

Joint NAFBAS NFRBMEA Board Meeting  
September 18 1-5 pm, Sept 19 8-11:30 am, Carter Lake, IA (Omaha, NE)  
Mark Wood, Chair  
Betsy Jensen, secretary (Action items are underlined and in italics)

In attendance: Tina Lebrun (MN), Sarah Cornelisse (PA), Don Nitchie (MN), Barry Kurtz (MN), Michelle Seifert (NE), Brad Sirianni (WI) David Gillman (UT), Bruce Fowler (MO), Bob Rhea (IL) Maria Graziani (PA), Jim McCabe (IL), Lori Tonak (SD), Mark Wood (KS), Anthony Barrett (NE), Laura Powers (KY), Myron Oftedahl (MN), Betsy Jensen (MN), Deb Pike (MN)

1. Myron Oftedahl moved and, Bruce seconded to approve minutes from June 11, 2017
2. Memorandum of Understanding was reviewed with no questions
3. National Farm Viability Conference <http://www.farmviabilityconference.com/>
  - a. We had a conference call with Ela Chapin to discuss similarities between our organizations. They have held 3 conferences since 2008 and Ela said it is growing beyond her capabilities. The last conference had around 300 attendees. Their conference has a wide range of attendees.
  - b. Their 2019 conference site has not been selected, somewhere in the mid Atlantic. California has also expressed interest in hosting the conference.
  - c. Our discussion after the phone call was we wished we knew about the group earlier in the planning of our PA conference. We would like to invite this group to our conference. We would not alter our meeting agenda for this group but would welcome them.
  - d. *Lori moved to have our 2018 conference committee invite the farm viability conference attendees, Second by Bruce Fowler, all voted in favor.*
4. NAFBAS State Leaders Meeting, Bob Rhea: Aug 14-16, 2017 in St. Louis. An agenda of the meeting was included in our packet. Take aways included: I'm going to determine how to better use support staff, more about improving the employee interview process, doing peer review, finding things that would make it easier on staff and farmers to get analysis done, farm visits are key, need to study competitors, asking potential candidates to evaluate hiring process when it's completed, looking for additional sources of funding to add staff. Xero is a new accounting system and Figured is the new analysis software from Farm Credit in Omaha.
5. Farm Financial Standards Council, Mark Wood, Currently a 40 member board and they are looking to cut it back. They are going to update their example farm to a Kansas farm. The current farm is corn and beans in 1985 with a \$12,000 family living expense. The next meeting will be in Champaign, IL. NAFBAS will need to increase their budget for the 3 representatives on the board.
6. Committee reports
  - a. USDA Activities: Bob Rhea, We are looking at having membership referrals through USDA, especially for beginning farmers.
  - b. Technology: Accounting in the cloud, apps for producers, communicating with producers that are attached to their phone. Social media is increasingly important. Data and cyber security is also important.
  - c. Lilia McFarland conference call: She ended up in jury duty so no conference call.

7. CHS Scholarship Program: Tina will submit a grant for \$10,000 for conference scholarships. We are always looking for contact information for foundation representatives. The number of scholarship will vary depending on costs to attend the conference.
8. Funding from Sponsors and Vendors: We have a new contact information for John Deere and have sent a request for sponsorship. Tina is always looking for help with sponsorships.
9. NFBMC Logo, Twitter and other social media: We have a logo, need a hashtag for 2018, sponsors want to share hashtag. Deb and Sarah will start a twitter account and hashtag.
10. Multi state education programs: We are always looking for additional opportunities to include more education outside of our annual conference
  - a. Quickbooks in IL on 9/5/17, about 20 members attended.
  - b. McEowen webinar on 2/1/17
  - c. Ruraltax.org is the Rural Tax Education website, they update The Farmer's Income Tax Guide every year, they are willing to help educate our members, and our farmers
  - d. Greg Bouchard tax seminar in MN on October 17, 2017 at South Central College in North Mankato
  - e. Washburnlaw and Roger McEowen <http://lawprofessors.typepad.com/agriculturallaw/>
  - f. Dr. David Kohl- we recommended he give us credit for the information we send him, and that he uses in his presentations. He has done a great job of advocating for our programs, and we want to keep it that way. If you see him coming to your area, you may want to contact his office ahead of time (Alecia is his assistant) and let him know you have financial data pertinent to the area.
11. National Council of Agriculture Education, written update from Josh Tjosaas: They are changing some of the leadership structure. They are looking for a national spokesperson. They have been great advocates for FFA, and are looking to become more involved in post secondary ag ed.
12. National Benchmarking Center: Currently the Center for Farm Financial Management, and they have farm bill funding. Bruce Fowler says the benchmarking grant has helped increase their farmer participation, and help with instructor funding. The money helped update their curriculum and get involved with other states and do some joint activities. The application for this year had quite a bit of multi-state collaboration.
13. Awards of Appreciation: People who have been helpful with the conference.
  - a. Don nominated (Mystery Member, to be revealed at conference), Tina seconded. Brad nominated (another mystery, thanks for reading the minutes), Don seconded. All voted in favor of (nice try, still not going to name them). Betsy will get the plaques.
14. Member updates:
  - a. Tina- I deliver 85% of education through adobe connect, don't do a lot of face to face visits. It was a happy accident as she became a mother (this would be a great seminar)
  - b. Barry- use a second screen to help a farmer see what you're working on.
  - c. Don – Happy for find a new employee for his area.
  - d. Michelle- In NE, records keeping class is coming along pretty good, a generic program for all accounting programs.
  - e. Brad – in WI we're offering more statewide specialty programs. Like a dairy goat program, and they connect them with a local instructor.
  - f. David – in UT, have not replaced a retired instructor, and are pushing the college to fill the position. Doing some workshops and individual work on succession planning.

- g. Bruce – in MO, we're working on developing a relationship with FCS, sharing what we do, and their concerns with some of their customers. They are referring some of their farmers to our programs.
- h. Jim – In IL, an internal project to merging all 8 local associations to 1 state association.
- i. Lori – lots of small, local banks have offered tuition assistance to farmers who are struggling with the drought. NRCS came to us, and know we track data on fields, and offered to pay scholarships in exchange for data on enterprises. 10 farmers are enrolled in the program, and NRCS received a grant to pay for scholarships.
- j. Mark – We're just trying to keep KS vacancies filled. K-State Ag Econ extension is very active, and we're tied to them. On a personal note, he's invited 4 first timers to our conference and they are not interested in attending the next year. No explanation on why they will not return. Make sure we look at conference feedback and make improvements every year.
- k. Laura – in KY, we're still tied to university and extension people, and we're trying to figure out why they're not using our data. We want our data to get out there sooner.
- l. Myron – MN has a beginning farmer tax credit. To qualify, you must sell an asset to someone unrelated who has been farming 10 years or less. In return, the beginning farmer must participate in the FBM program, and will receive a tax credit to help pay for the tuition expense.
- m. Betsy – Online commodity marketing course will be available spring semester 2018

Meeting resumed Tuesday morning 8 am

15. New registration process and vendor: from Jim McCabe-Our current registration system merged and we have negotiated our new contract with the new company, Cvent. We have a 3 year contract with an annual maintenance fee \$1500 and plus \$1000 minimum user fees so we should have total expenses between \$5000 to \$6000 per conference compared to \$3154 in 2017. In Des Moines, 43% of the registrations were received in the last week. There is an early bird discount, but that was extended so if you registered online, you still received the lower registration cost. You only paid the full amount if you registered onsite. Jim will send the google drive information to Maria and Sarah so their planning.
  - a. Lori moved to approve the new contract with Cvent and authorized our bank information to be shared with the new company, Bruce seconded, all voted in favor.
16. Financials from 2017 conference: Myron Oftedahl-The financial split has not been done yet because Kent Ruppert hasn't finalized the 2017 speaker honorariums. We did have a profit from the 2017 conference, even with the loss of sponsors. Myron presented a spreadsheet for conference expenses from 2007 through 2017 to show the variation from year to year. For the 2018 conference, we may need to look at a mobile credit card processor such as Square, Intuit or Paypal. Myron will look into the options with the help of Anthony and Brad who have experience with mobile processors.
  - a. Brad moved to give Myron authority to select a mobile credit card processor and Anthony seconded, all voted in favor.
17. Evaluations from 2017 Conference: Kent Ruppert via conference call- Overall very good conference. A few speakers could have been improved. Meals were too large, especially with dessert. Positive items from feedback were having breakfast included and having meals and

events close where you can walk instead of driving. World Food Prize was walkable so that was a deciding factor for the downtown hotel versus suburban location.

18. Early Career Preconference activity- This is a NAFBAS activity and it was discussed to have this available every other year. The format is changing and will start Sunday from 1-5pm and they will try to find another 3 hour slot during the conference. Tina and Dwight have been the instructors and Mark will be taking over for Dwight. Our conference starts on Sunday, and the prior Thursday and Friday is a two day Roger McEowen seminar in Lancaster, PA. The 3-5 year instructors may wish to attend the Lancaster session.
19. Conference format: Downtown vs Suburban? Close the airport is important, especially for the conferences outside the Midwest. Downtown locations make it easier to find restaurants and things to do within walking distance.
20. 2019 Wisconsin Conference Initial Thoughts: conference call with Renee Setzer-Renee prepared a spreadsheet of 5 locations in WI for our conference location. They chose Blue Harbor in Sheboygan as the #1 location because it's right on the lake. WI is very busy the second week in June so she had a hard time finding availability. If we change weeks there are more options available. The group did not want to meet the first week of June because of kids in school. We could make the third week available. The initial room quote of \$149/night is higher than we would like and we would like that negotiated. The room quote does include waterpark tickets. Lakeshore Technical College is located in Sheboygan and resources may be available if needed. Brad Sirianni, Mike Harer, Joe Marquardt, and Renee Setzer are the key planners for our 2019 conference. NAFBAS is the lead on the 2019 conference. Extension will also be attending this conference so more rooms will be needed.
  - a. Barry moved to direct the group negotiate with Blue Harbor in Sheboygan for our 2019 conference. Tina seconded. All approved.
21. 2020 conference: We're free to move outside the Midwest because extension will not be with us. NFRBMEA will be the lead for the conference. Is it possible to work with Ela at Farm Viability Conference to find a location in California? Bob mentioned Washington D.C. The group was looking at Colorado and west, think Mountain and Pacific time zones and who you have for contacts in that area.
22. 2018 Conference: Maria, Sarah and Barry
  - a. One Day Registration: make it available as part of a sponsorship. Monday and Wednesday are the speaker days. Conference planners can set the price for a one day ticket. Meals are \$75 per day per attendee so the group felt \$200 a day is more reasonable.
  - b. Sunday: Board meetings, family time at Chocolate World, evening reception with appetizers and string music
  - c. Monday: PA agriculture and economic presentations
  - d. Tuesday: Tour Day-one towards Gettysburg and the other two towards Lancaster.
  - e. Wednesday: Shale Revolution, Nutrient Management, Tax Law, Succession Planning, Breakout sessions, family outing night.
  - f. Thursday: Association meetings, educational sessions, Gettysburg is an options, non convention tour.
23. Anthony moved to adjourn, Bruce seconded, all voted in favor, meeting adjourned at 11:30 am