



Farm Bureau® Women's Communication

# BOOT CAMP

October 24-27, 2017 • Washington, DC

Women's Communication **BOOT CAMP** is an intensive training opportunity for any female Farm Bureau member interested in building skills needed to communicate about agriculture and for Farm Bureau. Over 150 women have graduated from the program.



Graduates of this program are empowered to provide Farm Bureau with a passionate and persuasive group of members, lending their voice and advocacy to connect with influencers at the local, state and national levels. This 11th class will receive training on public speaking and advocacy in action, along with tips on testifying, targeting messages and working with the media.



Only 15 participants will be selected to participate in Women's Communication Boot Camp. All applications are reviewed and scored individually by a panel of judges. The competitive process provides a select class of Farm Bureau women with an experience of a lifetime. All successful applicants must come prepared to present a brief speech on one of the AFBF Priority Issues. Participants will complete an intensive round of media interviews and learn how to advocate with action about their selected issue. Feedback is given throughout the training to better assist participants in becoming stronger Farm Bureau advocates.

FARM BUREAU®

**WOMEN'S  
LEADERSHIP**



**"I thoroughly enjoyed my experience at Boot Camp. It boosted my confidence to better advocate for agriculture."**



## Presentations will be based on one of the AFBF Priority Issues

- **Immigration Reform:** Agriculture Labor Reform
- **Regulatory Reform:** Endangered Species Act
- **Farm Policy:** 2018 Farm Bill

## Boot Camp graduates are expected to use their training in several ways:

- By joining the Grassroots Outreach (GO) Team to positively influence elected federal legislators and create or act upon local media opportunities to support AFBF's policy work.
- By joining social media campaigns to share positive agricultural messages.
- By influencing consumers when planning and implementing outreach events or [Our Food Link activities](#).
- By speaking about agricultural innovations and enterprises with a variety of audiences, with community groups, in classrooms and with neighbors.

Women's Communication Boot Camp tuition is \$300 and payable upon acceptance to the program. The registration fee covers materials, equipment and group meals. Participants will be refunded \$100 of the registration fee when a follow-up report is completed highlighting how a graduate uses her enhanced skills to speak for agriculture with a group outside Farm Bureau. Applications for this seminar must be completed electronically and submitted no later than June 15, 2017.

AFBF will verify applicants with a state Farm Bureau Administrator, Organization Director or Women's Leadership Program Director before judging. Please contact your state Farm Bureau before submitting this application. Application status updates will be sent via email on or before July 15, 2017. Specific questions regarding the online application can be directed to Maggie Dean Good at [maggieg@fb.org](mailto:maggieg@fb.org). *\*Staff members at county, state or national level are not eligible to participate.*



**"The program is so valuable. It brings out talents in each individual to be able to speak out and represent agriculture in all aspects of our lives."**