

NFRBMEA INC.

NATIONAL FARM AND RANCH BUSINESS MANAGEMENT EDUCATION ASSOCIATION, INC.

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NFRBMEA Pre-Conference Board Meeting

June 9, 2025

8:30 to 10:30 am

NFBM Conference, Sheraton Hotel Downtown Fort Worth, TX

In attendance: Ron Dvergsten, Brent Roiger, Jeff Shultz, Kelly McAdam, Denise Reeser, Tina LeBrun, Jeremy Daberkow

Meeting called to order by board president Ron Dvergsten at 8:35 am.

Secretary's Report-overview of minutes from May 6 board meeting given by Kelly McAdam. Motion to approve by Denise Reeser, second by Tina LeBrun. Approved.

Treasurer's Report-Jeff reported balance in savings account, investment account, conference profit for end of year was \$8,205. \$38,000 in Total Assets, \$26,900 in Retained Earnings. Net Income of \$53, 042.20 from the year. Budget for 2026-27 needs to be set. It is difficult to budget for attendance for the conference when conferences are held so far away for the majority of our membership. Not sure if there will be a large profit this year; this should have been the triennial meeting.

Roll over the budget for 2026-27 year, and potentially reduce profit. What can we do to drum up attendance for our members, where can board work to improve the membership. Motion to approve treasurer's report Deron Erickson, seconded by Tina LeBrun. Approved.

Communications Director Report-Kelly reported that she has received a few checks for deposit for membership dues for 2025-26. Need to confirm if mobile deposits are a possibility. Annual Report is now published to website; used Canva to produce the Annual Report and is a live link. There are a few reports to be added, and those will be added to that existing document. Kelly will make a pdf version available that can be used for downloading and printing. For social media, would like to explore LinkedIn further for the association, which is a social media platform for professionals. For website, Dreamweaver has it's challenges, and as has been shared with the group, Kelly will transition toward using WordPress. Setting up the shell for the 2026 conference this summer. Ron suggested taking photos at tours and conference this week.

Sponsorships Report-Denise reported that she has confirmed \$9,500 in sponsorships with some changeover in sponsor contacts this year. There are some additional sponsors collected by NAFBAS, and need to confirm total sponsorship dollars that have come in for this conference. Farm Credit of Texas

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looked like they may have been committed as a sponsor, as well as a farm CPA who also wanted to have a speaker slot at the conference. This year's conference planners had already filled the agenda; there is a need to work together more. Ambrook dropped their level of sponsorship. It would be good to look at condensing the levels of sponsorship, include Taylor and Sarah on that. Sell sheet was redone for this year by Kelly. Arm hasn't sponsored in a few years.

National Ag Education Council-Jeremy reported that the group voted to extend Dr. Travis Parks as the National FFA Advisor. There has been multiple committees working on initiatives including the Belonging Engagement, developing a statement, working on going through bylaws. Enrollment is down, trying to figure out how to reach participants and consider schedules and costs to ag teachers. Meeting in Indiana in September in-person.

2025 NFBM Conference-Would like to see more delegation by Sarah, difficult not having someone on site. There is a strong NAFBAS presence in Kentucky.

Conference 2027 location ideas, in working with NAFBAS it is suggested to have a few locations in mind. Would like to have a Midwest location. Sponsors won't commit to outside the Midwest. Has been awhile since the last conference in Minnesota. Mankato was fielded as an ideal location, good venue space, should have not problem with getting sponsorships, reaching more of the membership.

Proposed MOU for July 2025-June 2027. Sarah, Dean Ziegler, Chelsea, Ron, Deron and Tina met over Zoom to discuss proposed changes to the MOU. Deron highlighted those proposed changes:

- Annual conference is on the agenda for the Pre-Conference board meeting; NFRBMEA board of directors shall agree to the site. The site must be approved 1 ½ years before the conference. By Fall, need suggestions for the 2027 conference.
- 2-3 members from each group to form a committee and work with the director of NAFBAS.
- Pay will include \$2,500 to webmaster; \$500 to treasurer; \$500 to sponsorship coordinator; \$2,500 to registration administrator
- Job descriptions for the above will be included as an addendum. Those were provide by Jeff, Kelly/Deb through Tina.
- Agenda should be posted on the conference website by December 31.
- Registration should be posted on the conference website by April 1. Costs need to be posted, hotel location and cost, costs and topics are critical. Costs should be confirmed by Fall meeting. Template needed for planners, developed by Sarah after the current conference.
- MOU will be reviewed by the President, Past President, and President Elect from NFRBMEA, and the President, Vice President, and Executive Director from NAFBAS.
Discussion around having a second conference sponsorship coordinator, so that there is one from each organization, bring to joint meeting for discussion.

New Business-Ron brought forward an idea to possibly support FFA CDE. Chair of FFA Farm and Ag Business Management would like to establish a merit badge for National FFA CDE. Will Waylick employed by FFA to reach out to



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sponsors. Two years out before implementation. Potential to have a committee to develop standards, credentials, partner with other organizations that work with farm financial. Farm Business Education is a career path to pursue. Ron will bring to Annual Meeting on Wednesday.

Officer Recommendations Discussion-still need potential candidates for President-Elect, Secretary, and 2026-27 Conference Planner. Members have made an effort to be here, it is important to identify candidates before Wednesday; it is hard to fill roles after the conference is over.

Motion to adjourn, Denise, second by Jeremy. Approved. Meeting adjourned at 10:19 am.

Submitted by Kelly McAdam.