

*Farm Bureau[®] National
Women's Leadership
Conference*



CHANGING PERCEPTIONS
UNLIMITED POSSIBILITIES

APRIL 15 - 19, 2011
BALTIMORE, MARYLAND

"Changing Perceptions, Unlimited Possibilities"

"Changing Perceptions, Unlimited Possibilities" is the theme of the fourth National Women's Leadership Conference, sponsored by the American Farm Bureau Women's Leadership Committee. The conference will be held April 15 - 19, 2011, at the Renaissance Baltimore Harborplace Hotel on the Inner Harbor in Baltimore, Maryland. Make your plans now to join over 600 Farm Bureau women from across the nation to learn, laugh, tour and see what Baltimore has to offer!

Conference Information:

Early Bird registration (must be received by January 20, 2011) is \$210.00

Regular registration (must be received by March 18, 2011) is \$255.00

Hotel Information:

Renaissance Baltimore Harborplace Hotel
202 East Pratt Street
Baltimore, MD 21202

Phone: 800.266.9432 (Code: AFBF2010)

Website: <https://resweb.passkey.com/go/AFBF2010>

Reservation deadline: March 18, 2011

Hotel rates are \$189 plus state and local tax for a single or double room and \$209 for a triple or quad.

Parking:

\$26.00 per night; \$36.00 per night valet (rates subject to change)

How to Register:

Registration for the conference will be completed online and may be accessed from the SILO Meetings page. You will need SILO access to register attendees from your state. Once you have logged into SILO, click Meetings on the bar across the top of the page. Scroll down to the conference description in April and click on the Register link. On the next page, make sure to select the link to the National Women's Leadership Conference. Click the Add Registrant button and type in first and last name of attendee. If they have attended a conference where there has been online registration in the past, their name will show up below. You can just choose the appropriate link and move to the next screen. If they have not been registered online previously, you will need to choose the New button below and enter their contact information. Please enter arrival and departure dates and any special needs. If they plan to attend the full conference, click that box. If they are just attending one day or one event, make the appropriate choices. Please indicate if the attendee will go on the tour, even if you have chosen full registration, and select 1st, 2nd and 3rd choices. We will make every effort to accommodate each attendee's first choice and they will learn which tour they received when they pick up their registration packet in Baltimore. Click the Register button when finished. States will be billed for registrations at the conclusion of the conference.

If you have more specific questions regarding the registration process, contact Kim Baker at kimb@fb.org or 202.406.3707. Please see the last page in this brochure for the cancellation policy.

AGENDA

AS OF NOVEMBER 30, 2010

Friday, April 15

- 1:00 PM - 5:30 PM Registration
- 4:00 PM - 4:30 PM State Women's Leadership Committee Chair / Coordinator Update
- 5:30 PM - 6:30 PM Welcome Reception
Dressing for Success provided by Macy's

Saturday, April 16

- 8:30 AM - 10:00 AM Opening General Session
Welcome
Terry Gilbert, Chair, AFB Women's Leadership Committee
Pledge of Allegiance
National Anthem and Its History
Greetings and Challenge to Farm Bureau Women
Bob Stallman, President, American Farm Bureau Federation
- 10:00 AM - 10:30 AM Break
Cyber Café
Silent Auction to Benefit the White-Reinhardt Fund for Education
- 10:30 AM - 11:45 AM Workshops:
- ***Busy Woman's Guide to a Healthy Heart***
Eliz Greene, d.b.a Red Dress, LLC
 - ***Yes Lives in the Land of No***
Kyle Perry, Director, Leadership Development, AFBF
 - ***Tough Questions in Tough Situations***
Jolene Brown, CSP
 - ***Activism 101[®]***
Betty Wolanyk, AgLiteracy Works
 - ***Make the Media Work for You***
Johnna Miller, Director, Media Development, AFBF
 - ***Rural Development***
Sabrina Matteson, Director, Rural Affairs, AFBF
 - ***Assertive Communication***
Jill Casten, Director, Training and Development, AFBF
 - ***Annie's Project***
Ruth Hambleton, Founder
- 12:00 PM - 1:30 PM Networking Lunch
Speaker – Ranger Scott Sheads, National Park Service, Fort McHenry
- 2:00 PM - 3:15 PM Workshops Repeated
- 3:15 PM - 3:45 PM Break
Cyber Café
Silent Auction to Benefit the White-Reinhardt Fund for Education
- 3:45 PM - 5:00 PM Workshops Repeated
- 6:30 PM - 9:00 PM Banquet
Wrinkles of Wit and Wisdom
Jolene Brown, CSP

Sunday, April 17

7:30 AM - 8:15 AM	Morning Devotions Speaker: Rev. Mernie Crane, Centenary United Methodist Church, Shady Side, MD
8:30 AM - 9:15 AM	General Session Turning the Tide® Betty Wolanyk, AgLiteracy Works
9:15 AM - 9:45 AM	Break Cyber Café Silent Auction to Benefit the White-Reinhardt Fund for Education
9:45 AM - 11:00 AM	Workshops Repeated
11:15 AM - 12:00 PM	Mini-Sessions: Communicating Our Story <ul style="list-style-type: none">• Farm Safety & Health Speaker TBA• National Ag Day / Farm-City Speaker TBA / Holly Fritz, H.B. Fritz & Associates• Food Check-Out Week AFB Women's Leadership Committee• Ag Literacy Curtis Miller, Director of Education, AFBFA• Communications Boot Camp Panel of Graduates• Grassroots Advocacy Cody Lyon, Director, Grassroots & Political Advocacy, AFBF
12:00 PM - 1:15 PM	Lunch Business Meal Etiquette Margee Wolff, Executive Director, Organization Department, AFBF
	Silent Auction & Exhibits Close at 1:25 PM
1:30 PM - 2:15 PM	Mini-Sessions Repeated
2:25 PM - 3:10 PM	Mini-Sessions Repeated
3:10 PM - 3:40 PM	Break Cyber Café
3:40 PM - 4:30 PM	General Session Women's Impact on Public Policy Issues Mary Kay Thatcher, Director, Agriculture Policy Team, AFBF Tara Smith, Director, Congressional Relations, AFBF
4:30 PM - 6:00 PM	Auction Item Pick-up Evening Free

Monday, April 18

7:30 AM - 8:30 AM	Breakfast for State Chairs and Coordinators
9:00 AM - 4:00 PM*	Tours with Lunch Included * Times vary with tours - see pages 5 - 7 for tour times and descriptions
6:00 PM - 8:00 PM	Closing Dinner Overcoming Obstacles, Breaking Barriers, Doing More Than You Think You Can Patrick Hughes

Tuesday, April 19

Attendees depart

TOUR DESCRIPTIONS

ALL TOURS INCLUDE LUNCH

#1– Pintail Point

9:00 a.m. – 4:00 p.m.



Exemplifying the Eastern Shore of Maryland's rich traditions and heritage, **Pintail Point** is a picturesque 1800-acre retreat that features a world class sporting clay range, prime waterfowl and upland hunting, dairy farm, greenhouse and nursery operations, and Hunters Oak, an authentic British Links golf course. Pintail Point is located at the headwaters of the Wye River, a tributary of the Chesapeake Bay.

#2 – Baltimore County

9:30 a.m. – 4:30 p.m.

First you'll visit the historic **Hampton Mansion** in Baltimore County. This elegantly furnished Georgian mansion was built just after the American Revolution and exemplifies what life was like in early America. The Hampton Mansion was the largest private home in America when it was completed in 1790 and today is considered to be one of the finest examples of Georgian architecture in the U.S.

Next, the group will have lunch and tour **Boordy Vineyards**, Maryland's oldest family run winery. Established in 1945, Boordy is owned by R.B. Deford and is situated on their 230-acre farm just fifteen minutes north of the Baltimore beltway. Set in the gentle hills of the Long Green Valley, rows of carefully tended vines, charming 19th century farm buildings and shaded picnic grounds await.



#3 – Baltimore County

9:30 a.m. – 4:30 p.m.

This tour first visits **Valley View Farms** north of Baltimore City. Originally a small roadside produce stand, Valley View Farms has grown into one of the largest, most complete garden centers in the Mid-Atlantic region. They offer customers a unique shopping experience, combining a warm, friendly atmosphere with high quality merchandise and expert advice.



Next, you'll have lunch and tour the breathtaking **Ladew Topiary Gardens**. Named one of the most outstanding topiary gardens in the country by the Garden Club of America, it is known for its topiary and flower gardens. A self-taught gardener, Harvey S. Ladew created 15 thematic "garden rooms" on 22 acres of his 250-acre Maryland property. You will enjoy touring this sprawling property with acres of trees, flowers, hedges, and pools.

#4 – Maryland's Eastern Shore

8:45 a.m. – 4:15 p.m.

Perdue Farms is one of the nation's leading poultry companies and the number one brand of premium chicken in the Eastern United States. They provide food and agricultural products and services to customers in more than 50 countries.

Afterwards, you'll enjoy lunch in St. Michael's, a quaint waterfront village in the area where Captain John Smith sailed in 1608 and visit the **Chesapeake Bay Maritime Museum**. The Museum's floating fleet of historic Chesapeake Bay watercraft is the largest in existence. It is also home to a small boat collection which includes crabbing skiffs, workboats and log canoes and the Museum's exhibits and demonstrations will tell you more about life on the Chesapeake Bay.



#5 – Baltimore City 10:00 a.m. – 3:00 p.m.

The Baltimore Museum of Industry explores how the city evolved from agriculture to industry and became one of the most important ports in the United States. From food canning to broadcasting, you can interact with the technologies which forged the Industrial Revolution and brought us to the 21st century. Step into vividly-recreated workshops on machining, printing, garment-making and metalworking. Authentic artifacts and machinery are on display.



Afterwards, you will visit **Fort McHenry**. Fort McHenry is a star-shaped fort best known for its role in the War of 1812 when it successfully defended Baltimore Harbor from an attack by the British navy in the Chesapeake Bay. It was during this attack on the fort that Francis Scott Key was inspired to write the poem “The Star Spangled Banner,” which was eventually set to music and became the national anthem of the United States.

#6 – Annapolis / State House 9:00 a.m. – 3:30 a.m.

Maryland's state capital is filled with vibrant history. The **Maryland State House** is the oldest state capitol still in continuous legislative use and is the only state house to have ever served as the nation's capitol. This is where General George Washington resigned his military commission and re-entered civilian life. The Continental Congress met in the Old Senate Chamber from November 26, 1783, to August 13, 1784. During that time, George Washington came before Congress to resign his commission as commander-in-chief of the Continental Army and the Treaty of Paris was ratified, marking the official end of the Revolutionary War.



After a tour of city, you'll have lunch and visit **Homestead Growers**. This operation includes more than 300,000 square feet of protected growing space for producing approximately 150,000 perennials, 85,000 trees and shrubs and 30,000 poinsettias each year. You will tour the growing space and the retail facility, **Homestead Gardens**, the largest enclosed center in the Baltimore and Washington DC metropolitan area. It includes plants, design ideas, garden accessories, outdoor furniture and much more!

#7 – Annapolis / United States Naval Academy 9:00 a.m. – 3:30 p.m.

You will begin your tour with a visit to **Homestead Growers**. This operation includes more than 300,000 square feet of protected growing space for producing approximately 150,000 perennials, 85,000 trees and shrubs and 30,000 poinsettias each year. You will tour the growing space and the retail facility, **Homestead Gardens**, the largest enclosed center in the Baltimore and Washington DC metropolitan area. It includes plants, design ideas, garden accessories, outdoor furniture and much more!



Following your tour, you'll head to Annapolis, Maryland's capital and home of the **United States Naval Academy**. The United States Naval Academy was established in 1845 under George Bancroft. The campus is located on the former grounds of Fort Severn at the confluence of the Severn River and Chesapeake Bay. After enjoying lunch on the grounds of the Academy, you'll enjoy an in-depth tour of the campus.

#8 – Carroll County

9:00 a.m. – 3:00 p.m.



Carroll County, Maryland is rich in history and tradition. Civil War troops from both sides trekked and camped along the county's scenic roads on their fateful march to Gettysburg. Your tour will include visits to several of these important Civil War locations that played significant roles in the months leading up to the Battle of Gettysburg.

You'll also visit the **Carroll County Farm Museum**, where you'll experience farm family life in the 1800's complete with live demonstrations and hands-on exhibits. The Museum grounds include original farm structures, such as the farmhouse and a bank barn, built in 1852-1853. Other buildings include a smokehouse, broom shop, saddlery, springhouse, living history center, wagon shed, general store exhibit, firehouse, and a one-room schoolhouse. Period artifacts and antiques complete the rural experience for visitors.

#9 – Harford County

9:00 a.m. – 4:00 p.m.

Harford County, Maryland is located along the shores of the Chesapeake Bay just 25 miles from Baltimore. The county offers visitors picturesque beauty, historic harbor towns and a variety of cultural and sports amenities. During this tour, you will visit the towns of **Aberdeen** and **Havre de Grace**. Aberdeen is "An All American City" that is the birthplace of Hall of Famer Cal Ripken, Jr. and current home of Ripken Stadium. Havre de Grace was dubbed the "Duckiest Town on the Chesapeake" by Southern Living Magazine, and is home to museums, art galleries, antique shops and the Concord Point Lighthouse.



Following the city tours, you'll head to **Broom's Bloom Dairy**. This 9th generation farm dates back to the early 1700s and was named after the colonial land grant for the area. The Dairy features old fashioned ice cream as well as artisan cheese and pork sausage. You'll also learn about their robotic milkers and locally produced lamb, beef, and vegetables.

#10 – Prince George's County

9:00 a.m. – 4:00 p.m.



During this tour you'll see **Belair Mansion**, home of America's first thoroughbred race horses. The Mansion was built circa 1745 as the Georgian plantation home of the Provincial Governor of Maryland, Samuel Ogle. Later home to another Maryland governor, the mansion is listed on the National Register of Historic Places.

Continuing into Maryland's tobacco country, you'll visit **Darnall's Chance House**. Originally constructed around 1704 this is the oldest structure in Upper Marlboro and it is believed to be the birthplace of John Carroll, the first Roman Catholic Bishop in the United States.

Finally you'll visit the **Patuxent Rural Life Museums**, located within the 7,000-acre Patuxent River Park, a collection of museums and farm buildings dedicated to preserving the heritage of southern Prince George's County. This area is home to several buildings including the Duvall Tool Museum, a 1920's Sears Catalog House, a Blacksmith Shop, a Farrier and Tack Shop, a Tobacco Farming Museum, and the 1880 Duckett Log Cabin with its privy, chicken coop, and meat house.

AFBF reserves the right to make minor changes to tour itineraries and timing.

CONFERENCE SPONSORS

AS OF NOVEMBER 30, 2010

Platinum

Farm Credit

Gold

Nationwide

Silver

Kentucky Farm Bureau Federation

Bronze

Florida Farm Bureau Federation

Copper

New Jersey Farm Bureau



www.baltimore.org

Silent Auction

A silent auction will be held during the conference to benefit the White-Reinhardt Fund for Education. We welcome items donated to the auction and we encourage you to bid on items during the auction.

Cancellation Policy:

There will be a \$50 cancellation fee charged for each conference registration cancelled between March 18, 2011 and April 8, 2011. Full registration fees will be charged for any registration cancelled after April 8, 2011. Please note that you can transfer registration to another registrant at any time without an additional fee.

For more information, contact Marsha Purcell or Kim Baker:

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