



ANNIE'S PROJECT
EMPOWERING WOMEN IN AGRICULTURE

December 2018

Annie's Project — Education for Farm Women

APEFW Women in Ag Educator Award Presented in Memory of Bob Wells

It is time again for you to send us your nominations for the Bob Wells award. For those new to Annie's Project, Bob Wells (1945 – 2013) was a Farm Management Field Specialist at Iowa State University Extension and Outreach. His interest in educational programs for farm women peaked in 2003 when he heard Ruth Hambleton talk about her new Annie's Project program at the Risk Management Educators Conference held in Dallas Texas in 2003. Through Bob's leadership and hard work, Annie's Project grew to impact more than 8,000 farm and ranch women in 34 states. In September, 2013, he received an award from his peers in recognition of ten years of outstanding dedication and excellence in educational programming by fulfilling the Annie's Project – Education for Farm Women mission "to empower farm women to be better business partners through networks and by managing critical information." Just two weeks after receiving that award, Bob Wells passed away.

Please give some thought to which of your Annie's Project co-workers have demonstrated extraordinary dedication to educating women in agriculture, exhibited a history of excellence in providing leadership and motivated others to provide lifelong learning opportunities for farm and ranch women.

Nominations are due by April 25, 2019. [Click here](#) to download the award guidelines.



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Iowa Annie's Project Team Recognized

Congratulations to Madeline Schultz and her team in Iowa! Managing for Today and Tomorrow was recognized as an award winning extension education program on July 30, 2018 in Chattanooga, TN.

The genesis of Managing for Today and Tomorrow, a farm transition planning course for women, began with Annie's Project, (<https://www.anniesproject.org>) a whole farm business management course. Annie's Project participants asked the Iowa farm management team for more information on transition planning. In response, the team led extension partners from 10 states on a USDA Beginning Farmer and Rancher Development Project grant from 2012 to 2014. Working with Annie's Project – Education for Farm Women and the Farm Credit System, they created a 300-page workbook along with teaching instructions.



Managing for Today and Tomorrow is a 15-hour course delivered through a series of five weekly sessions.

Transformational education practices include multi-session, small-group, locally-led courses. Woman to woman learning, hands-on activities, confidence-building, and access to resources help women solidify concepts as they take actions to develop and implement farm transitions.

Typically, two or three topics are covered during each 3-hour session. This keeps learners interested and they are encouraged to discuss topics with family members or others. It allows educators to circle back to topics, each time deepening learners' understanding and providing opportunities for them to apply concepts to their own situations.

While extension farm management specialists are the primary teachers of the course in Iowa; typically three to four guest speakers are involved. Guest speakers may include an attorney, private practice financial planners, or extension experts on retirement planning.

Survey results indicated that courses appealed to women of all experience levels, from those just starting farm businesses to those farming more than 50 years. A majority of participants were ages 45 to 64. Cross-generational exchanges during classes were extremely valuable to participants.

Participants in Managing for Today and Tomorrow courses strengthened their understanding of the responsibilities by all generations to manage effective transitions through business, estate, retirement and succession planning. The courses helped these women, and by association their families or business partners, to accept transition planning as normal, necessary, and doable. With training and support from extension farm management specialists, women took important actions to guide their families or business partners towards successful generational transitions.

To read the article in its entirety, [click here](#).

Dr. Jason Johnson Presents in New Mexico

APEFW Treasurer, Board member, Annie's Project facilitator and trainer, Dr. Jason Johnson showcased Annie's Project – Education for Farm Women educational programming efforts.

The 44th 5 State Roundup of Female Cattle Producers was held in Clayton, New Mexico on September 26, 2018. It is a day of education attended by women (and sometimes husbands), from the states of Oklahoma, Kansas, Texas, Colorado and of course New Mexico.

There were about 65 ladies from five states present at the program where Dr. Johnson was invited to address “How Annie's Project is Giving a Voice to the Heart, Soul and Future of Agriculture.”

Event coordinator Kathryn Malcolm-Callis said, “Our meeting was great and everyone enjoyed Dr. Johnson. He sparked lots of excitement about Annie's project.”



Johnson reported enjoying visiting with New Mexico State Extension educators as well as some agricultural lenders who were very excited about what Annie's Project provides. He found the women in attendance to be like the thousands who have already benefitted from the program and would look forward to them having that same opportunity.

Other speakers included Candy Spence Ezzell, state representative from Roswell, speaking about ranching and raising race horses and Dr. Rolando Flores, the Dean of Agriculture and Consumer Science speaking about the status of agriculture in New Mexico.

Annie's Project 2019 Quarterly Teleconference Schedule

Please place these dates on your calendar. You will receive an e-mail with the connection information the week of the meeting.

Fridays at 12 PM—1 PM Central Time

February 15, May 17, August 16 and November 15

**For more information about
Annie's Project – Education for Farm Women
<https://www.anniesproject.org>**

In the Spotlight

Last month *the Wash* featured Annie's Project in Maryland. They began with "Annie's Project, an educational program designed to educate, engage and empower, is helping women find success on the farm." That is so true of all of our Annie's Project facilitators who are actively engaged in offering this program.

Shannon Dill and Jenny Rhodes cover both Maryland and Delaware and until a year ago, Virginia. The impact they have made is impressive.



We are always excited when the efforts of our facilitators not only change the lives of women in agriculture, but when someone outside our organization recognizes it and features it in an article.

“...having an all-woman tribe is exactly what the agriculture world needs.”

“As the farm’s harvest specialist, Palmer credits Annie’s Project, an educational program designed to educate, engage and empower women in agriculture, for her successes on the farm.” wrote Sommer Brugal. She continued, “Annie’s focus on educating and supporting women in the field is invaluable and having an all-woman tribe is exactly what the agriculture world needs.”

Katie Ward, division marketing specialist at MidAtlantic Farm Credit said she enrolled in the program to learn more for herself and said, “I was amazed by how many resources were provided.” Now she recommends many of her mid-Atlantic clients to the program.

Congratulations to Shannon and Jenny for a job well done!



To read the entire article, click [here](#).

To read about urban development’s impact on Anne Arundel County MD farmers, click this link:

Cultivating Resiliency for Women in Agriculture

It is cold, it is cloudy, money is tight, the holidays are coming and we are on edge. Couple all of this with the normal ups and downs of living farming and/or ranching life and it can quite the stressful rollercoaster ride. Then factor in that women in agriculture are often juggling multiple roles on farms/ranches, in families, and off-farm jobs and that stress level rises. Women are often the glue that helps to hold families and farms/ranches together and if we don't learn how to weather the stressors that we are facing we could be in for a painful crash.

A new interactive online series is setting out to help women in agriculture cultivate resiliency by focusing on what they can control in these challenging times and help connect to them with resources and information that can help them weather stress.

Series one will be consist of six interactive sessions that will be up to 90 minutes in length and will include a topic for discussion (approximately 40-45 minutes) and then an interactive Q & A period for the remaining time. Sessions are free and you may sign up using the links below or by going to the www.americanagriwomen.org/webinars page after December 5. If you cannot make the sessions, all sessions will be recorded and posted on the American Agri-Women website.

The Cultivating Resiliency for Women in Agriculture online series will be held at 12 noon Central Time on the following dates:

Dec. 14 - Impact of Farming and Ranching Stress for Women 101

Please register for Impact of Farming and Ranching Stress for Women 101 on Dec 14, 2018 12:00 PM CST at:

<https://attendee.gotowebinar.com/register/1561887448665213954>

Jan. 11 - Self-Care Tips to Help Reduce Stress

Please register for Self-Care Tips to Help Reduce Stress on Jan 11, 2019 12:00 PM CST at:

<https://attendee.gotowebinar.com/register/6468029278081233922>

Jan. 25 - You Can't Pour from an Empty Cup - How do you fill it up to support yourself and others?

Please register for You Can't Pour from an Empty Cup - How do you fill it up to support yourself and others? on Jan 25, 2019 12:00 PM CST at:

<https://attendee.gotowebinar.com/register/4979822697701263107>

Feb. 8 - Building and Maintaining Relationships in Stressful Times

Please register for Building and Maintaining Relationships in Stressful Times on Feb 8, 2019 12:00 PM CST at:

<https://attendee.gotowebinar.com/register/4914233530579355905>

March 8 - Increasing Your Joy and Happiness While Living a Farm Life

Please register for Increasing Your Joy and Happiness While Living a Farm Life on Mar 8, 2019 12:00 PM CST at:

<https://attendee.gotowebinar.com/register/3549806670718728961>

April 12 - Putting it All Together

Please register for Putting it All Together on Apr 12, 2019 12:00 PM CDT at:

<https://attendee.gotowebinar.com/register/656524285598359809>

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Cultivating Resiliency...continued from page 5

The sessions will be led by Shauna Reitmeier and Brenda Mack, behavioral health specialists who have deep rural and agricultural roots. *(Please see additional information below.)*

The Cultivating Resiliency project includes interactive online sessions for women and a Weathering Stress in Agriculture online questionnaire. Recognizing that raising the awareness of farm stress is important but offering some tools to help is critical. This project has brought together American Agri-Women, District 11 Agri-Women, University of Minnesota Extension and the Upper Midwest Agricultural Safety and Health Center (UMASH) to work on this effort of doing tangible things to help people weather stress. Funding is provided by a UMASH grant. With what is learned from this project an expanded national project will be developed.

More information may be found online at www.americanagriwomen.org after December 5. Questions may be directed to Doris Mold at doris@sunriseag.net.

ABOUT THE PRESENTERS

Shauna Reitmeier, MSW, has over 20 years of experience in the behavioral healthcare and cognitive disabilities fields. She currently serves as the Chief Executive Officer of the Northwestern Mental Health Center, which serves a comprehensive array of behavioral healthcare services to adults, children and families across six (6) rural and frontier counties of Northwest Minnesota. Her background of growing up on her family's two-generation farm, working the fields during harvest and experiencing the stressors and joys the agriculture way of life brings has brought awareness and insight to her work within the communities she serves.

Brenda Mack is a behavioral health and human services consultant, trainer and presenter, and an Assistant Professor in the Social Work Department at Bemidji State University (BSU). Brenda is a Licensed Independent Clinical Social Worker through the Minnesota Board of Social Work. Her dad was a third-generation Red River Valley crop farmer and her mom was his partner in marriage for 50 years and helped run their agricultural operations. Brenda has many fond memories and examples of lessons learned from growing up in a farm family, so, it was no surprise when Brenda married Trent who is a fourth generation crop farmer from Crookston, MN. Brenda and Trent proudly support each other in all aspects of their lives. Brenda has a special place in her heart for women in agriculture who have a primary or secondary farming or ranching role. She walks the same path of ag-related ups and downs and wants to spark a local, state and national conversation about the impacts of stress, how to build resilience through connection, and implementing self-care strategies.

Doris Mold is past-president of American Agri-Women and serves on the Annie's Project – Education for Farm Women Board of Directors.



Claudette's Corner

Claudette Roper, Director of Administration, has worked for Annie's Project—Education for Farm Women since 2013.

There are some questions that come up more frequently than others, so I will share them here. Do you have questions and just haven't asked? Please send an e-mail—I'm here to help.

Facilitator, host, trainer, presenter...what's the difference?

The **facilitator** is the trained APEFW certified individual who conducts the class, vets and selects the presenters and is present at each session.

The **host** is usually the person who requests that a class be brought to his/her area and provides a place for the class to be held. Sometimes they take responsibility for taking the registrations. Not all classes have a host. In most cases the facilitator is also the host.

A **trainer** is a person certified to train people to become facilitators. While our trainers also facilitate Annie's Project courses, when they do so they do it in their capacity as facilitators.

Presenters or guest speakers come to a specific session and present information, as well as respond to questions in their area of expertise. They have been vetted by the facilitator to insure that they will be able to live up to the expectations and requirements of an Annie's Project program.



Can I let people from another state attend my courses? How does that affect my reporting?

Absolutely! Sometimes individuals live closer to a program in another state than in their own. Sometimes Annie's Project isn't being offered in their state. Our purpose is to serve women in agriculture, whether they are from our state or another is irrelevant. Having said that, the agriculture may be a little different, but the information and business principles you offer will still benefit them.

You do not need to report any differently. The Printable Class Roster document that you use for reporting the class will show their address and state.

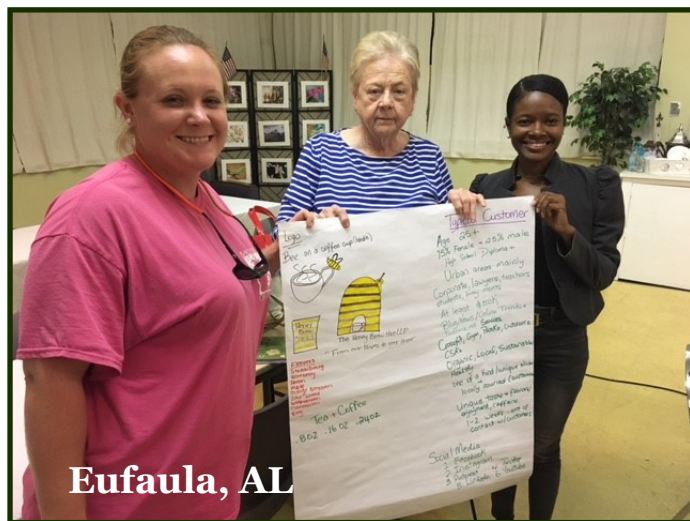
What's the purpose of the quarterly teleconference?

Let's start with what it is not: it is not an hour out of your schedule that we will fill with fluff just to say we held it. This is a time for us to share new information with you, clarify questions you may have, like these FAQs, and offer any tips that may be appropriate.

It is also a time for facilitators to share with each other across the country. Sometimes that is reporting what they have done, but often a big part of that is other facilitators asking how they made a specific program work, such as an Annie's Project retreat.

Some quarters there is more information to share than others. If that gets accomplished in 20 minutes then the meeting will end. We respect the value of your time.

Annie's Project in Action



Facilitator Training



Annie's Project Graduates



Paonia, CO —Annie's Project Retreat



Annie's Project
Fort Morgan, CO



Estes Park, CO
Annie's Project
Retreat

"The event was amazing! They were a fabulous group and came from so many different backgrounds, places, and production systems. The women became so close that we actually are going to start a Facebook group for that specific event so the women can stay in touch and continue to post and share things."

Aubriel Jones, Facilitator