



**VIRTUAL
ONLINE
CONFERENCE**

**OCTOBER
24-25, 2020**

Becoming 21st Century Leaders: Women in Beekeeping & Agriculture

(men are welcome to attend)

Frequently Asked Questions

Learn more at www.leadforpollinators.org

What is the purpose of this virtual conference: **Our educational event supports the human side of beekeeping and agriculture. Sharpen your leadership, business, and safety skills to start and grow your business, improve your local and state association, and learn how to be safe in the out yard and boardroom.**

How many topics are being presented over 2 days? **33 Topics**

What are the topic areas? **Leadership, Business, and Safety**

- *11 topics including leadership roles, advocacy, creating curriculums, meeting mgmt., and more to help you in your business & club management.*
- *16 topics including finances, licenses, marketing, partnerships, legal, and more to help you in your business.*
- *6 topics including safety in the board room, safety in the field, minority concerns, insurance, and more to help you in your business & club management.*

What is the diversity of speakers? **21 Professional women speakers in their field; 4 Professional men speakers in their field**

What are the presentation titles? **33 Topics in Leadership, Business, & Safety**

- *Creating A Master Beekeeping Class Curriculum*
- *Hive Mind: Succeeding At Horizontal Leadership*
- *Do I Need Insurance: Learn How To Assess Your Program / Project Risk*

- *Boost Your Volunteer Program By Structuring It For Growth*
- *Beyond Donut Dolly: Leadership Roles and Responsibilities*
- *Creating a local beginning beekeeping class curriculum*
- *Communication To Members: From Door Signs to Websites and Social Media*
- *Farm and Food Partners: Learning From Others*
- *When You Can't Control the Weather: Managing Your Stress on the Farm*
- *Stage presence over the computer and in person*
- *Accounting for the new business*
- *How to Price Your Products*
- *Teaching to Engage Your Audience*
- *When to Ask for Professional Help From an Attorney*
- *Sharing Your Knowledge: Visual Arts*
- *Sharing Your Knowledge: Writing*
- *Personal Safety in the Out-yard: vandals, thieves, curiosity seekers*
- *Personal Safety in the Out-yard: skunks, bears, coyotes, oh my!*
- *Managing Volunteers Shouldn't Be A Risky Business*
- *Business Ethics: Service vs. Self-Serving*
- *Navigating Food Business Regulations*
- *Your Value as an Educator and Leader: You Should be Paid!*
- *Nominating Committees: The Key to Successful Leadership Transitions*
- *Introduction to Grant Writing*
- *Marketing Your Hive Products through a business incubator: ATG Honey*
- *Business Plans: Planning for Success*
- *How To Form Your Business: LLC, Inc., S-Corp, Partnership*
- *Enhancing Diversity in Beekeeping and Agriculture: Lessons from Sociological Research*
- *Idea to Marketplace, It CAN be done!*
- *Engaging your community*
- *Find your golden cogs*
- *Action in Leadership, Business, and Safety for Women in Beekeeping and Agriculture*
- *Advocacy at the State and Local Level*

Media links:

Bee Culture magazine <https://www.beeeculture.com/catch-the-buzz-women-in-beekeeping-and-agriculture/>

Hispanic MPR- <https://hispanicmpr.com/2020/06/18/becoming-21st-century-leaders-women-in-beekeeping-agriculture/>

OEFFA (Ohio Ecological Food and Farm Assn) <https://www.oeffa.org/event.php?ev=3945&cn=&start=0&m=>

Altruu https://altruu.com/post/4216180_becoming-21st-century-leaders-women-in-beekeeping-amp-agriculture-online-virtual.html

Eastern Apiculture Society <https://www.facebook.com/easternapiculture/>

Conference News Release:

Women in Beekeeping and Agriculture

*A conference for our time: virtual online & on-site**

LEAD for Pollinators is excited to present a national conference **Becoming 21st Century Leaders: Women in Beekeeping and Agriculture, Oct. 24-25, 2020**. We planned for all contingencies and to broadly serve the beekeeping and agricultural communities by offering an online virtual attendance option as well. This is an opportunity for beekeepers, farmers, and agricultural stakeholders to receive education about leadership, business, and safety.

This conference will offer three topic areas: Leadership, Business, and Safety (in the bee & farm yard and in the board room), featuring a total of 33 different topics. Speakers are trained, experienced, licensed experts in law, accounting, biology, volunteer administration, education, leadership, and more. Speakers will provide you with the “how to” you need to start your business, provide insightful “lessons learned” from real-world experience in management, and offer skills and strategies for personal safety in and around the bee yard and the boardroom.

This national conference will be held **October 24-25, 2020**. This event is open to all who are interested in becoming 21st leaders. With the virtual attendance option we join other professionals in protecting your health and your bottom line. Virtual attendance reduces your travel costs, health risks, environmental impact of travel, and saves you money. We will have an online program book and a virtual exhibit hall as well for your education.

Denise O’Brien, our Keynote Speaker during the opening day lunch, is the founding Director of the Women, Food and Agricultural Network. Denise has farmed in southwest Iowa for 37 years with her husband Larry Harris, and has operated a CSA farm called Rolling Acres, that includes three acres of fruits and vegetables and six acres of apples, as well as organic chickens and turkeys. In addition to farming, she has been involved with community volunteering and policy work in the agricultural sector. Denise lobbied with the Iowa Farm Unity Coalition, directed the Rural Women’s Leadership Development Project of Prairie Fire Rural Action, Inc. and was president of the National Family Farm Coalition. Denise has served on numerous advisory boards with the Community Food Security Coalition, the Farm to School Council, and the Iowa Women’s Foundation to name a few. She was a W. F. Kellogg Food and Society Policy Fellow from 2001-2003. From 2011 to 2012, Denise was a USDA advisor in Jalalabad, Afghanistan.

For her depth of work and outreach, Denise has received the 2005 Practical Farmers of Iowa Sustainable Agriculture Award, the Lifetime Achievement Award from the Iowa Farmer’s Union and the Athena Award from the Atlantic, Iowa Chamber of Commerce. In 2000 Denise was inducted into Iowa’s Women’s Hall of Fame.

Becoming 21st Century Leaders: Women in Beekeeping & Agriculture, Oct. 24-25, 2020, will bring together (virtually online) a hive of experienced, diverse, purposeful individuals to expand the opportunities for women (and men) as keepers of the ecosystem to support the health and sustainability of honey bees, native pollinators, and beekeeping. Learn more about our scheduled speakers on our website under “Becoming 21st Century Leaders,”

[\(https://leadforpollinators.org/index.php/becoming-21st-century-leaders/\)](https://leadforpollinators.org/index.php/becoming-21st-century-leaders/) **Registration is now open. Plan to attend, to be inspired, to be motivated for a new growing season.**

For more information, visit our website at www.leadforpollinators.org, or contact Michele Colopy, Executive Director, 330-803-3449, ExecDir@leadforpollinators.org or Terry Lieberman-Smith, Coordinator at Coordinator@leadforpollinators.org, 937-272-6549.

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