

JUNE 2025

NFRBME Δ INC.

ANNUAL REPORT 2024-2025

National Farm & Ranch Business
Management Education Association, Inc.





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NFRBMEA MISSION STATEMENT

TO PROMOTE AND SUPPORT FARM AND RANCH BUSINESS MANAGEMENT EDUCATION. WE ACCOMPLISH OUR MISSION BY PROVIDING IN-SERVICE EDUCATION TO OUR MEMBERS AND BY COMMUNICATING AND NETWORKING WITH OTHERS.

THE HISTORY OF NFRBMEA

IN 1973, INSTRUCTORS USING THE FARM/RANCH ANALYSIS DEVELOPED IN MINNESOTA, WERE INVITED TO FARIBAULT, MINNESOTA, FOR THREE DAYS TO PARTICIPATE IN AN EXCHANGE OF IDEAS AND TO MAKE IMPROVEMENTS TO THAT ANALYSIS. THE INSTRUCTORS ENJOYED AND LEARNED FROM EACH OTHER'S EXPERIENCES SO MUCH IT WAS DECIDED TO MEET AGAIN NEXT YEAR. INSTRUCTORS WANTED TO SHOW WHAT WAS GOING ON IN THEIR STATE, LEADING TO CONTINUED YEARLY CONFERENCES IN OTHER STATES CONDUCTING ADULT FARM/RANCH BUSINESS MANAGEMENT EDUCATION PROGRAMS. THE ASSOCIATION WAS NAMED AND THE CONSTITUTION WAS RATIFIED AT PIERRE, SOUTH DAKOTA, IN 1985.

WE ARE AN ASSOCIATION OF FARM BUSINESS MANAGEMENT (FBM) INSTRUCTORS WHO WORK IN APPROXIMATELY 20 STATES AND PROVINCES. THESE INSTRUCTORS EACH WORK WITH 40-50 FARM OPERATORS ON A YEARLY BASIS. THEY BOTH TEACH AND CONSULT WITH THESE FARMERS ON BUSINESS PLANNING & ANALYSIS, FINANCING & CREDIT, CASH FLOW BUDGETING, BUSINESS ACCOUNTING, TAX PLANNING, FINANCIAL RATIOS, AND FINANCIAL BENCHMARKING.

THE NFRBMEA MEETS ANNUALLY AND CONTINUES TO EXPAND ITS ACTIVITIES TO SERVE ITS MEMBERS. EACH CONFERENCE HAS WORKSHOPS, TOURS AND TOP-NOTCH SPEAKERS. INFORMATION IS DESIGNED TO BE TAKEN HOME AND PUT TO USE.

KNOWLEDGE DISSEMINATED AND NETWORKING CREATED BY OUR ORGANIZATION HAS A DIRECT IMPACT ON MAKING BETTER FARM BUSINESS MANAGERS AND STRENGTHENS THE WHOLE AGRICULTURAL COMMUNITY.

THE NATIONAL FARM AND RANCH BUSINESS MANAGEMENT EDUCATION ASSOCIATION, INC. IS RECOGNIZED BY THE INTERNAL REVENUE SERVICE AS A 501(C)(3) CORPORATION.

2024-25 BOARD OF DIRECTORS



Ron Dvergsten, President



Deron Erickson, President-Elect



Tina LeBrun, Past President



Brad Sirianni, Secretary



Jeff Schulz, Treasurer



Jeremy Daberkow, National Council Rep.



Denise Reeser, Conference
Sponsorship Coordinator



Deb Pike, Communications Director
through December 2024



Kelly McAdam, Communication Director
October 1, 2024 to present
NFRBMEA, INC. | PAGE 4

EXECUTIVE SUMMARY

RON DVERGSTEN, PRESIDENT NFRBMEA



The National Farm and Ranch Business Management Education Association (NFRBMEA) had another successful year working to reform our efforts to provide resources and support to all Farm Business Management educators. I want to thank all the NFRBMEA Board members for their efforts in helping to direct the organization in meeting its goals. I also want to thank all our organization's members, sponsors, and stakeholders. Without your support our organization could not exist.

NFRBMEA accomplishments for the past year:

Professional development opportunity activities continue to be the primary focus of the organization. The 2024 National FBM Conference, the 51th National FBM Conference in the history of our organization, was held in June of 2024 in La Crosse, Wisconsin and was a great conference

that was well attended by NFRBMEA members. This year's National FBM Conference Planning committee started over a year ago in making plans for the 2025 National FBM Conference which will be held in Fort Worth, Texas June 9-12 with a conference theme of "Build Your Brand". The National FBM Conference provides great speakers, workshops, vendor displays, and tours, but also it provides the opportunity network with agribusiness professionals from across the country.

For a fourth year, we developed and released a members-only, fall professional development webinar series. These "Power-Up" sessions were held in October, November, and December this past year. The webinars are one hour in length held over the noon hour.

NUTS & BOLTS, the NFRBMEA newsletter going back to August 1987, continues to keep the membership informed, educated, and connected with quarterly newsletters. Our recently overhauled website, www.nfrbmea.org continues to provide additional information regarding the organization. The Communications Director is the person in charge of maintaining the website and also continues to maintain our presence on social media. Deb Pike had been the NFRBMEA Communication's Director for the past several decades and informed the NFRBMEA Board last summer that she wanted to retire from the position at the end of the year 2025. NFRBMEA posted for a Communication's Director in late summer of 2025 and has hired Kelly McAdam from New Hampshire to be our new Communication's Director. Kelly started on October 1, 2025 and had a three-month period to work jointly with Deb to make a smooth transition for this key position of our Association. Kelly is also the webmaster for the National Farm Management Conference.

NFRBMEA has held a seat on the National Council for Agriculture Education since 2006 to represent Adult Education and specifically, Farm Business Management Education in agriculture. Jeremy Daberkow has completed his first year of a three-year term as the NFRBMEA National Council representative.

EXECUTIVE SUMMARY, CONTINUED

We were fortunate to be able to have National Council Executive Secretary, Melissa Rekeweg in attendance at last year's National Conference. Melissa spent an afternoon with the board and other key stakeholders during the Conference to assist us in implementing further strategic planning efforts for our organization. We continued strategic planning efforts last summer and spent time at the fall board meeting held in person at South Central College in Mankato, MN last September.

We came away with the following top four strategic goals for the upcoming years:

1. Recruitment of members into NFRBMEA
2. Increase national conference attendance
3. Increase participation in NFRBMEA and its events
4. Increase and improve professional development opportunities

Change and opportunity continue for our membership. We continue to have the need for our members to step up and serve the organization in a variety of ways. For the upcoming year, we are needing to elect a President-Elect, Secretary, and National Conference Planning Committee member. Applying to be a board member, a conference planner, sponsorship seeker, member recruiter, or as a volunteer to assist with other professional development activities can all be ways to support the organization. Even writing an article or two for the Nuts-and-Bolts newsletter would be a start. Any of these activities provides you with direct professional development skills. It's like the concept of, "there is no better way to learn a topic than to prepare to teach it."

MEMBERSHIP & COMMUNICATIONS

June 1, 2024 - May 30, 2025

NFRBMEA actively represents farm and ranch business management educators on national committees and works to promote farm and ranch management education. Regular membership is open to current and retired instructors, teacher-educators, coordinators, supervisors and planning staff. Affiliate membership is open to supporters of farm and ranch business management education.

We offer:

- Farm Business Management professional development opportunities
- National networking with other agricultural professionals □□
- Exclusive member access to educational tools and materials
- Annual FBM conferences

Our website, www.nfrbmea.org, contains history, career opportunities, links to upcoming conferences, newsletter archives, meeting minutes and officer information.

We can also be found on Facebook and Twitter. Our newsletter, the NUTS & BOLTS, is published quarterly. The Real-Time Update (RTU) keeps members updated on late-breaking events and other items of interest.

	2024-25 Membership			2023-24 Membership	
	Regular	Affiliate	Lifetime	Regular	Affiliate
Colorado	1	1		2	1
Illinois	0	0		1	0
Iowa	1	0		1	0
Indiana	0	1		0	1
Kentucky	0	1		0	1
Minnesota	58	2	2	60	5
Missouri	0	0		2	0
Montana	2	0			
North Dakota	4	1		7	1
Ohio	2	0		2	0
Oklahoma	0	1		0	1
Oregon	1	0		1	0
South Dakota	4	0		3	0
Utah	1	0		3	0
Vermont	1	0		1	0
Wisconsin	4	0		4	0
Total	79	7	2	87	10

BOARD MEETING MINUTES

June 1, 2024 - May 31, 2025

Pre-Conference Board Meeting
39th Annual Meeting
Fall Board Meeting
Spring Board Meeting

NAFBAS Cooperation

NFRBMEA is continuing to develop its relationship with the National Association of Farm Business Analysis Specialists (NAFBAS). It became apparent that the two organizations are almost identical in size, mission, budgets, and clientele.

Cooperative efforts are ongoing in these areas:

- The boards agreed to hold joint annual conferences in the future, known as the "National Farm Business Management Conference".
- A Memorandum of Understanding was signed setting out expectations and responsibilities of each organization for the upcoming conferences.
- Boards agreed to share email lists of each other's members.
- The fall board meetings will be coordinated so that the boards may meet with each other for a portion of their respective meetings.
- Boards will meet jointly at the annual conferences.

NFRBMEA Special Spring Board Meeting Minutes

April 3, 2024 • Conducted via Zoom

The meeting was called to order by President Ron Dvergsten at 8:01 AM.

Deb Pike gave the Communications Director's Report. She reported that there were 97 total members 87 active, 10 affiliate. The website has 3 job postings. The 2024 conference website updates are ongoing and registration page is running. Previous (older) conference information is being uploaded to the website. Articles for the next *NUTS & BOLTS* are due by April 23. The Treasurer's and Secretary's reports are due for the Annual Report by May 1.

Deron Erickson reported on the National Council and the last meeting which took place in February. They are working on many projects. We need to seek a representative to replace Deron. Deron recommended Jeremy Daberkow to replace him on The Council.

A motion was made by Brad Sirianni for Jeremy to represent NFRBMEA on the National Ag Ed Council, seconded by Tina LeBrun. Motion carried. Ron Dvergsten will communicate with Jeremy. The next council meeting is scheduled for April.

Denise Reeser reported on conference sponsorships. We received \$5,000.00 from Compeer. Paul Dietman (Compeer) will be a presenter. \$1,000.00 from the RK Morris Foundation. William Nelson helped us connect with RK Morris. Currently, in discussions with Ambrook farm accounting software company for their commitment. Others include: PcMars, FFSC (Farm Financial Standards Council), Ultra Farm / Farm Biz. Denise is seeking more recommendations.

Lynn Hoffman reported on the NFBMC (National Farm Business Management Conference). We discussed the website, registration, and things that needed to be updated. We also discussed concerns about our sponsors and speakers registering for the event. With the goal of making the process easier for them and understanding what they have as part of the conference (meals, etc.).

Tina LeBrun discussed promoting the conference to instructors and encouraging them to attend.

Ron Dvergsten brought up 1 day only registration and registering as a guest. Also, discussed inviting on-campus instructors.

We discussed Spring Power-Ups and our next one for April 17th is no longer happening. Stacey Davis from BASE is scheduled for May 15 and we need to confirm and promote it.

The next meeting is scheduled for May 2, 2024 from 8:00 AM -10:00 AM by Zoom.

Meeting was adjourned at 10:00 AM.

Submitted by Brad Sirianni
NFRBMEA Secretary

NFRBMEA Spring Board Meeting Minutes (DRAFT)

May 2, 2024 • Conducted via Zoom

Attendees – Ron Dvergsten, Deron Erickson, Jeremy Daberkow, Deb Pike, Lynn Hoffmann, Denise Reeser, Jeff Schultz, Brad Sirianni, Tina LeBrun

President Ron opened the meeting shortly after 8:00 AM and encouraged us to discuss a positive event in our lives both personally and professionally.

The Secretary's Report was given by Brad Sirianni. Deron moved/Lynn seconded – report was approved.

The Treasurer's Report was given by Jeff Schultz. \$18,538 checking account balance. Discussed the balance of the NFBMC account and how it fluctuates based upon conference expenses and potential income being recorded. How do we show this for balance sheet and/or reporting purposes? Jeremy moved/Lynn seconded – report was approved.

Communications Director's Report was given by Deb Pike. The *NUTS & BOLTS* was sent out this May 1. Annual Report is being finalized. Deb reported that she will be stepping down from this position as of December 31, 2024. We need to start searching for a replacement. Ron asked if someone from the "Centers" would be able to help us? Tina LeBrun discussed this as a possibility if someone does not take the position. Had a brief discussion about the responsibilities, process and history of the position.

The National Council Report was given by Jeremy and Deron. Deron reported his appreciation for being able to serve on The Council and people he was able to meet. Jeremy reported on his first meeting. The Council voted to attain a domain name. Melissa Rekeweg, from The Council will be at the NFBMC in La Crosse.

Denise Reeser reported on the sponsorships for the conference. We have quite a few sponsorships with more coming in. Total as of today is \$18,000.00. Registration continues to be a struggle for the sponsors. We are not making much progress on resolving the issue. Stacey at BASE will not be able to do the May Power-Ups. Denise will communicate with the sponsors to see if they will do a write up for the conference, so we know who they are.

Lynn Hoffmann reported on the conference. He addressed some of the concerns and recommended communicating with Sarah Ehrnthaller to help. We discussed when and how to allow the sponsors to give a brief presentation on who they are and what they do and come visit us at their booth. We will work to put these on the agenda during the conference. Changes and updates are occurring often. Everything is falling into place and coming along. Be conscious of the Wednesday board meeting adjournment as attendees participating on the Pizza Cruise need to be prompt.

Deron led a discussion regarding Melissa Rekeweg's attendance and ensuring there is time to spend with her on increasing her awareness of who we are and for strategic planning. We need to find time and places during the day to accomplish this. Invite her to speak at the annual meeting. She is planning to attend on Tuesday.

Ron discussed the NFRBMEA recognition and awards during the conference. Deb will order the awards. We discussed the Distinguished Service Award and any Officer Retirement recognition. Also discussed an Award of Appreciation for one of our honored and retiring members.

Motion by Deron, second by Tina for ___ to receive the NFRBMEA Distinguished Service Award.
Motion by Ron, second by Lynn for ___ to also receive a Distinguished Service Award at the conference.

Officer Slate for 2024-25. President Elect: Deron Erickson; President: Ron Dvergsten; Past President: Tina LeBrun; Secretary: Brad Sirianni.

Our next meeting will be the Pre-Conference Board Meeting, scheduled for Monday June 10 at 1:00 PM.

Deron moved, second by Lynn to adjourn. Meeting adjourned at 10:05 AM.

Submitted by Brad Sirianni
NFRBMEA Secretary

NFRBMEA INC.

National Farm and Ranch Business Management Education Association, Inc.

NFRBMEA BOARD

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PAST PRESIDENT

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(Vacant)

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NFRBMEA REP, NCAE

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COMMUNICATIONS DIRECTOR

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NFRBMEA Pre-Conference Board Meeting

- **Time:** Monday, June 10th 1:00 pm
- **Location:** South Board Room C; La Crosse Convention Center
- **Agenda:**
 - I. Call to Order Ron
 - II. Review & Approve Agenda Ron
 - III. Updates – personal and professional Entire Board
 - IV. Secretary's Report Brad
 - V. Treasurer's Report Jeff
 - VI. Communications Director's Report Deb
 - VII. Conference Sponsorship Coordinator's Report Denise
 - VIII. National Council for Ag Education Report Jeremy
 - IX. 2024 Conference Report – La Crosse Lynn
 - X. 2025 Conference Preview – Fort Worth Ron/Brent Roiger
 - XI. Past Presidents – Officer recommendations Tina
 - XII. New Business
 - a. Endorsement of National Center for Conservation Economics- Ron
 - b. Communications Director rehire process- Ideas to bring to membership
 - XIII. Joint Board Meeting Ron
 - a. Job Descriptions
 - XIV. Annual NFRBMEA Meeting Ron
 - a. Review Agenda
 - b. Roll Call of States
 - c. Awards
 - d. National Council Discussion- Melissa Rekeweg
 - e. National Center for Conservation Economics Ron
 - XV. Adjourn for Joint Board Meeting

*...Teachers delivering knowledge that works to North America's Farm and Ranch Families NFRBMEA, INC.
NFRBMEA is a Non-Profit 501(c)3 Corporation*

NFRBMEA_{INC.}

National Farm and Ranch Business Management Education Association, Inc.

Attendees - Ron Dvergsten, **Deron Erickson**, Jeremy Daberkow, Deb Pike, Lynn Hoffmann, Denise Reeser, Jeff Schultz, Brad Sirianni, Tina LeBrun

Meeting was called to order by president Ron D at 1:10 PM.

Individual reports and updates were given by all in attendance.

Secretaries report – Brad Sirianni

Treasurers report – Jeff Schultz

Communication directors report – Deb Pike - Updated membership form, reports from attendees from conference for Nuts & Bolts, continuing to update historical information on website

Fundraising – Denise Reeser - \$18,000.00 ARM was unable to contribute this year. Get list from Denise

Is NAFBAS aware of how much we do

Council Update – Jeremy - meeting today at 3 online (Jeremy & Deron participating), Melissa planning to attend Tuesday.

Conference planners – future

Environmental Defense Fund – (Vincent Galtier) working on National Center for economics on conservation practices.

Moved by Ron/Lynn to endorse – motion carried

New communications director to replace Deb. By end of year. Roles and responsibilities, membership cards,

Jeremy/Lynn – adjournment

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National Farm and Ranch Business Management Education Association, Inc.

Tuesday, June 11, 2024, 3:54 PM

Called to order Ron D

Roll call of states – Brad

Jeremy Introduced Melissa R – The Council report

Deron – award distinguished service award & retiring officer plaque (national council)

Myron Oftedahl – distinguished service award

Tina LeBrun – distinguished service award

Deb & Wayne Pike – lifetime membership award letter and certificate

Recessed to reconvene meet tomorrow afternoon, Wednesday, June 12.

Deb – report – refer to preconference board meeting discussion

Council Report - Jeremy

Secretaries report – Ron reviewed, discussion on MOU, explained to everyone, Deron/Jeff

Treasurers report – Jeff, see budget pages 32-38 for balances, budgeted vs. actual. Conference income & expenses.

Brent/Marcus motion approved.

Fundraising – Denise – see list and future concerns for Fort Worth

Old Business

MOU – meeting to discuss with NAFBAS on ??????

New Business

Endorsement of National Center for Conservation Economics – Vincent Galtier

Motion – Myron/Wayne – endorse boards actions of approving the endorsement. discussion – Jennifer Smith asked for specifics on what we are endorsing. Discussion and explanation by Keith Olander. Support from fed for the Center and promote more states with personnel using FinPack to collect and submit data for farm financial management. Discussion related to mistrust of EDF and what exactly are we endorsing. Myron discussed possibility of letters of support from the different organizations who are represented in NFRBMEA.

Communications Director rehire process – explained Deb’s leaving by end of year and desire to hire someone prior for transition. Asked for recommendations.

NFRBMEA_{INC.}

National Farm and Ranch Business Management Education Association, Inc.

Lynn Hoffman reported on conference and update on remainder of Thursday and tours. Discussed with Bruce Fowler on Columbia, MO. He recommended to look at St. Louis and Kansas City. Also discussed Branson (Lake of The Ozarks). Question was asked about the process of planning the conference and who takes the lead. Kentucky (Louisville) and Omaha, NE. Myron brought up how attendance is affected by location.

Tina LeBrun – Officer elections – Deron – President elect – all officers staying in place. Ron & Tina will be in the same roles as last year. Lynn & Brent & Ron will be on the conference planning committee for 2025.

Jeff/Bruce to approve whole officer slate.

Jennifer/Marcus – adjourn.

NFRBMEA September 2024 Board Meeting Minutes

Time and Date: 9 a.m. to 3 p.m. CDT, September 24, 2024

South Central College, Mankato, MN CDT room C-184

Attendees – Ron Dvergsten, Deron Erickson, Jeremy Daberkow, Deb Pike, Lynn Hoffmann, Denise Reeser, Jeff Schultz, Brad Sirianni, Tina LeBrun, Brent Roiger

President Ron Dvergsten opened the meeting at 9:14.

The secretary's report was given by Brad Sirianni. Report was approved.

The treasurers report was given by Jeff Schultz. \$1,560.00 in dues was received and \$40 in donations. \$1,660 in revenue since last meeting. \$332.84 of award expenses. The Council - \$1,000. Checking account balance is \$16,338.41 Ameriprise account balance is \$7,178.00 with \$300-\$400 more coming in. There was discussion on the account for the conference and not receiving timely information and this will be brought up at the joint board meeting later in the day. Report approved (Deron/Jeremy).

The Communications Directors Report was given by Deb Pike. She reported that there are 71 members currently vs. 88 last year. 38 dunning letters were sent out. Nuts & Bolts will be coming out August 1 and we are hoping to get 2 new people to submit articles about their experiences at the national conference. Other Nuts & Bolts dates are November 1 (articles due Oct. 25), February 1 (articles due Jan. 25) and May 1 (articles due Apr. 25). We should review this with our new director, Kelly McAdam, to confirm. There are 4 new job postings on the website. There are 3 past conferences yet to be updated on the website. 2024 conference website is done and we are still seeking photos. The 2025 conference website is up and running. Discussed having Power-Ups Dec. 11 (BASE), Nov. 13 (FSA), Oct. 23 (Jeff S.)

Conference sponsorships update – Denise Reeser. There is a \$5,000 check from Compeer yet to deposit into the conference account. We need to follow up with American State Bank to determine if we were sent the \$1,000 sponsorship. (related to information presented in treasurers report). There is concern about next years conference in Texas considering the changes in leadership at NAFBAS. Ambrook continues to support NFRBMEA.

The Council – Jeremy Daberkow. Reported on the meeting from September 9 in Casper, WY. The National Center for Ag Education developing relationships with "Conservation Economics" organizations/groups. This would be beneficial for grants and uses of resources. The energy industry is interested in relationships with Ag Education because they need teachers. Collect better data from members to better track job opportunities.

Communications Direct Hiring Committee

Announced that Kelly McAdam has been hired to fill our soon to be open communications director position. She has been working with the University of New Hampshire Extension. Kelly's ties to the Northeastern United States may be beneficial for our future membership. We will meet with Kelly at 1:00 PM today online.

2024 National Conference Final Numbers

Jeff reported that we need more information as it is difficult to reconcile the numbers without having the details. Plan to discuss at joint board meeting.

2025 National Conference Update

Brent Roiger reported that Holly Spangler will be the keynote speaker. There will be two tracks at the conference, taxes & general. The committee is looking at Branson, Springfield and Louisville for 2026 and future years. Ron reviewed the agenda & changes from years past and we had a brief discussion. We need to find another volunteer for the 2026 conference.

Strategic Planning Discussion

1. Recruitment of members into NFRBMEA
2. Increase national conference attendance
3. Increase participation in NFRBMEA and its events
4. Increase and improve professional development opportunities
5. Work with states to reinstate FBM
6. Provide outreach support to struggling states and to ones that no longer have programs
7. Increase the number of FBM instructors
8. Improve profits
9. Promote NFRBMEA to Extension, Colleges, High Schools, peers
10. Update brochure

The Board discussed forming a scholarship for underserved members. It was recommended that we dedicate \$3,000 from conference profits for scholarships. A percentage of the funds was also discussed as a way to annually determine the amount of scholarship proceeds. (1st time attendees from underserved locations that may not have a program or have very few instructors). Jeremy D. moved for NFRBMEA to dedicate \$3,000 for 3 underserved attendees to attend the 2025 conference. Deron E. seconded and motion carried.

The next meeting will be in November and we will plan to meet online. Jeff will send out a Doodle poll to determine a date.

Meeting was adjourned at 3 PM. (Jeremy/Brad)

Submitted by Brad Sirianni

2024 NFBM CONFERENCE

La Crosse, Wisconsin - June 10-13, 2024



01

Agenda

02

Tours

03

Sponsors

NATIONAL FARM BUSINESS MANAGEMENT CONFERENCE



JUNE 10 - 13, 2024 ♦ LA CROSSE CENTER ♦ LA CROSSE, WI

Conference Agenda

updated 6/10/24

Monday, June 10

- 1:00 - 6:00 PM Conference Registration —*South Board Rm A*
- 1:00 - 3:00 PM NAFBAS Board Meeting —*South Board Rm B*
NFRBMEA Pre-Conference Board Meeting —*South Board Rm C*
- 2:00 - 3:00 PM NFRBMEA Past Presidents' Meeting —*South Conference Room*
- 3:00 - 4:30 PM Joint Pre-Conference Board Meeting —*South Board Rm B*
- 5:30 PM **“Family Night at the Ballpark”**
La Crosse Loggers Baseball at Copeland Park Baseball Stadium
This event, located in the Interstate Roofing HR Haven, will include a catered buffet-style meal with a choice of 2 meats, 3 sides and unlimited pop and water.
 -  Gates Open 5:30 PM
 -  Game Starts 6:35 PM

Cabin Entrance Map for Our Group (Yellow Star):



- 7:00 AM Breakfast —*South Ballroom C*
- 8:00 AM Opening Comments —*South Ballroom A & B*
— *Lynn Hoffmann, NFRBMEA & Dean Ziegler, NAFBAS*
- 8:15 AM “Welcome to La Crosse / What La Crosse Has to Offer” —*South Ballroom A & B*
— *A. J. Frels, Executive Director of Convention Sales with “Explore La Crosse”*
- 8:30 AM Sponsor & Vendor Introductions —*South Ballroom A & B*
- 9:00 AM **Keynote:** “HOLY COW! How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity” —*South Ballroom A & B*
— [Tracy Stock](#), *Speaker, Influencer and Author*
- 10:30 AM **BREAK & Visit Vendors**
- 10:45 AM Small Group Discussion: “Creating the Amazing Workplace” —*South Ballroom A & B / Board Rm B / Board Rm C*
- 11:45 AM 2024 Sponsor Showcase —*South Ballroom C*
- 12:05 PM Lunch —*South Ballroom C*
- 1:00 PM **Breakout Sessions**
- ◆ “Mediation and Handling the Difficult Conversations” —*South Ballroom A & B*
— [Thomas W. Olson](#), *Mediator, Federal Mediation & Conciliation Service (FMCS)*
 - ◆ “Chat GPT Chat Bots: Where and How Do They Fit In?” —*South Board Rm B*
— [Shawn Fredrick](#), *Educator & Technologist*, and [Maria Slusarek](#), *Faculty Developer, Western Technical College*
 - ◆ “Important Factors to Consider for Medicaid Planning” —*South Ballroom C*
— [Cullen Teska](#), *Strive Medicare*
- 2:15 PM **Breakout Sessions, repeated**
- ◆ “Mediation and Handling the Difficult Conversations” —*South Ballroom A & B*
— [Thomas W. Olson](#), *Mediator, Federal Mediation & Conciliation Service (FMCS)*
 - ◆ “Chat GPT Chat Bots: Where and How Do They Fit In?” —*South Board Rm B*
— [Shawn Fredrick](#), *Educator & Technologist*, and [Maria Slusarek](#), *Faculty Developer, Western Technical College*
 - ◆ “Important Factors to Consider for Medicaid Planning” —*South Ballroom C*
— [Cullen Teska](#), *Strive Medicare*
- 2:15 - 3:45 PM NFRBMEA Strategic Planning Meeting —*South Board Rm C*
- 3:15 PM **BREAK & Visit Vendors**
- 3:45 PM NAFBAS Committee Meetings —*South Ballroom A & B*
NFRBMEA Annual Business Meeting, Part 1 —*South Board Rm B*
- 4:45 PM Adjourn
- 5:30 PM Early Career Session Dinner
Sullivan’s Supper Club, W25709 Sullivan Rd, Trempealeau, WI

- 7:00 AM Breakfast —*South Ballroom C*
- 8:00 AM Analysis Comparison: Let's Look at the Different Analysis Platforms" —*South Ballroom A & B*
— *Scott Newport, moderator*
- ♦ *Illinois*– [Kate Sturtewagen](#) ♦ *Kansas*– Mark Dikeman & [Kellen Liebsch](#)
♦ *Iowa*– [Reggie Hostetler](#) ♦ *Minnesota/Nebraska*– [Pauline Van Nurden](#)
- 9:30 AM Farmer Panel: "What Our Members Are Looking For in the Future" —*South Ballroom A & B*
— [Tina LeBrun](#), moderator
— [Dan Anderson](#), [Seth Anderson](#), [Doug Heintz](#), [Marcus Huneke](#) & [Ken Ziegler](#)
- 10:30 AM **BREAK**
- 10:45 AM Small Group Discussion: "What Makes Exceptional Service, and How We Deliver It"
—*South Ballroom A & B / Board Rm B / Board Rm C*
- 11:45 AM 2025 Conference Planners' Presentation —*South Ballroom A & B*
—*2025 Conference Planners Committee*
- NOON Lunch —*South Ballroom C*
- 1:00 PM Wisconsin Secretary of Agriculture —*South Ballroom A & B*
—[Randy Romanski](#)
- 2:00 PM "Positive Power of Servant Leadership" —*South Ballroom A & B*
—[Tom Thibodeau](#), Distinguished Professor of Servant Leadership, Viterbo University, La Crosse, WI
- 3:00 PM **BREAK**
- 3:15 PM NAFBAS Business Meetings —*South Ballroom A & B*
NFRBMEA Annual Business Meeting, Part 2 —*South Board Rm B*
- 4:45 PM Adjourn & Evening On Your Own *



* **Activity suggestion: La Crosse Queen Pizza Cruise**

(Departs promptly at 5:30 PM)

Enjoy pizza while cruising the Mississippi River on the La Crosse Queen paddlewheel riverboat. **NOTE: this is not an Official Conference Event.** Individuals will need to make their own reservations. The La Crosse Queen is too small for the entire group to participate. Visit www.nfbm-conference.org/2024/family-activities.html#pizza for more information.

- 7:00 AM Breakfast —*South Ballroom C*
- 8:00 AM “Labor Demographics and What it Means for the Future” —*South Ballroom A & B*
—[Megan Dayton](#), Senior Demographer, Minnesota State Demographic Center
- 9:15 AM “Creative Farm Transfer Ideas” —*South Ballroom A & B*
—[Paul Dietmann](#), Senior Focused Lending Specialist, Compeer
- 10:30 AM **BREAK**
- 10:45 AM “Purpose and Compassion at Work” —*South Ballroom A & B*
— [John McHugh](#), Vice President of External Affairs, Kwik Trip, Inc.
- 11:45 AM Closing Remarks —*South Ballroom A & B*
- NOON Adjourn

NATIONAL FARM BUSINESS MANAGEMENT CONFERENCE



JUNE 10 - 13, 2024 ♦ LA CROSSE CENTER ♦ LA CROSSE, WI

Post-Conference Tour Schedule

Thursday, June 13, 12:15 – 4:15 PM ♦ All Tours depart from La Crosse Center, 2nd Street South Entrance
(updated 5/28/24)

Tour A – La Crosse, WI

[Kwik Trip Dairy Plant](#) – (16 yrs. minimum age, 30 person max.) – Kwik Trip Way, La Crosse, WI

We're a family-owned company based in La Crosse, WI and home to more than 35,000 co-workers. If you've been in Wisconsin, Minnesota or Iowa recently, there's a good chance we've seen you at one of our 800+ stores.

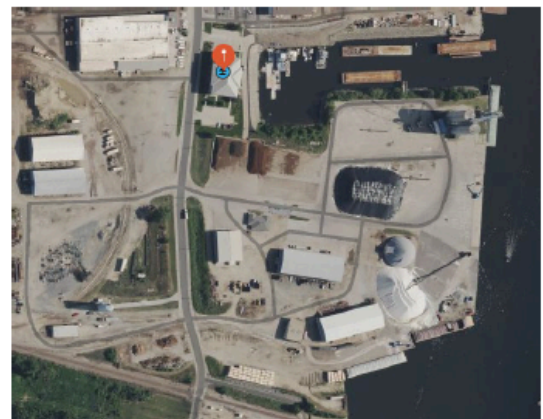
Mission - "To serve our customers and community more effectively than anyone else by treating our customers, co-workers, and suppliers as we, personally, would like to be treated and to make a difference in someone's life."

Our Dairy - Every gallon of milk is bottled within 24 hours of reaching our dairy.



[Cargill](#) - 816 Bainbridge Street, La Crosse3 (Bump caps required).

Tour of office, weighing & testing, storage facilities, loading barges, history, importance of barge use & traffic. They also bring in other materials from other parts of the world.



Tour B – West Salem ([link to paramotor video tour](#)) (20-30 people)

Jolivette Family Farms - Wisconsin 16, West Salem, WI 54669

Since 1970, we have been *the* favorite destination for fresh, farm-grown fruit and vegetables for everyone throughout the 7 Rivers Region. The 500-acre Jolivette family farm yields a bountiful harvest of strawberries, sweet corn, and so much more. See videos at link above.



La Crosse Seed - 2541 Commerce Street, La Crosse, WI 54603

Now part of [DLFPickSeed](#). Learn about the history and services of La Crosse Seed and how it evolved into what it is today. You will also develop a better understanding of the grass, forage and lesser-known seed industry.



Tour C – Cashton (longer tour time for travel)

Organic Valley - 509 Organic Dr, Cashton



Cashton Farm Supply – CFS Egg Processing facility – 105 Webster St., Westby, WI 54667

Cashton Farm Supply was established in 1984 and is focused on organic feed manufacturing and distribution. In addition, CFS also has organic custom pullet raising, poultry equipment sales and organic seed sales. Cashton Farm Supply, Ltd is certified as an Organic Feed Mill and has committed our business to the organic industry. We have become the leader in the organic industry in the state of Wisconsin. In the spring of 1987, we imported our first organic corn from Kansas to be used in organic dairy feed. We have earned a great reputation within the organic community and have been recognized as leaders in the organic poultry business.



If time allows:

Pasture Pride Cheese or **Westby Cooperative Creamery Store**

Pasture Pride Cheese is located in Wisconsin in the heart of Amish Country. We craft our cheese with milk from local Amish dairies that is delivered to the factory in chilled milk cans, the old-fashioned way. We produce many varieties of cheese, including Pasture Pride Cheddars, Monterey Jack, Pepper Jack, Muenster, Colby and Co-Jack. In addition, Pasture Pride Cheese is home of “Juusto™” Cheese. This is a Finnish baked cheese manufactured in our factory in Wisconsin. Savor the buttery flavor. Juusto™ has been judged “Best of Show” in numerous cheese competitions.



2024 NFBM Conference

Sponsors

BINBUSTER SPONSORS, \$5,000+

Ambrook
Compeer Financial

HARVESTOR (\$1,000 - \$1,999)

American State Bank-Grygla
Center for Farm Financial Management
National Crop Insurance Services
PC Mars Farm Accounting Software
Ralph K. Morris Foundation

SEED SOWER (\$500)

BASE - Benefit Administration for the Self-Employed
Easy Farm
Farm Financial Standards Council

FINANCIAL REPORTS

MARCH 31, 2025 NFRBMEA BALANCE SHEET

2024-25 NFRBMEA PROFIT & LOSS



BALANCE SHEET

March 31, 2025

11:34 AM

Nat Farm & Ranch Business Management Educators Assn

06/06/25

Balance Sheet

Accrual Basis

As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Checking #472411	4,996.36
Total Checking/Savings	4,996.36
Accounts Receivable	
11000 · Accounts Receivable	8,205.00
Total Accounts Receivable	8,205.00
Other Current Assets	
Ameriprize Investment	17,858.14
Total Other Current Assets	17,858.14
Total Current Assets	31,059.50
Other Assets	
Nat Farm Mgmt Conference	7,500.00
Total Other Assets	7,500.00
TOTAL ASSETS	38,559.50
LIABILITIES & EQUITY	
Equity	
3000 · Opening Bal Equity	6,314.72
3900 · Retained Earnings	26,902.58
Net Income	5,342.20
Total Equity	38,559.50
TOTAL LIABILITIES & EQUITY	38,559.50

PROFIT & LOSS

For Year 2024-25

11:34 AM

Nat Farm & Ranch Business Management Educators Assn

06/06/25

Profit & Loss

Accrual Basis

April 2024 through March 2025

	Apr '24 - Mar 25
Income	
Conference Profit	8,205.00
Contributions & Sponsorship	1,000.00
Donations	40.00
Dues Rec'd	
2024-2025 Affiliate	240.00
2024-2025 Dues	3,420.00
Total Dues Rec'd	3,660.00
Interest Earned	679.29
Total Income	13,584.29
Expense	
Awards & Recognition	332.84
Board Mtg Exp	17.05
Meals	235.20
Membership- National Council	1,000.00
Officer expenses	155.82
Postage	48.25
Recruitment	27.74
Supplies, Copies	19.31
Web Page Exp	6,405.88
Total Expense	8,242.09
Net Income	5,342.20

BUDGET VS. ACTUAL

For Year 2024-25

3:14 PM

Nat Farm & Ranch Business Management Educators Assn

06/11/25

Profit & Loss Budget vs. Actual

Accrual Basis

April 2024 through March 2025

	Apr '24 - Mar 25	Budget	\$ Over Budget	% of Budget
Income				
2022 - 2023 Dues				
2022 - 2023 affiliate dues	0.00	390.00	-390.00	0.0%
2022 - 2023 Dues - Other	0.00	4,020.00	-4,020.00	0.0%
Total 2022 - 2023 Dues	0.00	4,410.00	-4,410.00	0.0%
Conference Profit	8,205.00	4,400.00	3,805.00	186.5%
Contributions & Sponsorship	1,000.00	0.00	1,000.00	100.0%
Donations	40.00	0.00	40.00	100.0%
Dues Rec'd				
2023 - 2024 Affiliate dues	0.00	0.00	0.00	0.0%
2023 - 2024 Member dues	0.00	0.00	0.00	0.0%
2024-2025 Affiliate	240.00			
2024-2025 Dues	3,420.00	0.00	3,420.00	100.0%
Total Dues Rec'd	3,660.00	0.00	3,660.00	100.0%
Interest Earned	679.29	13.74	665.55	4,943.9%
Total Income	13,584.29	8,823.74	4,760.55	154.0%
Expense				
Awards & Recognition	332.84	0.00	332.84	100.0%
Banking Fee				
Credit Card Expenses	0.00	36.57	-36.57	0.0%
Total Banking Fee	0.00	36.57	-36.57	0.0%
Board Mtg Exp	17.05			
Contributions--Organizations	0.00	0.00	0.00	0.0%
Lodging	0.00	140.16	-140.16	0.0%
Meals	235.20	13.00	222.20	1,809.2%
Membership- National Council	1,000.00	2,000.00	-1,000.00	50.0%
Nat'l Council Travel Expense	0.00	466.77	-466.77	0.0%
Officer expenses	155.82	42.45	113.37	367.1%
Postage	48.25	28.20	20.05	171.1%
Recruitment	27.74	237.21	-209.47	11.7%
Supplies, Copies	19.31			
Travel expense	0.00	124.00	-124.00	0.0%
Web Page Exp	6,405.88	9,101.14	-2,695.26	70.4%
Total Expense	8,242.09	12,189.50	-3,947.41	67.6%
Net Income	5,342.20	-3,365.76	8,707.96	-158.7%

BUDGET 2026-27

12:54 PM

Nat Farm & Ranch Business Management Educators Assn

06/11/25

Profit & Loss Budget Overview

Accrual Basis

April 2026 through March 2027

	Apr '26 - Mar 27
Income	
Change in Value	0.00
Conference Profit	3,000.00
Contributions & Sponsorship	0.00
Donations	40.00
Dues Rec'd	
2023 - 2024 Member dues	0.00
2024-2025 Affiliate	240.00
2024-2025 Dues	3,420.00
Total Dues Rec'd	3,660.00
Interest Earned	679.29
Total Income	7,379.29
Expense	
Awards & Recognition	332.84
Board Mtg Exp	17.05
Meals	235.20
Membership- National Council	1,000.00
Officer expenses	155.82
Postage	48.25
Recruitment	27.74
Supplies, Copies	19.31
Web Page Exp	5,155.88
Total Expense	6,992.09
Net Income	387.20

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