

# Farm Bureau® Women's Communications Boot Camp

July 22-25, 2018 ■ Washington, D.C.



**“When passion for your livelihood meets leadership training and preparation, there is no limit to what opportunities are available. Farm Bureau not only teaches and trains you, they take you!”**

— Sine Kerr,  
Arizona State Senator and  
Women's Communications  
Boot Camp Graduate

**Women's Communications 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 165 women have graduated from the program. Graduates provide Farm Bureau with a passionate and persuasive group of members prepared to lend their voice and advocacy to connect with influencers at the local, state and national levels.

The 12th class will receive training on public speaking, communicating with elected officials, targeting messages and working with the media. Only 15 participants are selected to participate in Women's Communications Boot Camp. All applications are reviewed and scored individually by a panel of judges providing a select class with an experience of a lifetime. All successful applicants must come prepared to present a brief speech on one of AFBF's current priority issues. Participants will complete an intensive round of media interviews and learn how to advocate with action. Feedback is given throughout the training to assist participants in becoming stronger Farm Bureau advocates.

**Presentations will be based on one of these AFBF priority issues:**

- Regulatory Reform
- Farm Policy

**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 Communications Boot Camp** tuition is \$300 and payable upon acceptance to the program. The registration fee covers materials, equipment and group meals. Participants are responsible for their transportation, hotel and 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 will only be accepted electronically using the online application no later than April 30, 2018, at 11:59 p.m. ET.

AFBF will verify applicants with a state Farm Bureau Administrator, Organization Director or Women's Leadership Program Coordinator prior to judging. Please contact your state Farm Bureau before submitting your application. Application status updates will be sent via email on or before May 18, 2018. Specific questions regarding the online application can be directed to Maggie Good at [maggieg@fb.org](mailto:maggieg@fb.org).

*\*Farm Bureau and affiliated companies' staff at the county, state or national level are not eligible to participate.*



FARM BUREAU®  
**WOMEN'S  
LEADERSHIP**

