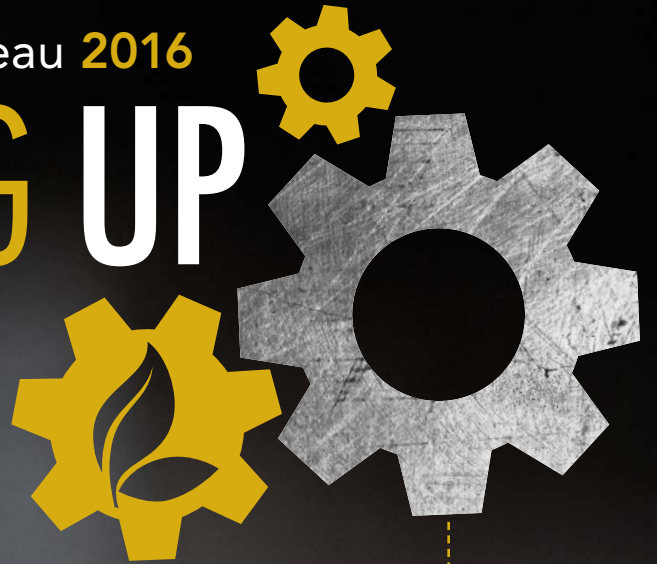


Leadership Farm Bureau 2016

GEARING UP



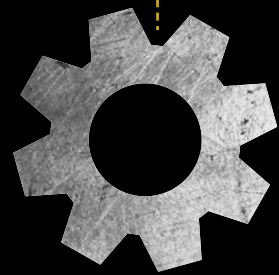
CALIFORNIA



FARM BUREAU
FEDERATION

GEARING UP

Leadership Farm Bureau 2016



Change is inevitable.
Growth is optional.
— John C. Maxwell



Table of Contents

| | |
|---------------------|----|
| Foreword..... | 5 |
| Class of 2016 | 6 |
| February | 8 |
| March | 10 |
| April..... | 12 |
| May..... | 14 |
| August..... | 16 |
| November | 18 |
| Class of 2017 | 20 |

LFB: Powering the future

By Lindsey Liebig, LFB Program Director

California agriculture is dependent on all gears working together to propel us toward the future. Farm Bureau is no different, as we depend on our members, county Farm Bureaus and volunteer leaders to team up and make the gears turn.

The California Farm Bureau Leadership Farm Bureau program provides the ideal environment for selected participants to grow in both personal and professional capacities. LFB offers the opportunity for emerging leaders to experience all facets of the organization—from membership to advocacy—and encourages their personal growth in communication and outreach efforts, among others. LFB produces leaders who are well-rounded in all phases of leadership and able to effectively communicate with those who may not understand the significance of agriculture in our daily lives.

LFB is a constantly evolving program that began in 2000 as a way to develop leaders from within our own Farm Bureau family. Since then, more than 170 LFB graduates have taken time from their individual agendas, jobs and families to work as a group on media training, team building, public speaking and business etiquette. They have lobbied for agriculture at the state and national levels and toured parts of California, other states and Mexico, learning about agricultural issues and practices. The personal sacrifices they have made to be away from farm and family are far outweighed by the lifetime of friendships and personal growth they have gained. In short, they have been provided an opportunity to grow and they took it upon themselves to develop an abundance of new skills.

LFB alumni have gone on to become outstanding presidents and executive board members of state and county Farm Bureaus, commodity and industry associations, and school and irrigation districts. If you are fortunate enough to have one of these graduates in your community, you've seen the many benefits of the LFB program.

Are you willing to take the challenge and see how you can gear up for growth and change? Fill out an application today (www.cfbf.com/lfb) or ask an LFB member about signing up.

Congratulations to the class of 2016!

Leadership Farm Bureau Class of 2016



Daniel Bays, Stanislaus County

Daniel Bays is a third-generation farmer from Patterson. He works alongside his father and grandfather, growing a variety of permanent crops and row crops. He is a volunteer firefighter with the Westley Fire Department, serves on the California Farm Bureau Young Farmers and Ranchers State Committee and is active in the Stanislaus County Young Farmers and Ranchers group, along with many other organizations.



Janet Burback, Santa Clara County

Janet Burback was raised in Santa Clara County on her family's cattle ranch. She assumed control of the ranch in 2007 and strives to maintain family traditions while utilizing new ranching methods. Janet has been active in the Santa Clara County Cattlemen, Cattlemen's and is currently the 1st vice president of the Santa Clara County Farm Bureau. She is also a fire commissioner for the South Santa Clara County Fire District.



Caitie Campodonico, Stanislaus County

Caitie Campodonico is the program director for the Stanislaus County Farm Bureau and grower relations representative for the East San Joaquin Water Quality Coalition. She works with the Stanislaus County Young Farmers and Ranchers program and serves on several committees and boards regarding agriculture and agriculture education. Caitie earned her degree in business management economics from the University of California, Santa Cruz.



Shaun Crook, Tuolumne County

Shaun Crook is a licensed timber operator and real estate broker in Tuolumne County. He is currently the president of the Tuolumne County Farm Bureau and has served on its Board of Directors since 2009. Shaun graduated from Cal Poly, San Luis Obispo, with an agribusiness degree. He and his wife, Velina, have two sons.



Jessica DeCoito, Yuba-Sutter County

Jessica DeCoito is the membership coordinator for the Yuba-Sutter Farm Bureau, focusing her efforts on membership and agriculture education programs and the Butte-Yuba-Sutter Water Quality Coalition. She graduated from California State University, Chico, with a degree in agriculture business. Jessica is active in the Yuba-Sutter Young Farmers and Ranchers program as well as the Yuba City FFA Ag Advisory Council.



Mindy DeRohan, Sacramento County

Mindy DeRohan works for the California Association of Pest Control Advisors as the manager of CAPCA ED. She is a graduate of Cal Poly, San Luis Obispo, where she earned a bachelor's degree in agricultural sciences and a master's degree in agriculture business. Mindy serves on the board of the Sacramento County Farm Bureau Foundation for Ag Education and previously was communications director for the California Foundation for Agriculture in the Classroom.



Dusty Ference, Kings County

Dusty Ference is the executive director of the Kings County Farm Bureau. He has worked in the citrus industry as a farm manager and grower relations director and served on the legislative and resources committees for California Citrus Mutual. Dusty previously served as a director and officer of the Tulare County Farm Bureau.



Lisa Humphreys, Glenn County

Lisa Humphreys was raised on her family's cow/calf operation in Paynes Creek. She is the county manager for the Glenn County Farm Bureau. Lisa graduated from California State University, Chico, with an agricultural science degree and previously worked as a 4-H program representative through the University of California Cooperative Extension.



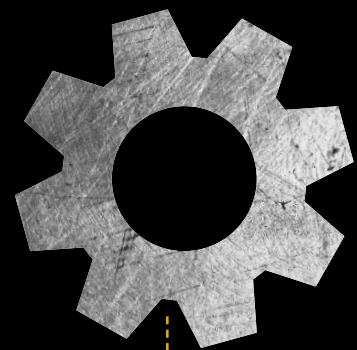
Matt Watkins, Tulare County

Matt Watkins is the director of farming operations for Bee Sweet Citrus. He attended Cal Poly, San Luis Obispo, earning a degree in agricultural systems management. He and his wife, Melissa, are partners in their family's citrus operations. Matt is an active member of the Tulare County Farm Bureau, where he serves as District 5 director and is chairman of the Membership Committee. Matt and Melissa have two daughters.



Johnnie White, Napa County

Johnnie White is a sixth-generation Napa County farmer. He is currently an operations supervisor for Pina Vineyard Management, providing custom farming services to growers in Napa Valley and surrounding communities. Johnnie is also a volunteer firefighter for the City of St. Helena. He has been an active member of the Napa Young Farmers and Ranchers, serves as 1st vice chair of the Young Farmers and Ranchers State Committee and is a director of the Napa County Farm Bureau.



FEBRUARY

Springing into action



By Lisa Humphreys and Daniel Bays

Session one of the 2016 Leadership Farm Bureau class began with an introduction and welcome from California Farm Bureau Federation Administrator Rich Matteis. Rich reviewed the current agricultural hot topics that CFBF is participating in or watching closely. We continued the morning with self-introductions and posing for group and individual photographs. Concluding our morning, Program Director Lindsey Liebig led us through a "Dimensions of Farm Bureau" presentation, furthering our understanding of the inner workings of the organization. One area that we will continue to focus on and address throughout the year is Farm Bureau's membership challenges: To continue as a successful and powerful grassroots organization, we must not only retain our members but recruit new agricultural members.

The second half of the day was

devoted to Strengths Based Leadership, a method of identifying, recognizing and developing people's strengths, skills and experience so they can become more effective leaders. LFB class members participated in detailed self-evaluations, consisting of numerous scenarios and how they would react. Lindsey facilitated this portion of the class, explaining the various strengths—such as achiever, focus, discipline and includer—and how these attributes make us who we are. We enjoyed learning about each other and the assets we bring to the group.

Day two focused on etiquette. This session was taught by Tiffany Nielsen, founder of Premier Etiquette, and was titled "From Farm to Capitol Hill: How to Stand Out, Not Stick Out." Tiffany shined a light on many aspects of etiquette, including cellphone use, how to leave a clear phone message, proper conduct in meetings, tools

for managing pet peeves, wardrobe guidelines and, finally, table manners. We particularly enjoyed Tiffany's discussion on the importance of proper dress, showing pictures of what to wear and what not to wear and explaining how vital it is to communicate with your group so everyone dresses in a similar way. This helps prevent individual wardrobe choices from detracting from the message or image a group is trying to convey. The day concluded with some fun at Macy's working with personal stylists.

Day three, led by Leo van Warmerdam, continued to push class members out of our comfort zones and focused on teamwork within our group. We quickly learned that most of us are action-oriented and achievers by nature. Those characteristics were put to the test when class members who aren't outspoken leaders were asked to lead a group activity, while the rest of

our action-oriented achievers learned to listen and take direction. While this activity challenged us all in various ways, we successfully completed our mission and worked together as a team. We also learned how each class member receives feedback in discussions and then put those skills into practice through games and what had to be the longest amount of time we have ever been blindfolded.

This introductory session taught us that we are a diverse group of quick-thinking, action-oriented, strong-willed, dynamic leaders. We are all committed to Farm Bureau and bettering our counties in membership, member engagement and county participation. We are looking forward to all of the other challenges and opportunities that this program has to offer and are excited for the experiences to come.





MARCH

Shifting gears



■ By Janet Burback and Shaun Crook

LFB session two began with the daunting task of selecting our class theme. We thought that because our class lacked expressives (as determined in a team-building exercise during our previous session), we would waste most of the day attempting to be creative. However, as the inside jokes from session one began to flow and the endless Disney references from those of us with children littered the pages on the wall, we ultimately chose "Gearing Up." While the theme may sound simple, it is quite appropriate for the journey our class has begun.

The next thing that we "geared up" for was the annual Leaders Conference, at which time the new LFB class is traditionally unveiled and important topics discussed. After the meetings, we headed to the state Capitol for legislative visits. While most of our class had participated in these visits before,

it is always exciting to roam the halls of the statehouse and visit with our representatives. Part of this process is a crash course on the legislative issues of most importance at the time. This can be somewhat overwhelming as you are trying to become an "expert" on agricultural overtime, protected woodlands, biomass plant closures, sustainable groundwater and many other issues in two hours! We didn't become experts, but we learned enough to convey the importance and effects of these issues on our members and agriculture as a whole.

The real fun of day two began with the legislative reception at Cafeteria 15L. This is a great opportunity to have candid discussions with legislators and their staff in a more relaxed environment. It is also a time to catch up with other members from your county and network with folks from

across the state. In addition, our class took this opportunity to mingle with last year's LFB class. LFB is quite an honor and many alums congratulated us on our willingness to embark upon this journey together.

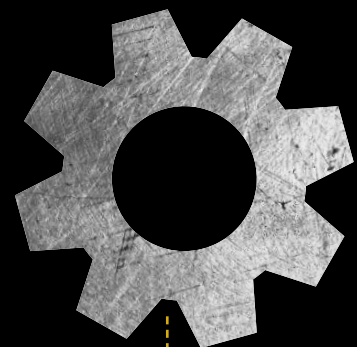
The meat of day three was a crash course on membership and an education on California Farm Bureau's political action. Most of us knew how the organization as a whole operates, but it was a huge help to have the various facets laid out and to see how the FB web is woven. But what the day proved, above all, is the importance of Farm Bureau to agriculture and that everyone who depends on agriculture should be a Farm Bureau member. There is no other organization with the influence and support to protect and advocate for agriculture the way Farm Bureau does. Farm Bureau is inside the Capitol every day, meeting with



legislators and their staff to promote legislation that helps our producers and advocate against legislation that will hurt us.

Farm Bureau can't do it without us. Farm Bureau is us. Increasing our membership needs to be the No. 1 priority for our organization. The old saying is true: We are stronger together. All of our counties and individual members have issues that are important to them, but when we come together and display the force that is California agriculture, we have shown that we can generate positive results for our agricultural life and livelihood. That is what LFB is all about: coming together to promote the cause, coming together to learn about ourselves and others, bringing others into the family that is Farm Bureau and "gearing up" for whatever comes next.





APRIL

Gearing our message



The Message House

Headline,
lead or key impact point:

Message #1

Message #2

Message #3

Key Supporting Points:

Key Supporting Points:

Key Supporting Points:

By Caitie Campodonico and Dusty Ference

Session three of LFB taught us to focus our message and communicate it to others.

Led by Lindsay Calvart and Johnna Miller of the American Farm Bureau Federation's Training and Development Department, the first two days of the session stressed the importance of clarifying the ask. It began with members giving three-minute, recorded benchmark speeches and was followed by video clips and discussions on the dos and don'ts of public speaking and how to refine one's message. Johnna also taught us a new method of preparing for media interviews. Called "the message house," this technique highlights the main point you want to convey and how to structure the supporting details. Some of the most important points both women emphasized were to tell your personal story to help others see the issue from your perspective, always prepare for speaking engagements, command the room to bring focus to your best points, and remain positive and calm. At the end of the day, we went through our

taped speeches and received advice to help us communicate our message in a more thoughtful, concise and convincing manner.

First thing the next morning, we split into groups. One group presented their speeches from the day before, taking into account the critiques received. The other group participated in mock TV interviews with Johnna. Each class member had the opportunity to be interviewed on one of three pressing issues: the agricultural overtime bill, the Waters of the United States rule or the California drought. These interviews were also taped, and Johnna did a great job asking the hard questions to see how well we would react and drive the interview forward. Watching the recorded interviews and receiving feedback from Johnna and our fellow class members was a great way to work through what for some of us was our first media interview.

In addition to interview training, class members also gave their speeches again—and the improvement was vast. At the end of the day, we felt more

aware of the things we needed to work on but also more confident in delivering a message. It was gratifying to witness the improvement.

The final morning, Kate Tscherner and Brian Watson from CFBF's Marketing and Member Relations Division joined the group to discuss county membership from top to bottom. Learning about member recruitment and retention, dues structures, events, campaigns and member benefits sparked ideas for each of us to bring back to our counties. Kate also showed us some of the new ideas and tools that CFBF has put forth that are focused on enhancing the member experience.

As the day came to an end, each class member shared his or her family history project, which helped us learn more about the places, people and hobbies important to our fellow classmates. This was an excellent way to wind down from a long and demanding session. We closed the session with a briefing on our upcoming trip to Washington, D.C.





MAY

Powering up



■ By Mindy DeRohan and Johnnie White

In a letter to George Washington, Thomas Jefferson wrote, "Agriculture is our wisest pursuit, because it will in the end contribute to real wealth, good morals, and happiness."

This quote provided a common thread throughout the Leadership Farm Bureau and Federal Policy advocacy trip to Washington, D.C. LFB has taught our class many skills, including communication, public speaking, state advocacy and team building. During this trip, we were able to pull out the skills we had learned thus far and put them to work advocating for agriculture.

The trip started with an introduction to Washington and a policy issues briefing. Having advocated only at the state level, one thing that was abundantly clear was the difference between politics and issues at the federal and state levels. We observed that policy at the federal level is much

more focused on issues and big-picture legislation, where our experience at the state level was focused on specific bills.

The first day of the trip included meetings with a D.C. advocacy firm and with CropLife America. Van Scoyoc Associates, the advocacy firm, works with the California Farm Bureau Federation and other California organizations on a variety of issues, most recently drought legislation. The CropLife America team supports all farming practices that help grow safe, healthy food. The team described their federal policy work and communication efforts.

The Farm Bureau group had a unique opportunity to meet with Rep. Rodney Davis of Illinois. His perspective on California agriculture, as an outsider looking in, was very interesting. Rep. Davis has visited California farms and ranches and is committed to helping solve some of the many issues that

surround Western agriculture.

Day two included Sen. Dianne Feinstein's constituent breakfast, where she talked about the work she is doing, specifically related to the California drought.

Next came congressional constituent visits. During the visits, we broke into small groups to meet with congressional members and their staff about the many issues important to California agriculture. These included the drought, GMO labeling, the Trans-Pacific Partnership, national monument expansions, and forest and wildfire management. This was our chance to share our personal stories and experiences, to help congressional members understand how agriculture is affected.

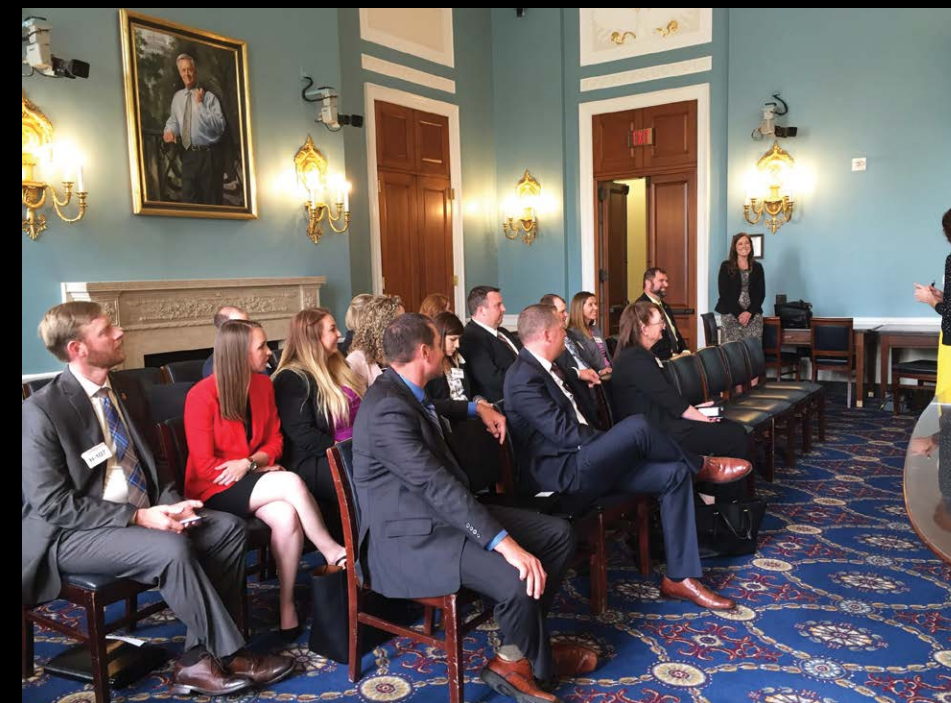
The group also met with members of the House Agriculture Committee from California, including Reps. Jim Costa, Pete Aguilar and Jeff Denham, along

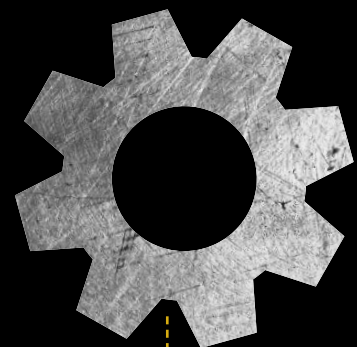


with committee staff members. It was interesting to hear how the bipartisan committee works on issues that affect California agriculture, including the farm bill and the drought.

More than half of the Farm Bureau group had never been to D.C., and the CFBF staff did an excellent job arranging the schedule and offering tours to provide a behind-the-scenes perspective on how our nation's capital runs. Rep. Doug LaMalfa deserves a special thank you for giving us a tour of the Capitol building that few people will ever see. The group was able to visit the Library of Congress, meet with the Congressional Research Service and participate in a Monument Walking Tour led by CFBF First Vice President Jamie Johansson.

Living across the country from the city where so many decisions that affect our livelihood are made is sometimes frustrating, but after this trip, it is clear we have staff at CFBF who work tirelessly to make sure California farmers and ranchers are well-represented at the federal level. One of the best experiences was meeting California farmers who represent us in Congress.





AUGUST Exploring the North State



By Matt Watkins

The Northern California field studies tour for LFB began at Rancho Llano Seco, a historic, family-owned Mexican land grant property. The Chico-based ranch comprises about 18,000 acres on which nuts, tomatoes and seed crops are grown, and about 800 hogs and 1,000 cow/calf pairs raised. Rancho Llano Seco is perhaps best known for its high-quality pork products and environmental stewardship. The company works in conjunction with the U.S. Fish and Wildlife Service and The Nature Conservancy to restore the environment through easements that protect the soil, animals and natural habitat.

We ended the day in Oroville with dinner at Jamie Johansson's olive ranch, Lodestar Farms California Olive Oil. Jamie's story is one of hard work and branding. Jamie didn't grow up in a farming family, but through his studies, discovered a love for growing a crop. The research he did showed that the

Mission olive tree had distinct flavors that matched his ranch's climate. While focusing on growing superior olives is important, it was his early adoption of online sales and focus on direct marketing that propelled his business forward.

We began the next day at Lake Oroville. With a capacity of 3.5 million acre-feet of water, it is California's second-largest reservoir and site of the nation's tallest dam. The water stored there is used for the environment, urban drinking water and recreation; the lake also has a hydroelectric power plant and salmon fish hatchery. Lake Oroville is part of the State Water Project and flows into the Sacramento River and eventually the Delta. If environmental conditions allow, the water can be pumped into San Luis Reservoir and then transported as far as Southern California through the California Aqueduct.

The next stop on our tour was Lundberg Family Farms, a national

leader in organic rice production. Lundberg Family Farms was started in the 1940s and operates under the motto, "Leave the land better than you found it." The family grows its own crops on more than 5,000 acres, while also sourcing organic rice from approximately 60 other farmers.

A tour of Sierra Pacific Industries in Red Bluff completed our day. The company grows, harvests and mills lumber, and operates co-generation power plants that produce more than 150 megawatts of electrical power annually while disposing of tons of biomass. Sierra Pacific Industries owns private forestland in California and Washington. Although they operate on their own land, they must still abide by the Endangered Species Act and follow all federal forest management plans.

The final day of the trip was spent looking at the Federal Water Project, starting at Shasta Lake. California's



largest reservoir—with a capacity of 4.5 million acre-feet of water—the lake provides electricity and irrigation water throughout California. Recent drought and regulatory changes have impacted the way water from the dam is released into the Central Valley Project. Due to controlled water releases, combined with other environmental issues including Delta smelt, salinity and pollution, Shasta is slowly being used less for irrigation and more to manage the environment.

A couple miles downstream on the Sacramento River, we met with the Tehama-Colusa Canal Authority. The four-county irrigation district provides water for 150,000 acres of farmland on the west side of the Sacramento Valley. The canal diverts water from the Sacramento River via pumps with fish screens to prevent fish from getting caught in the diversion canals.

The final stop on our trip was a meeting with Sites Joint Powers Authority. With the 2014 passage of Proposition 1, the water bond, California voters authorized \$2.7 billion for new water storage. One of the projects closest to getting started is Sites Reservoir in Colusa County, with a proposed capacity of 0.5 million acre-feet of water and significant plans for ecosystem and habitat management. If plans progress as anticipated, the reservoir will be completed around 2030—which is a step forward in addressing our long-term water needs.





NOVEMBER

Expanding our horizons



By Lisa Humphreys and Daniel Bays

Our final session focused on agricultural labor and Southern California water issues.

Beginning our tour of the Imperial Valley, we were hosted at the Imperial Irrigation District. Staff told us how irrigation water is received through the Colorado River and about research regarding the imperiled Salton Sea.

We then visited Lakeside Organics to learn about the diverse vegetable crops grown in the valley. We were able to see both early-stage transplants and mature crops, including numerous varieties of lettuce, leafy greens, Brussels sprouts and cabbage.

We ended our day at El Toro Export. One of 10 exporters in the Imperial Valley, El Toro exports most of its pressed hay and other products to China, Japan and South Korea. Owners Jeff and Bill Plourd said that recent shipping disturbances have complicated their efficiency, and they are only now

seeing containers move at a normal rate.

We sweetened our tour of the Imperial Valley with a stop at American Honey, a family-run business with third-generation beekeeper Bud Ashurst at the helm. The company imports and distributes honey to commercial and industrial customers.

Our afternoon tours focused on border control issues, starting with Calexico farmer Tom Brundy sharing his personal insights. After a short visit to his hay store, we traveled down the road for our first glimpse of the U.S.-Mexico border and the All-American Canal.

We were also fortunate that afternoon to visit one of two dairies left in Imperial County. Michelle Van Leeuwen of Bullfrog Farms gave us a detailed tour of their carousel milking barn, where we learned about the challenges of maintaining a dairy in a limited dairy area.

We wrapped up our tour of

the Imperial Valley with a stop at Humble Farmer Brewing Co. The new microbrewery uses local ingredients to craft unique beers, including its noteworthy 80 Acre Carrot Ale.

The second half of the Southern California trip took place in San Diego County. We started by attending the San Diego County Farm Bureau board meeting. It was great to hear the conversations and current topics they are working on.

Our first tour of the day was at Mountain Meadow Mushrooms, where co-owner Gary Crouch shared his successes and struggles related to farming in such a highly populated area. We were fascinated by how many mushrooms can be produced in one week and how yummy a fresh mushroom tastes.

Just down the road, we toured the retail operation and greenhouses of Oasis Water Efficient Gardens, a

succulent nursery. It was interesting to hear how owner Ken Altman ended up in the nursery business, as he does not have a background in agriculture.

Our first day touring San Diego County was completed with a visit to Mellano and Co., a fresh-cut flower nursery. We met Mike Mellano at the packing facility and worked our way over to the lush growing grounds.

Day two started at Stehly Farms Organic, where we toured a family ranch that once was used to raise chickens and has slowly been converted to meet the needs of today's customers. The Stehlys have a strong retail operation, while using their farmland to cultivate many products and educate people about agriculture.

Our next stop was at Go Green Agriculture, a hydroponic lettuce operation. Owner Pierre Sleiman is a first-generation farmer who said he could not be happier with his decision to immerse himself in the world of agriculture. A creative owner/operator, he continually finds new ways to meet consumer demand.

Our final tour in San Diego County was at FlorAbunda Nursery, a fresh-flower operation that specializes in poinsettias and hydrangeas. The greenhouses were full of festive poinsettias getting ready to ship.

Our November trip was incredibly informational, and we walked away with knowledge and experiences of an area that is so diverse. We thank all the Farm Bureau members we met with for their generosity.



Are you ready to join the class of 2017



DISCOVER the potential within

Leadership Farm Bureau is a one-of-a-kind experience and the only program in Farm Bureau that invests in key individuals instead of a demographic. Through LFB, participants receive nearly 300 hours of hands-on advocacy in the halls of our state's and nation's capitols, exposure to dozens of different farming and ranching operations across California, and instruction on key elements of leadership and the inner workings of Farm Bureau at all levels. Leadership Farm Bureau is the one-year experience in California agriculture you've been looking for. Visit us online and apply today.

The deadline to apply
is December 16, 2016.

www.cfbf.com/lfb



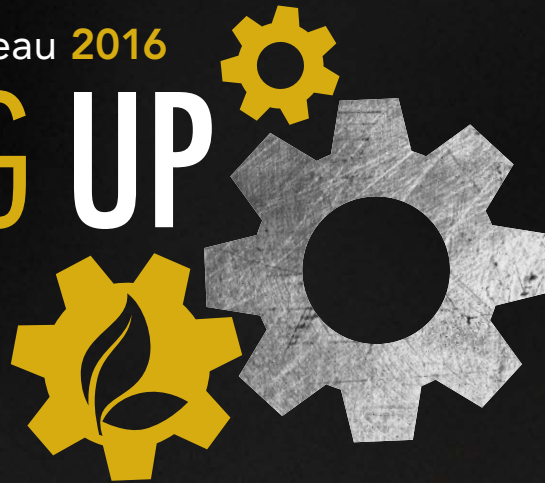
Congratulations LFB Class of 2016





Leadership Farm Bureau 2016

GEARING UP



#go**experience**live

Follow the LFB conversation on Facebook

www.facebook.com/CALeadershipFarmBureau