
Norfolk, NE | 402-379-2910



Ag Producers who happen to also be bankers...

There IS a Difference!!



www.elkhornvalleybank.com

Member FDIC



UNIVERSITY OF NEBRASKA-LINCOLN
College of Agricultural Sciences and Natural Resources



Start Your Story
IN CASNR

SCIENCE
with a
PURPOSE

SECURE YOUR FUTURE

If you participate in the Ensuring Your Future program, CASNR guarantees you a job offer within six months of graduating.

STUDENT-FOCUSED LEARNING ENVIRONMENT

A wide range of unique opportunities for undergraduate research, entrepreneurship, international experiences and collaborative relationships with faculty and your fellow students.

DIVERSE PROGRAMS

CASNR prepares you for careers in everything from animals to plants, soil to climate, golf to business, mechanization to leadership, and food to forensic science.

SCHOLARSHIP OPPORTUNITIES

CASNR awards more than \$1 million in scholarships yearly.

COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES

103 Agricultural Hall | Lincoln, NE 68583-0702
800-742-8800 (ext. 2541) | casnr.unl.edu



UNL does not discriminate based upon any protected status. Please see go.unl.edu/nondiscrimination

WJAG
NEWS TALK
780 AM • 105.9 FM

SESSION SCHEDULE

NORFOLK CAMPUS ROOM	RED WORKSHOPS 11:00 AM - 11:50 AM	WHITE WORKSHOPS 1:15 PM - 2:05 PM	BLUE WORKSHOPS 2:15 PM - 3:05 PM
Lifelong Learning Center Suite A		What's in a Name? <i>Tee Bush</i>	Food in the Field <i>Hannah Guenther</i>
Lifelong Learning Center Suite B	Soil Health Tools of the Toolbox <i>Marty Marx and Kristin Schlueter</i>	Soil Health Tools of the Toolbox <i>Marty Marx and Kristin Schlueter</i>	Soil Health Tools of the Toolbox <i>Marty Marx and Kristin Schlueter</i>
Lifelong Learning Center Main Room (Suites E, F, G, H, I, J)	Win by a Nose! <i>Dr. Keith Vrbicky</i>	Back Pain, Text Neck, and Tennis Elbow; Oh My! Injury Treatment and Prevention <i>Jon McManaman</i>	When Life Gives You Lemons... Squeeze the Hell out of Them! <i>Tina Collison</i>
Lifelong Learning Center Suite K	Using Strengths in Farm Transitions <i>Hilary Maricle</i>	Appreciation Communication How do you do it? <i>Stacey Aldag, Lisa Guenther, Terry Nelson</i>	What is your Preferred Learning Style? <i>Dr. Amanda Hafer and Andrea Suhr</i>
Lifelong Learning Center Suite L	Hiring Interns on the Family Farm <i>Rob Thomas</i>	Investing in your Greatest Asset: YOU! <i>Tina Myers and Beth Stoddard</i>	Poisonous Plants and Products in Large and Small Animals <i>Ryann Henn</i>
Lifelong Learning Center Conference Room 193	My Dog is Doing What?!? First Aid for Your Dog <i>Dr. Kassie Wessendorf</i>	My Dog is Doing What?!? First Aid for Your Dog <i>Dr. Kassie Wessendorf</i>	Using Strengths in Farm Transitions <i>Hilary Maricle</i>
College Welcome Center 1108 A & B		Engaging with Consumers about the Environment <i>Ruth Ready and Joan Ruskamp</i>	Planning to Grow <i>Tee Bush</i>

Twelve Reasons

Twelve Reasons will focus on how this past year has changed us for the better. Twelve strong women will share the reasons they have changed their perspective on life and the way they live it. An uplifting message about how we move forward and use the positives we have found in this past year to improve our lives.



SUSAN LITTLEFIELD

Farm Director,
Rural Radio Network,
KVRN



RED SESSION

WIN BY A NOSE!

Dr. Keith Vrbicky, MD, FACOG, Midwest OB/GYN, Midwest Health Partners, PC

- Learn why the way you're breathing may be detrimental to your entire life.
- Learn why you need to immediately reevaluate your entire approach to breathing.
- Learn the health benefits of proper breathing and how chewing positively transforms your face and airways.

MY DOG IS DOING WHAT?!? - FIRST AID FOR YOUR DOG

Dr. Kassie Wessendorf, DVM, Northeast Community College Veterinary Technology Instructor

- What to include in an at home pet first aid kit.
- What you can do for first aid for your dog at home.
- When you absolutely need to get to a veterinarian ASAP.

HIRING INTERNS ON THE FAMILY FARM

Rob Thomas, Farm Manager, Northeast Community College

- Learn the value of interns on a family farm.
- Learn how to teach with hands-on experience.
- How to make an intern experience positive for both employer and employee.

SOIL HEALTH - TOOLS OF THE TOOLBOX

Marty Marx and Kristin Schlueter, NRCS

- Simple water infiltration demonstration.
- Shows how water moves through or off soil depending on management and residue.
- Water "rains" on soil and then either runs off or soaks through the pore spaces in the soil.

USING STRENGTHS IN FARM TRANSITIONS

Hilary Maricle

- An introduction to using Gallup Strengths as a tool.
- Talk about farm transitions using every team member's top talents.

BACKYARD BONANZA

SUGAR PLUM OAK

MR Marx Repair
"Where We Service It All"

LOUISIANA PELLET GRILL

PETERSEN AG SYSTEMS, INC

GIFT CERTIFICATE \$500

Shamrock NURSERY

QUALIFIERS MUST BE PRESENT JUNE 5TH TO WIN!



2005 KRENZIEN DR. NORFOLK, NE 68701

“Strengthening
The Demand
For Beef
In The
Global
Marketplace”



www.nebeef.org

zoetis™



Protecting Lives, Protecting Property, Protecting the Future

The Lower Elkhorn Natural Resources District (LENRD) serves individuals in all or parts of 15 counties in Northeast Nebraska. The mission of the LENRD is to protect our natural resources and strive to improve them for each and every Nebraskan. Water, soil and wildlife are vital to the people of our fine state. Nebraska's NRDs are here to help sustain and nurture our environment for generations to come.



1508 Square Turn Boulevard • Norfolk, Nebraska
68701 • www.lenrd.org • 402-371-7313

NORTHEAST COMMUNITY COLLEGE BREAKS GROUND ON NEW AGRICULTURE FACILITIES

New Agriculture Facilities

Northeast Community College faculty, staff, students, volunteers, donors and other guests gathered for an event in Sept., 2020, in Norfolk that was literally and figuratively groundbreaking for the institution's agriculture program.

A ceremony marked construction work on the Nexus project which consists of a new veterinary technology building and a combination farm operations building and large animal handling facility at the new Acklie Family College Farm.



The site is located near Northeast's Chuck M. Pohlman Agriculture Complex, 2301 E. Benjamin Ave. Dr. Leah Barrett, president, said Northeast embarked on the project five-years ago to ensure the next generation of rural Americans have an opportunity to be educated and trained in 21st-century facilities and on a 500-acre college farm. She described Nexus as more than just new buildings.

"This is an innovative collection of facilities that are, in themselves, tools of the trade that will allow our students to learn through experiences as well as theory," Barrett said. "They will instill a pride among our students as they prepare to enter the workforce and, for many of them, return to their hometowns and farms to ensure the region has opportunities to be prosperous and grow through either their own operation or by being employed by the myriad of businesses that are vital to the industry."

Nexus began with a vision and a plan that can trace back to the beginning of the ag program at the College in 1973. Dr. Tracy Kruse, vice president of development and external affairs and executive director of the Northeast Foundation, said the program has grown from just three students 47-years ago to over 350 today. She said Northeast has invested in its current facilities that were constructed over 100-years ago, but it has been no match for time and modern technology and machinery.

"Ultimately, the facilities were undersized and inadequate for the large numbers of students and the size of today's equipment and animals," Kruse said.

Jeanne Reigle, of Madison, co-chair of the Nexus Campaign, has stressed the importance of the investment in new facilities at Northeast and their impact on training the next generation workforce. "My husband, John, and I have watched Northeast Community College respond to workforce needs over the years and know firsthand the impact of the education and training they provide," Reigle said. "As owners of a feedlot, we recognize skilled employees can be hard to come by and we want to make sure that as a local educational institution, Northeast continues to invest in technology advancements and develops a technology-savvy workforce."

As a result of strategic planning and visioning in 2015, Northeast began to prioritize capital funds for the project and invested in new faculty and programming. Once word was out, many people stepped forward to ask how they could help. This included the Acklie Charitable Foundation (ACF), which provided a \$5 million lead gift to the project and Northeast employees who collectively contributed \$132,000 to the campaign.

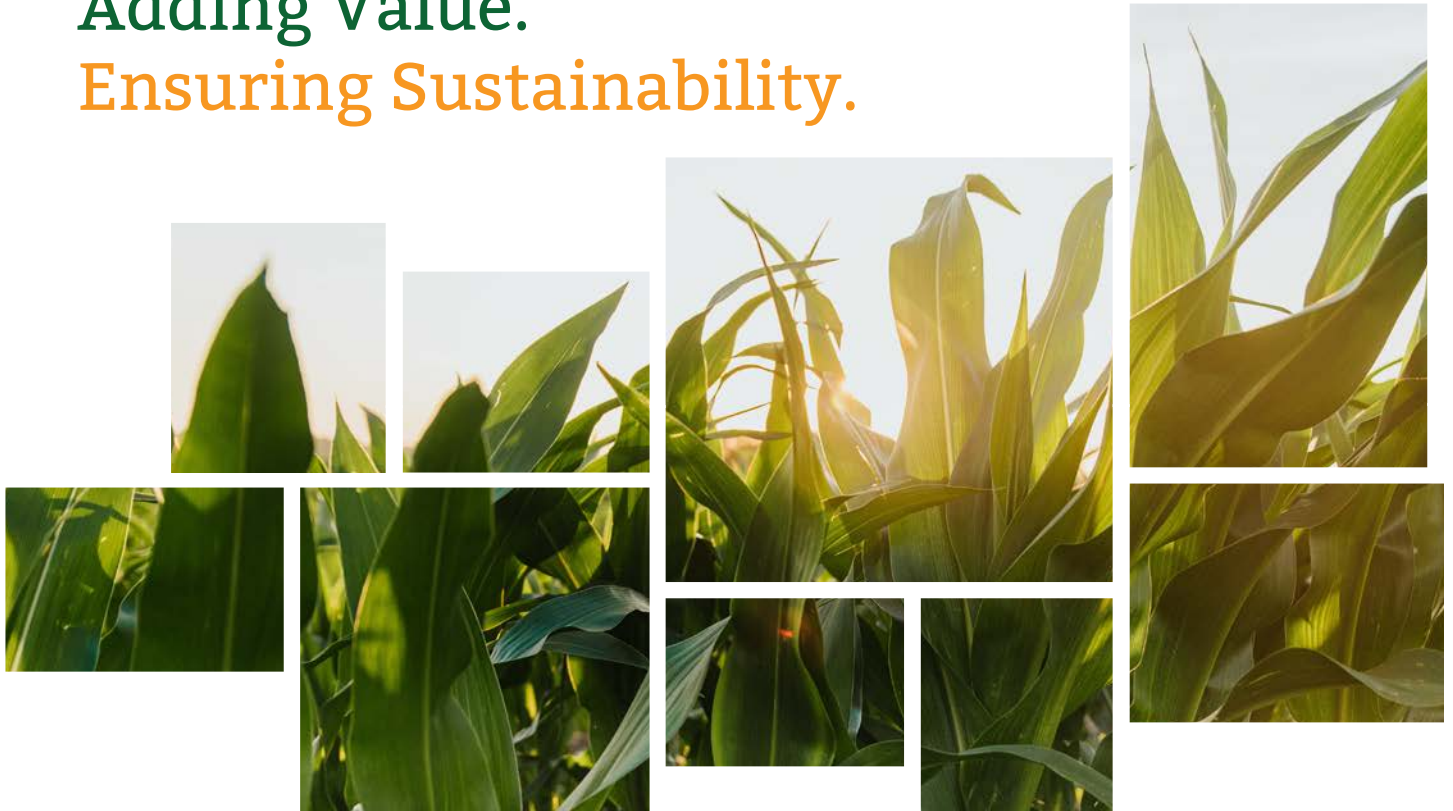
Donations to the Nexus project may still be made online at agwaternexus.com, by texting "ag" to (402) 383-FARM (3276), or by sending a check to Northeast Community College Foundation, 801 E. Benjamin Ave., Norfolk, NE 68701.



Pictured (from left) are Dr. Tracy Kruse, associate vice president of development and external affairs at Northeast, Jeff Scherer, Northeast board member, Russ Vering, co-chair of the Nexus Campaign, Dr. Leah Barrett, Northeast president, Jeanne Reigle, co-chair of the Nexus Campaign, Trevor Jones, government and community relations advisor for TC Energy, and Dara Ness, Northeast veterinary technology student. They are pictured in front of the future veterinary technology building. (Courtesy Northeast Community College).



Enhancing Demand. Adding Value. Ensuring Sustainability.



Through your half cent per bushel investment, the Nebraska Corn Board (NCB) is creating new opportunities for corn growers in the following ways:



Market Development

Unlocking access to higher ethanol blends nationwide will **increase demand for Nebraska corn by hundreds of millions of bushels.**



Research

Every dollar invested in checkoff-supported research at the University of Nebraska–Lincoln generates **\$2.25** in funding from outside sources. This has equated to **over \$8 million in additional funding to help Nebraska's corn growers.**



Education

Our generation won't be here forever. NCB activates youth involvement in agriculture — supporting programs like **4-H** and **FFA**.



Promotion

Consumer awareness enhances demand. NCB reaches **millions of consumers, motorists, policymakers** and **international customers** each year.

Learn more at nebraskacorn.gov/farmers

FOOD, FARMING *and the* CONSUMER

The consumer engagement director for The Center for Food Integrity sheds light on how evolving purchasing habits impacts farming.

Roxi Beck doubles as the consumer engagement director for The Center for Food Integrity (CFI) and a vice president with Look East Consulting, an agricultural public relations and strategic communications firm.

In both roles, she looks deeply into consumer behaviors—especially the ones that impact the ag industry.

In a recent Q&A, she shared why farmers should be keeping an eye on buying trends and how they've changed during COVID-19.

NEBRASKA SOYBEAN BOARD (NSB): How have consumer behaviors with food shopping and purchases shifted over the last decade? What are the driving forces behind those changes?

ROXI BECK (RB): Cracking the code on consumers' purchasing intent compared to their actual purchasing behavior is a question I've received my whole career. There are countless shifts that take place on an annual basis, including changes in product variety, price, convenience and information.

The biggest shift I've seen over the past decade is consumers' access to information through digital channels. This information has both empowered and burdened consumers: Never before have they wanted to know more about food, yet understood less about the system from which it comes. Never before have they had access to as much information from multiple channels and sources about food and the food system, yet lack direct access to people who make it possible. Consumers are mostly disconnected from the production of food they eat, yet completely reliant upon it. It's a challenge, but it offers unprecedented opportunity.

NSB: How have consumer behaviors changed during COVID-19?

RB: There are multiple trends we've seen in home cooking. Some link to better health, some hone in on comfort, and every one of them means consumers are getting more involved with their food. Consumers are:

- **Exploring the culinary world from home** because they link ethnic cuisines to healthy ingredients like steamed veggies and sweet potatoes. They cook ethnic foods to have fun and learn about the world while improving their diet. Specifically, they're incorporating more Middle Eastern, Indian and Asian dishes.
- **Looking for more lean proteins**—chicken, fish and legumes in particular—to reduce added fats.
- **Preparing more “veggie-forward” dishes** since plant-based diets are linked to better long-term health. What's interesting is that they're choosing broccoli, sweet potatoes, brussels sprouts, asparagus and carrots more frequently. These are the veggies I grew up with—not the new “superfood” veggies we're used to seeing as trendy—and they're getting



Roxi Beck



While our days shift to looking more like they used to, I suspect a majority of families will keep some of these new preferences in the mix for the long haul.

— **ROXI BECK, CFI CONSUMER ENGAGEMENT DIRECTOR**



pretty standard treatment in the kitchen: roasting, baking and steaming.

- **Seeing comfort foods as healthier if they're homemade.** It's as though we've found an alibi in flours and fermentation! If you're like me, you may have been on the receiving end of a sourdough "chain mail" letter during the quarantine.
- **Wanting to cook elaborate meals for special occasions.** Just because much of life came to a screeching halt doesn't mean life's celebrations did. We experienced countless requests for birthday parades, card showers and family Zoom calls to make an abnormal time special. And with every great celebration comes great food. While we may have scaled back on the quantity of food, quality wasn't sacrificed. Consumers still crave high-fat, decadent, restaurant-style meals, and they cook them at home for special occasions. These include steak, ribs and other high-end cuts of meat.
- **Preferring recipes that highlight few, high-quality ingredients.** Even with extra time to cook, most consumers don't want fussy meals or a long list of ingredients to buy from stores where our new shopping experience includes one-way aisles, masks and routine sanitizing of surfaces. CFI research shows that "chemicals in foods," artificial ingredients, too many ingredients or even ingredients that are hard to pronounce are topics of personal concern for nearly 50% of all consumers. So this concern has new utility in a desire for simple meal prep.

- **Wanting to make convenience foods healthier.** For many, though life is less on-the-go than it was prior to March, consumers are still looking to convenience foods—like frozen dinners and box mixes—to ease meal prep. This means consumers are adding veggies or lean protein to ramp up the nutrition quotient and their role in bringing a delicious and healthy meal to their families.

NSB: Do you think any of those shifts will continue beyond the pandemic?

RB: We're not out of the woods with COVID-19, and depending on how seamlessly (or not) we move through the back-to-school, fall sports and flu seasons, much is yet to be determined. In anecdotal conversations with consumers of many types, there's been a new appreciation for having time at home to plan, prepare and enjoy home cooking. While our days shift to looking more like they used to, I suspect a majority of families will keep some of these new preferences in the mix for the long haul.

NSB: How do consumer behaviors affect farmers' operations?

RB: Consumers have and ask many questions of branded food companies, restaurants and the grocery stores at which they shop. This increases their pressure, so they turn to agriculture through associations, organizations and influencers for engagement and even change. This is part of the work the CFI facilitates for our members—to ensure food system decision-makers understand more about why the segments operate in the way they do and convey the tradeoff implications for decisions they're considering.

NSB: What advice do you have for farmers trying to respond to and get ahead of these challenges?

RB: The best thing farmers can do is truly listen to what consumers are saying—not so that we can identify where they need education, not to simply correct their information, and certainly not to persuade them out of their deep-seated fears or positions.

Truly listening will help you understand what is driving their concerns. When you listen with the intent to understand (versus with the intent to refute their claims), you start to hear why their ideas and concerns are valid. I'm not advocating for you to agree with every consumer demand or idea—I'm simply asking for those of us involved in food production to be willing to be educated about consumer perceptions in a way that's consistent with the way we wish consumers were educated about food production. When that happens, I think it will be bliss.



Potential for Change

The pandemic has changed consumer behaviors this year. If and when COVID-19 winds down, Roxi suggests monitoring for increases and decreases in key areas.

INCREASES

- ↑ Online grocery shopping
- ↑ Consumption of plant-based foods
- ↑ Scrutiny for food production, processing and packaging

DECREASES

- ↓ Dining out
- ↓ Ability for processing plants to stay online
- ↓ Number of SKUs/variety of food products



Full consumer research is available to CFI members, but summaries are available at **FoodIntegrity.org/research.**



**GROWING
AGRICULTURE
TOGETHER**



cvacoop.com



Tyson



**LEARN MORE ABOUT THE
NEBRASKA GRAIN SORGHUM
BOARD AND THE SORGHUM ARMY
AT:
WWW.NEBRASKASORGHUM.ORG**

**WE'RE
NEBRASKA
IN A BANK**

Working hard builds character.
Working hard for others
builds community.

 **Pinnacle Bank**
THE WAY BANKING SHOULD BE

MEMBER FDIC

MADISON 108 S. Main St., 402.454.6515 • pinnbank.com

**HAVE QUESTIONS ABOUT EXPANDING
YOUR LIVESTOCK OPERATION?
AFAN HAS THE ANSWERS.**

Learn more about AFAN's One-on-One Resource.
Call Will Keech today at 402-326-8232.
Or email him at Willk@a-fan.org



GET YOUR
TICKETS TODAY


Columbus
NEBRASKA

JUNE · 4-5

29009 E. 14TH AVE
COLUMBUS, NE

CATTLEMENSBALL.COM

Easton Corbin

Tracy Byrd



NCDHH

Nebraska Commission
for the Deaf and Hard of Hearing

Communication - Advocacy - Equal Access




We're by your side so your
loved one can stay at *home*.

Call (402) 379-8225 or visit
HomeInstead.com/104



PERSONAL CARE | MEALS & NUTRITION | MEMORY CARE | HOSPICE SUPPORT

211 W. NORFOLK AVE. • NORFOLK, NE 68701

Each Home Instead® franchise is independently owned and operated. © 2020 Home Instead, Inc.



dairygood.org

lite Rock
97.5
KEXL

Jeffrey Steffen
6 a.m. - 10 a.m.

Michael J
2 p.m. - 6 p.m.

Kylie Powers
10 a.m. - 2 p.m.

John Tesh
6 p.m. - 11 p.m.

**80s, 90s,
2K and
Today**

kexl.com

Woman of the Year - Lisa Lunz

Honored and humbled described my feelings last November when I was presented the AG-ceptional Woman of the Year award for 2019. I was surprised at Husker Harvest Days with the news and looked forward to the video that would be shown in November. I have been indirectly involved with the conference since it started when I was a member of the Nebraska Soybean Board. During a blizzard, I made it to the conference one year to present on Food Labeling with Jan Frenzen when I was a member of the Nebraska Farm Bureau Promotion and Education Committee. It has been my privilege to know several of the past honorees, and I appreciate their contribution to the agriculture industry. The members of the committee have given a lot of time and energy to this conference over the years and they should be very proud of the conference each year.

I grew up as a tom boy, and agriculture has always been a part of my life. The first five years of my life were spent on a farm near Thurston, NE. At the age of 4, I helped walk beans by being the row marker and I also pitched hay to the cattle. When I was 5, we moved to a farm south of Wakefield. We grew oats, alfalfa, corn, soybeans, cattle and pigs. I started driving tractor at 8, and was always in the tractor in the field or doing chores.

When I graduated high school, I attended the University of Nebraska in Lincoln where I graduated with an animal science degree. Then I worked in Fairfield for Kissinger Feedlots and in Lexington for Roberts Cattle Co. I moved back to Wakefield in 1987. Jim and I started dating that fall and we were married in 1988. We live on his parent's farm north of Wakefield. After we were married, I worked at Albers Feedlot in Wisner and then the Haskell Ag Lab in Concord. While at Haskell, I was involved with the weed science and soil science research. In 1999, I graduated from the Nebraska LEAD program. I was a member of LEAD 17 and our class went to South Africa on our International Study Tour. In 2000, I left the Haskell Ag Lab and became a full time farm wife and volunteer. I was elected to the Wakefield School Board and Nebraska Soybean Board for 12 years.

All three kids were involved with 4-H, sports, and church, so we kept busy attending events and being involved with school organizations. While on the Soybean Board, I was Chair for two years and Research Chair for several years. I was passionate about agriculture education and helped with the development of the Ag Sack Lunch program that educates fourth graders about the farm when they visit the capital in Lincoln. I was also a board member of the US Farmers and Ranchers Alliance.



Pictured is Lisa's family.

Jim and I have raised three children. Kristina married Kenny Steinle in June of 2020 during the COVID pandemic. She graduated from Doane University and is a preschool teacher. She currently teaches in Laurel and is expecting their first child in March of 2021. Keri attended Midland University and played volleyball for two years. After graduation, she attended the University of Nebraska Kearney where she received her masters in School Psychology. She works for ESU #1 and works at the Wakefield School. She has two children, Quincy, 4, and Chaney, 18 months. Grandkids are the best, and we are looking forward to number 3! Jacob, our youngest, attended Kansas Wesleyan in Salina, KS and played basketball all four years. He met his wife Karlie at college, and they were married in 2017. After he graduated from KWU, Jacob started his physical therapy program through UNMC in Kearney. He graduated virtually in 2020 and lives in Cambridge, NE.

Involvement in agriculture has been a part of my life since I could walk. Today I have two responsibilities, the farm records and combining in the fall. I have just retired as chair of the Farm Bureau Promotion and Education Committee. I have been a CommonGround volunteer for several years and have given numerous presentations. I am currently the President Elect of Ag Builders.

In January 2019, I was elected as Dixon County Supervisor. I learn something new everyday and county government is very different than the other things I have been involved in. I continue my public service as an elected official and volunteer in the agriculture industry.

I want to thank the conference for this honor of being the AG-ceptional Woman of the Year. Agriculture continues to change and our role as women is changing. We all contribute in some way to make a difference in the agriculture industry.

FCSAMERICA.COM

IF AGRICULTURE MEANS SOMETHING TO YOU, YOU MEAN EVERYTHING TO US.

**RURAL AMERICA IS WHERE
WE WORK. FARMERS AND
RANCHERS ARE WHO WE SERVE.**

Farm Credit Services of America is dedicated to the business of agriculture. It isn't just something we do, it's everything we do – an entire organization that spends every working day thinking, planning and investing in ways to serve you better. Discover the benefits of a lender committed to your success. Call 800-884-FARM.

AGRICULTURE WORKS HERE.™



AGRICULTURE
WORKS
HERE.™

NAME:
Rita

LOCATION:
Odell, NE

OPERATION:
Corn, Soybean &
Cattle Producer

Calling all Nebraska Farm Women!


commonground™
NEBRASKA

We would love to have you join us as an advocate!

Talk to a Farmer

Learn more at CommonGroundNebraska.com • To volunteer email karen@brokawmarketing.com

WHITE SESSION

WHAT'S IN A NAME?

Tee Bush, Agriculture Instructor, Northeast Community College

- Confused by the names of plants when you're shopping?
- Let's explore the naming of plants in our everyday world.
- This session will cover scientific names, and helpful hints for grouping plants by family to make some general assumptions about care and habit.

SOIL HEALTH - TOOLS OF THE TOOLBOX

Marty Marx and Kristin Schlueter, NRCS

- Simple water infiltration demonstration.
- Shows how water moves through or off soil depending on management and residue.
- Water "rains" on soil and then either runs off or soaks through the pore spaces in the soil.

BACK PAIN, TEXT NECK, AND TENNIS ELBOW; OH MY! INJURY TREATMENT AND PREVENTION

Jon McManaman, D.C., A Center for Chiropractic & Alternative Medicine, PC

- Leading cause of disability world wide
- Text neck
- Tennis/golfers elbow

INVESTING IN YOUR GREATEST ASSET: YOU!

Tina Myers, Personal Color Consultant, House of Colour

Beth Stoddard, Aesthetic RN, Licensed Esthetician, The Retreat Med Spa

- Your start to taking care of yourself after quarantine!
- Learn how to properly care for your skin.
- Change out of those sweatpants into stylish clothing.

MY DOG IS DOING WHAT?!? - FIRST AID FOR YOUR DOG

Dr. Kassie Wessendorf, DVM, Northeast Community College Veterinary Technology Instructor

- What to include in an at home pet first aid kit.
- What you can do for first aid for your dog at home.
- When you absolutely need to get to a veterinarian ASAP.

APPRECIATION COMMUNICATION, HOW DO YOU DO IT?

Stacey Aldag, Lisa Guenther, and Terry Nelson

- Come hear how appreciation can motivate and validate the people you work with.
- A little appreciation can light up your world!

ENGAGING WITH CONSUMERS ABOUT THE ENVIRONMENT

Ruth Ready, CommonGround Volunteer

Joan Ruskamp, CommonGround Volunteer

- How should we engage with urban consumers about agriculture's impact on the environment?
- The misinformation about environmental benefits of plant based meats.
- The tips for engaging in conversation about agriculture's environmental impact.

*Now Accepting
Nominations for the
2021 AG-ceptional
Woman of the Year*



**Stay In
The Know**
When you're on the go!

Download The
FREE
Norfolk Daily News Mobile App

Channel 35.1, 35.2 & 35.3 | Cable & DISHNetwork

Local
Network.
State-wide
Reach.

One source



nca
NEWS CHANNEL NEBRASKA

www.NewsChannelNebraska.com

BLUE SESSION

POISONOUS PLANTS AND PRODUCTS IN LARGE AND SMALL ANIMALS

*Ryann Henn, LVT, Northeast Community College
Adjunct Instructor, Veterinary Technology Program*

- Learn about common environmental and human made toxicities in dogs and cats.
- Learn about common environmental and human made toxicities in cattle and horses.
- What your first response should be if your animal is exposed or ingests poisonous/ toxic materials.

USING STRENGTHS IN FARM TRANSITIONS

Hilary Maricle

- An introduction to using Gallup Strengths as a tool.
- Talk about farm transitions using every team member's top talents.

SOIL HEALTH - TOOLS OF THE TOOLBOX

Marty Marx and Kristin Schlueter, NRCS

- Simple water infiltration demonstration.
- Shows how water moves through or off soil depending on management and residue.
- Water "rains" on soil and then either runs off or soaks through the pore spaces in the soil.

PLANNING TO GROW

Tee Bush, Agriculture Instructor, Northeast Community College

- It's almost spring time! Let's look at the steps we should take to plan and prepare for a successful gardening season.
- This session will look at timing, ordering of materials, garden prep, and more.
- Feel free to bring seed catalogs if you have questions about the planning process.

WHAT IS YOUR PREFERRED LEARNING STYLE?

Dr. Amanda Hafer and Andrea Suhr

- Have you ever been placed on a committee that can never move forward? Have you ever wondered what in the world fellow committee members are talking about?
- Take a quick time-out to find out what learning style you have.
- This information may help you to better understand why people think the way they do and why you work better with some people than others.

FOOD IN THE FIELD

Hannah Guenther, Nebraska Extension Educator

- How to make small shifts towards a healthier eating pattern.
- Valuable tools to make the healthy choice the easier choice.
- Tips and tricks for preparing and packing healthy food for the field.

WHEN LIFE GIVES YOU LEMONS... SQUEEZE THE HELL OUT OF THEM!

Tina Collison, Group Fitness Director, Norfolk Family YMCA

- Isn't it ironic how something so sour, as a lemon, can actually turn into something so sweet? Even though lemons can make your lips pucker, there is something so happy about them.
- Lemons can brighten up a dish or drink, make centerpieces stand out & can even make an adorable craft. We will look at different ways to deal with life's lemons & how to turn negativity into positivity.
- Along the way, we will learn some new lemon recipes, including lemon meringue pie s'mores & laugh out loud at some of the lemon puns, including, "When life gives you lemons, find someone with vodka."



**NEBRASKA
FARM BUREAU®**

*The trusted voice for
farm and ranch families.*



**NEBRASKA FARM BUREAU
FOUNDATION**

Making the Connection.
Strong Agriculture. Strong Nebraska.

The mission of the Nebraska Farm Bureau Foundation is to engage youth, educators, and the general public to promote an understanding of the vital importance of agriculture in the lives of all Nebraskans.

Visit our booth or learn more at www.nefbfoundation.org



FOUNDATION



ADVOCACY



MEMBERSHIP

Visit our booth or learn more at www.nefb.org

Corinne's COSTUMES



HIDDEN SCAR[®] breast cancer surgery

Effectively treating the cancer while preserving the natural shape of the breast, leaving no visible reminder behind.

Kinzie Norris, MD | (402) 844-8167
2701 W. Norfolk Ave., Norfolk

frpsclinics.org |    



 **NRCS** Natural Resources
Conservation Service

*Helping “AG-ceptional
Women” Help Their Land.*

www.ne.nrcs.usda.gov

Follow us on Twitter @NebraskaNRCS

An equal opportunity provider and employer.

THE POWER OF PORK IN NEBRASKA



*Simply Saucy Bacon Wrapped Pork Loin.
Recipe is available on Yummly.com*



1,476 Pig Farms



3.75 Million Pigs



14,260 Jobs in Pork Production



\$1.14 Billion in Economic Impact

THANK YOU

We would not have been able to offer this conference without the generous support of many sponsors and presenters. Please take time to write a thank you to at least one of the sponsors and/or presenters listed. They need to know that their time, money, and products are appreciated. If your registration was sponsored by one of these sponsors, or by your local lender, please let them know how much you appreciate their support.

These sponsors are “AG-ceptional!”

SAVE
THE
DATE

2021

AG-CEPTIONAL
WOMEN'S
CONFERENCE

FRIDAY,
NOVEMBER 19

AG-CEPTIONAL SPONSORS

THANK YOU TO THESE SPONSORS WHO HAVE MADE THIS CONFERENCE POSSIBLE!

HOMESTEAD

FARM CREDIT SERVICES OF AMERICA

NEBRASKA CORN BOARD

NEBRASKA PORK PRODUCERS ASSOCIATION

NEBRASKA SOYBEAN BOARD

NORTHEAST COMMUNITY COLLEGE AGRICULTURE DEPARTMENT

BIG RED BARN

106 Kix Country
Central Valley Ag
Corinne's Costumes
LiteRock 97.5

Lower Elkhorn NRD
Nebraska Farm Bureau Federation
Nebraska Farm Bureau Foundation
News Channel Nebraska

News Talk WJAG
The New 94Rock
US 92 - Today's Best Country

HAYSTACK

College of Agricultural Science &
Natural Resources - University of
Nebraska-Lincoln
Courtsey Ford of Norfolk
J Miller Farms LLC
Norfolk Daily News
Tyson Foods

FEED BUNK

AKRS Equipment
Alliance for the Future of
Agriculture in Nebraska (AFAN)
Elkhorn Valley Bank
Faith Regional Health Services
Helena Agri-Enterprises, LLC
Home Instead Senior Care
Homestead Bank
Midwest Dairy
Natural Resources Conservation
Service
Nebraska Beef Council
Nebraska Commission for the Deaf
and Hard of Hearing
Nebraska Department of
Agriculture
Nebraska Grain Sorghum Board
Pinnacle Bank - Madison Branch
Zoetis

PITCHFORK

AK Fehringer Seed & Service
Battle Creek State Bank
Boone County Farm Bureau
Bopp Trucking LLC
Cornerstone Bank
Dinkel Implement Company
Dixon County Farm Bureau
Edward Jones - Pflueger Office
Elkhorn Logan Valley Public Health
Department
Farmers Pride
Farmers State Bank
Holiday Inn Express & Suites
J & S Feedlot
LG Seeds
Madison County Farm Bureau
Nebraska Harvestore Systems, Inc.
Nebraska Vet Services
Northeast Ag Consulting
Petersen Ag Systems Inc.
Platte County Farm Bureau
Federation
Reigle Cattle Company
Security Bank
State Nebraska Bank & Trust
Sunny Meadow Medical Clinic -
ALPHA Workforce Health

WITH SUPPORT FROM

Northeast Community College Staff
Norfolk Area Visitors Bureau

FOR MORE INFORMATION, CONTACT:

Corinne Morris
Conference Director
(402) 844-7361
corinne@northeast.edu

Tara Smydra
*Associate Dean of
Agriculture, Math & Science*
(402) 844-7187
taras@northeast.edu

Karmen Hake
*AG-ceptional
Administrative Assistant*
(402) 844-7181
agceptional@northeast.edu



***THE PROGRAMS AND PRINTING WERE FUNDED BY
NEBRASKA SOYBEAN FARMERS AND THEIR CHECKOFF.***