

NATIONAL FARM BUSINESS MANAGEMENT CONFERENCE



JUNE 10 - 13, 2024 ♦ LA CROSSE CENTER ♦ LA CROSSE, WI

2024 Conference Speakers

(In order of appearance)

Keynote Speaker: Tracy Stock



As a workplace culture expert, Tracy Stock is the infusion of an engaging, powerful and poignant speaker with an interactive, results-focused professional, who masterfully influences behavior change to achieve positive outcomes. As she captivates and inspires audiences, Tracy brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Berkshire Hathaway, US Bank and Subway, just to name a few.

Audiences can be found sitting on the edge of their seats, laughing aloud and brushing away tears as she masterfully recounts each story, aligned with a key point and an enduring message. Whether it is for 7, 70 or 700+, Tracy inspires audiences to live more passionate, productive and purposeful lives.

As a coveted Certified Speaking Professional® (CSP), Tracy holds the highest honor in the speaking profession, held by on 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

As an exceptionally talented and consummate influencer, Tracy's expertise and exemplary body of work keeps her clients coming back to partner again. She is well-known for delivering interactive, fun and results-focused workshops, with an unprecedented reputation for being easy to work with and exceeding expectations.

Tracy also has a unique ability to connect with participants quickly, provide a warm and comfortable environment, encourage respectful discussion, and achieve expected learning

outcomes. While fostering engagement with innovative and action-based content, Tracy delivers a differentiating workshop experience— including real-time response devices, customized examples, activities and assessments, high quality videos, professionally designed workbooks, and even rewards for active participation. Tracy delivers the tools for today's world, focused on energizing workplace culture, enhancing employee engagement and empowering high performance.

In addition to her successful speaking career, Tracy is a prolific and best-selling author, as evidenced by her five esteemed books, entitled:

- HOLY COW! How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity
- The One Choice Rule: Transform Your Life and Work by Changing Your Mindset and Behavior
- The Perfect Pair of Jeans: Design Your Life to Fit You. Dream it. Plan it. Live it.
- Tame the Turbulence: Avoid Losing It. Fly Through It.
- Conscious Choices: 10 Powerful Strategies to Grab Control and Transform Your Life

Furthermore, Tracy frequently shares her insight through her monthly ezine, blog, broadcasting outlets, social media platforms and industry journals.

Thomas Olson



Thomas W. Olson is a mediator with the Federal Mediation & Conciliation Service (FMCS). Prior to joining FMCS, Mr. Olson most recently served as General Counsel for the International Brotherhood of Electrical Workers (IBEW) in Minneapolis, MN, where he also served as the Chairman of the Board of Trustees for Multi-Employer Health & Welfare and Pension funds. Mr. Olson had previously worked as a litigation and commercial contracts attorney for firms in Chicago and Milwaukee where he represented the interests of various businesses ranging in size from small family firms to Fortune 500 companies.

His busy schedule with Federal Mediation includes professional multi-party facilitation and Labor-Management dispute mediation for employment matters in both public and private sector organizations, as well as serving as the Team Lead for the FMCS Federal Sector cohort.

Tom also aids in the development and implementation of customized Labor-Management training programs, Dispute Resolution/Problem-Solving system design, and Employment ADR services. His J.D. is from the University of Wisconsin Law School.

Tom currently resides with his wife and two daughters outside Madison, Wisconsin.

Shawn Fredrick



Shawn Fredrick is a seasoned educator and technologist, enhancing educational technology since 2005 across institutions like ITT Technical Institute, Globe University, UW-La Crosse, Chippewa Valley Technical Institute, and Western Technical College. Holding a master's in Educational Media & Design Technologies from Full Sail University and a Bachelor of Fine Arts from the University of Wisconsin-Stevens Point.

Over the last decade, Shawn has focused on harnessing his expertise in instructional technology to develop tools that enhance the effectiveness of faculty, students, and staff. His experience spans roles as an instructor and program chair in game design, drafting and design, and graphic design programs, IT support for the State of New Mexico, and an application support specialist for Georgia Pacific corporate engineering.

Maria Slusarek



Maria Slusarek is a faculty developer at Western Technical College. She has over 11 years of teaching experience and uses her expertise to help faculty improve course design, teacher presence and student success. Recently, she has co-hosted a podcast titled, "Let's Talk Teaching at Western" where she talks with instructors about unique teaching practices, program courses, and Artificial Intelligence.

She is also pursuing her doctorate in World Language and ESL Education at the University of Iowa, where her dissertation work focuses on teacher beliefs and practices in online courses.

Cullen Teska



Cullen Teska is a senior licensed advisor with Strive Medicare in La Crosse, WI. Cullen has earned a bachelor's degree from Northwestern University and a Master's degree from Bethel University. Cullen most enjoys spending time in the outdoors with his wife, Meghan and 3 kids, whether it's hiking, biking, or just projects around the house!

Cullen specializes in helping clients transition from major medical plans and employee-provided coverage to Medicare. He is a top

national sales agent; he knows there is not a “one-size-fits-all” plan. Cullen has also led the production of Strive Medicare’s YouTube channel and website design, and he also hosts and leads our monthly educational seminars for those who are new to Medicare.

About Strive Medicare:

Strive Medicare is an insurance agency specializing in Medicare-related insurance products. We have helped tens of thousands of new Medicare beneficiaries with learning Medicare over the last 30 years. Our Medicare experts can help make Medicare easy for you, too.

We are located in La Crosse, WI. and are licensed in 35 states and we represent most major companies and organizations that serve the Senior Market. We have been in business for 30 years, and our brokers average over 12 years of experience in Medicare help. Our focus is on education first so you can make an informed decision on your healthcare.

Kellen Liebsch



Kellen Liebsch is proud to serve as the Associate Director of KFMA, joining the organization in spring of 2023. During her career prior to KFMA she was dedicated to government service in the agriculture industry with both USDA – Farm Service Agency and the Kansas Department of Agriculture (KDA). Directly before joining KFMA, she served as the CFO at KDA, where she was tasked with overseeing all fiscal operations of the agency, ensuring preparation of the budget and legislative outreach, and supervision of grant monitoring, compliance, and reporting.

She graduated with a B.S. in Agricultural Economics from Kansas State University, as well as a Masters in Agribusiness from KSU. As a life-long Kansan, her family also owns and operates a cattle ranching operation in southcentral Kansas. She resides on a rural property in ottawatomie County with her husband and twin teenaged children.

Kate Sturtewagen



Kate Sturtewagen is a dedicated accounting professional who resides in the rural town of Annawan, Illinois. She began her academic journey at Augustana College, where she pursued a double major in Accounting, and Business Management/Finance, laying a solid foundation for her career. Currently, Kate is expanding her knowledge and skills by working towards her MBA at the University of Iowa.

After completing her undergraduate studies and numerous accounting internships, Kate embarked on her professional path by joining RSM, a

large CPA firm. However, she quickly realized that her true calling lay in serving the close-knit community of small-town USA. This realization led her to make a pivotal career move, and for the past four years, she has been making a positive impact at Illinois FBFM.

When Kate is not immersed in the world of numbers and financial strategies, she finds joy and relaxation in running with her beloved Labrador Retrievers. The tranquility of rural Illinois provides the perfect backdrop for her outdoor adventures and helps her maintain a healthy work-life balance.

With her strong educational background, diverse professional experience, and deep-rooted connection to her community, Kate Sturtewagen brings a unique perspective and unwavering commitment to her role at Illinois FBFM.

Pauline Van Nurden



Pauline Van Nurden is an Extension Economist at the Center for Farm Financial Management in the Department of Applied Economics at the University of Minnesota. She has more than 15 year's experience in farm management and credit analysis related careers. Pauline has a Bachelor's Degree in Applied Economics and a Master's Degree in Agricultural Education, both from the University of Minnesota.

Professionally she has been an agricultural education teacher, a farm business management instructor, an agricultural lender, and now an extension economist with the center. Pauline's interests include farm business analysis and financial management, benchmarking, and other topics related to assisting farmers to meet their operational and personal goals. She contributes to the ongoing development and teaching related to FINPACK, FINBIN, and many other tools available from the Center for Farm Financial Management. Pauline grew up on a dairy farm in southeastern Minnesota and now has a hobby farm with her family.

Farmer Panelist: Dan Anderson

Dan owns and operates a 300-cow dairy, Rambling Contours Dairy, near Holmen, WI. His wife, Karen, is a schoolteacher. They have 3 grown children Tyler, Steven & Lynsey. Dan took over the farm in 1996 from his dad. They own and rent 551 acres of crop land (corn silage, corn, alfalfa & rye for cover crop). Dan works closely with his custom operators for planting, harvesting and manure hauling. The dairy herd maintains an average milk production per cow just shy of 30,000 lbs. of milk. The farm employs 3 full-time employees. Dan has served on the AMPI corporate board for 9 years and has been enrolled in the WI FBPM program for well over 20 years.

Farmer Panelist: Seth Anderson

Seth and his wife Erin own and operate West Road Dairy Farm near Ettrick, WI.

Both attended UW-River Falls and graduated in 04 and 03 with BS degrees in Broad Area Agriculture and Animal Science respectively. After college Erin worked various jobs while also helping at her parents organic dairy. Seth worked full time at a friend's large and expanding dairy, eventually taking on the role of 'maintenance man' with their increasing amounts of various barn technologies.

In 2011 Seth and Erin took over his parents 36 cow conventional dairy farm. They expanded to 60 cows by pouring concrete in a machine shed and lean-to. In 2014 they completed their transition and began shipping certified organic milk. Construction on a free stall barn and parlor, designed by Seth, began in Oct 2015. The farm has since grown to 490 acres of crops and pasture owned and rented. The herd has also grown to 200 cows with a RHA of 24k. Besides their 3 young children, Seth and Erin have the help of 2 full time milkers, his parents, her dad, and a few great neighbors to get the chores done and crops made. Seth has been enrolled in the FBPM program since 2004 and the annual financial analysis has been instrumental in the farms success.

Farmer Panelist: Doug Heintz

Doug has been farming on the home farm since high school, after his father passed away in a farming accident. He and his wife Julie have a daughter, Jackie, and son Dayne. In 2008, Doug and Julie decided to build a robot free-stall barn housing 2 Lely robots. They wanted Dayne to be able to go on college or work after graduation and knew they would miss him being able to work on their 110-cow dairy operation. The herd's production at that time was about 21,500 lbs.

In early 2009, at the advice of his Minnesota Dairy Initiative team, they decided to enroll in the Riverland Community College Farm Business management program to better production and financial information. Shortly after, they created an operating LLC for the cattle, feed and machinery while maintaining the real estate on their personal side. After he had completed high school and college, Dayne was working part-time doing robot installs for Lely across the country. It was then that Dayne decided to return to the home farm, where he is now part owner in the LLC. On a side note, their daughter Jackie decided to marry their dairy nutritionist, Paul.

By the end of 2023, the herd had grown to 208 cows with an energy corrected milk level of 34,210 lbs. per cow, with a 4.11% butter fat and a protein level of 3.1%. Their dairy team meets on a quarterly basis to discuss production and financial goals, always addressing the future and how to improve the dairy operation. They continue their enrollment in the Farm Business Management program for recordkeeping and regular farm analysis.

Farmer Panelist: Marcus Huneke

Marc grew up on his family dairy farm, Huneke Dairy, just outside of Bellechester, MN. He graduated from Goodhue High School in 2005 and decided to attend the University of Minnesota for Animal Science. Upon the completion of his BS degree in Animal Science, he returned to the family farm full time in 2009.

Huneke Dairy, owned by Paul and Deb Huneke, has been enrolled in the Farm Business Management program since the mid 90's. In 2000, Huneke Dairy was expanded from a 90 cow herd to about 200 cows. That total has grown to about 300 today. Huneke Dairy has about 500 acres of crop land, raises all of its own youngstock and fattens out all of the steers (mostly angus crosses). In addition, Marc is in a partnership with his brother Micah. Together they farm an additional 500 acres and do custom spraying.

In July of 2023, Marc took a position as a Farm Business Management Instructor with Riverland Community College. He is still active in the dairy and the partnership in his free time.

He resides on a 10-acre hobby farm between Bellechester and Lake City, MN with his wife Brittany and his 2 daughters, Aribella (4.5) and Oillie (2). They are expecting a third in November. They have 3 dogs, chickens, a few pigs and have around 80 steers from the dairy.

Farmer Panelist: Ken Ziegler

Ken is a third-generation farmer who spent his younger years with his dad, learning the ropes on the dairy farm and eventually working together in cash cropping.

Over time, Ken and his wife bought out the business and continued to expand their operation. Today, Ken manages around 4,000 acres of owned and rented land. His crops include corn, soybeans, alfalfa hay, and he also does custom work.

Alongside his wife and sons, who are integral parts of the family operation, he balances the demands of farming with the comfort of a little downtime. He looks forward to the day when the kids and grandkids take over the reins while he sits and watches from the truck, just like his dad used to do.

Panel Moderator: Tina LeBrun

Tina LeBrun has been a Farm Business Management Instructor for South Central College since January 2008. She spent the past 15 years expanding her service area to a few out of state projects and completed some financial benchmarking education for small fruit and vegetable growers on the east coast, along with beginning farmers in the National Veterans in Agriculture Coalition.

Born and raised on a dairy/crop farm in south central Minnesota, Tina went on to the University of Wisconsin-River Falls and graduated with a B.S. in Agriculture Economics and Animal Science. Early in her farm management career she completed an M. Ed from the University of

Minnesota. Working with her own farm and other farm producers for the past 15 years, Tina has an extensive foundation of farm management topics. Most recently, Tina has shifted her role with the State of Minnesota by stepping into the position of Executive Director of the Southern Agriculture Center of Excellence in October of 2023.

Randy Romanski



Randy Romanski began serving in the role of Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in November 2019 after being appointed by Governor Tony Evers. Romanski brings decades of experience in government administration and policy development to the department.

Romanski previously held leadership roles at multiple state agencies, including the Department of Transportation, Department of Natural Resources, and the Department of Justice. He also held prior leadership roles at DATCP. During his tenure at DATCP, he has worked on issues such as meat and dairy processing, farmland preservation, preparing career pathways for the next generation of Wisconsin

agriculturalists, and connecting the dots between farmers and consumers from buying local to the international marketplace.

Through his role as DATCP Secretary, Romanski serves the broad and diverse agriculture industry in Wisconsin on many boards and councils, including the Wisconsin State Fair Park Board, Dairy Innovation Hub, Farm Technology Days Board, and Wisconsin Agricultural Education and Workforce Development Council. He is also an ex-officio member of the World Dairy Expo and Secretary/Treasurer of the Midwest Association of State Departments of Agriculture. Given the importance of international trade for agriculture and food, Romanski currently serves as Secretary/Treasurer of the Food Export Association of the Midwest USA.

Originally from Wisconsin Rapids, Romanski earned his bachelor's degree from the University of Wisconsin-River Falls and a master's degree from the University of Wisconsin-Madison.

Tom Thibodeau



Tom is the Distinguished Professor of Servant Leadership at Viterbo University where he has been teaching for 40 years. He is the founder of the Master of Arts in Servant leadership degree at Viterbo, the first and only master's degree of its kind in the nation. He is a founding member of the Place of Grace hospitality house which had been serving meals and human dignity for 26 years. He regularly speaks to national audiences on the developing servant leadership movement.

Tom is a husband, father, grandfather, teacher, active community member and part owner of a country tavern.

His presentation, “Servant Leadership” is both timely and timeless. Its origins are present throughout human history. In 1970 Robert K. Greenleaf, Vice President and AT&T Corporation, wrote the “Servant as Leader”.

This presentation will engage participants in the process of understanding the positive power of service and leadership in our personal and organizational lives. The process does not include PowerPoint. Rather it is interactive; emphasizing conversations, presence, character, and energy in serving and leading. “Leadership is who we are, management is what we do. Through research, reflection, and dialogue we will experience Servant Leadership as Meaningful, Ethical, and Practical.”

Value to audience

- Understanding the power of service to positively impact the lives of co-workers, customers, and our communities
- To rediscover the power of language in holding meaningful and critical conversations
- To understand that all of leadership development is character development and the practice which leads to the development of both

Megan Dayton



Megan Dayton is a Senior Demographer at the Minnesota State Demographic Center, where she has advanced demographic forecasting for Minnesota, its regions, and counties since 2012. As Minnesota's representative to the Federal-State Cooperative Program for Population Projections, Megan plays a key role in shaping demographic analysis and projections at state and national levels.

Her work focuses on generating accurate demographic data for policy making, particularly in school district funding and state agency planning. Megan's research aims to refine demographic modeling techniques and understand trends in fertility, mortality, and migration, directly informing her strategic approach to demographic analysis.

Megan holds a master's degree in Applied Demography from Florida State University. Her contributions are defined by a commitment to leveraging demographic insights for societal advancement.

Paul Dietmann



Paul Dietmann is Senior Focused Lending Specialist at Compeer Financial, a member-owned Farm Credit System cooperative in the upper Midwest. He co-leads Compeer's Emerging Markets program, providing loans and business planning assistance to farmers who market their products directly to consumers. He also works with Compeer's Young, Beginning, and Small Farmer loan program. He is based in Prairie du Sac, WI.

Dietmann has been working with sustainable and organic farmers since the mid-1990s, first as a county agricultural agent, then as director of the Wisconsin Farm Center, and now with the Farm Credit System. He is co-author of the book *Fearless Farm Finances: Farm Financial Management Demystified* and author of *Turning Grain Into Dough: Farm Financial Management for Organic Grain and Crop Rotation*. He teaches dozens of workshops each year on a variety of topics related to farm finances.

John McHugh



John McHugh is Vice President of External Affairs for Kwik Trip, Inc., based in La Crosse, Wisconsin. In his role at Kwik Trip he has helped the company achieve recognition as a Top Workplace as listed by the Milwaukee Journal Sentinel, the Minneapolis Star Tribune and the Des Moines Register.

Prior to joining Kwik Trip in 2004, John was an instructor and principal at Aquinas High School in La Crosse. He holds degrees from the University of Saint Thomas in Saint Paul, Minnesota and the Gregorian University in Rome, Italy. John sits on the Boards of Trust Point, Betterlife Insurance and Viterbo University.

He and his wife Maggie enjoy living at their log home near Sparta, Wisconsin.

About "Purpose and Compassion at Work":

Regardless of your role, what are people, customers and business partners looking for in you? What is the workplace culture you have created with your team that leads to success? Creating a mission driven culture with compassion and trust turns satisfied customers into loyal customers. In addition, if the work we do is tied into a purpose beyond profits our job satisfaction increases substantially and employee turnover is reduced.

Join John McHugh as he explores the role you play in your organization's success and how you can find the key people to help you achieve that greatness. His examples and stories are ones that you won't forget.