



COUNTY LEADER WEEK

Are you a Leader in your County Farm Bureau?
Hoping to become one someday?

Join the conversation during **County Leader Week!**
MARCH 12 – 16, 2018

Each day you will have the opportunity to connect with real Farm Bureau leaders and industry experts from across the country, grow as a county leader, and engage in an online community of idea sharing. Staff and member leaders at all levels of the organization are encouraged to participate. The week will include Facebook live interviews, podcasts, games and opportunities to connect with county leaders and staff from across the country, all designed to complement the training happening on **Farm Bureau Board Essentials*** in Farm Bureau University.

**Farm Bureau Board Essentials is an online learning program for county board members on Farm Bureau University.*

TENTATIVE SCHEDULE:

MONDAY

Being a Board Member – Facebook Live Kick-Off

TUESDAY

Governance – Podcast with Farm Bureau Guests

WEDNESDAY

Planning – Video Interviews with Planning Superstars

THURSDAY

Advocacy & Policy Development – Live Audience Panel Discussion

FRIDAY

The Membership Cycle – Virtual Membership Workshop

In addition to promoting skilled county boards and highly effective county leadership, **members who participate** in the online activities **will be eligible to win prizes** such as:

- **Farm Bureau Bank gift cards**
- **Farm Bureau prize packs**
- **Catering of your next county event (up to \$500)**
- **A call-in by President Duvall to your next meeting**

Make sure to follow **@FarmBureau** on Twitter and **"like"** American Farm Bureau Federation on Facebook for updates.

To be eligible for prizes, register for Farm Bureau University by logging on to **university.fb.org**

Member code is "statefb" (for example: **nyfb**)

You can begin by tagging your county Farm Bureau Leadership Activities with **#FBleaders**

For more information, visit **fb.org/CLW**

