

*South Carolina Farm Bureau
Women's Leadership Program*

HANDBOOK 2018-19



SC FARM BUREAU FEDERATION
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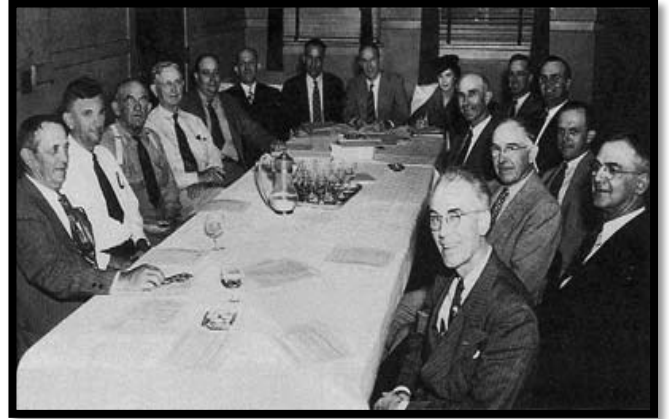
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History of South Carolina Farm Bureau

SOUTH CAROLINA FARM BUREAU BEGAN AS AN IDEA IN THE MINDS OF A HANDFUL OF PROGRESSIVE FARMERS WHO SOUGHT WAYS TO IMPROVE THE AGRICULTURAL SITUATION IN THE STATE DURING AND AFTER WORLD WAR II.

ON APRIL 19, 1944, THE STATE OF SOUTH CAROLINA OFFICIALLY CHARTERED THE ORGANIZATION. ITS PURPOSE WAS “TO EFFECTIVELY ORGANIZE, ADVANCE AND IMPROVE, IN EVERY WAY POSSIBLE, THE AGRICULTURAL INTERESTS OF THE STATE OF SOUTH CAROLINA, ECONOMICALLY, EDUCATIONALLY AND SOCIALLY, THROUGH THE UNITED EFFORTS OF THE COUNTY FARM BUREAUS OF THE STATE.” ROBERT R. COKER OF HARTSVILLE WAS ELECTED AS SCFB’S FIRST PRESIDENT.



THE FIRST SC FARM BUREAU BOARD OF DIRECTORS IN 1944.

AFTER ONLY A DECADE, SCFB BECAME A VIABLE ORGANIZATION WITH OVER 20,000 MEMBERS.

DURING THE 1950S, UNDER THE LEADERSHIP OF ITS SECOND PRESIDENT, E. H. AGNEW OF ANDERSON COUNTY, THE ORGANIZATION BEGAN TO ADD MEMBER SERVICES—INCLUDING AN INSURANCE PROGRAM AND A WOMEN’S PROGRAM.

IN 1949, ANDERSON COUNTY DEVELOPED THE FIRST CHAPTER OF ASSOCIATED WOMEN’S GROUP WHICH WAS THE IMPETUS FOR THE FORMATION OF THE ASSOCIATED WOMEN OF SOUTH CAROLINA FARM BUREAU WHICH WAS ORGANIZED ON FEBRUARY 16, 1950. MRS. JOE FRANK JONES OF STARR WAS ELECTED AS THE FIRST CHAIR WHILE MRS. JOHN L. BENNETT OF DILLON WAS CHOSEN VICE CHAIR AND MRS. RANDOLPH WATSON OF IVA WAS NAMED SECRETARY/TREASURER. IN 1955, THE PROGRAM BEGAN USING THE CURRENT TITLE OF THE SOUTH CAROLINA FARM BUREAU WOMEN’S COMMITTEE.

IN NOVEMBER OF 1962, SCFB STARTED CONSTRUCTION OF AN OFFICE BUILDING IN CAYCE, SC, A LOCATION THAT CONTINUES TO SERVE AS THE HOME OFFICE TODAY. DAVID H. SLOAN OF MARION COUNTY SERVED AS SCFB’S THIRD PRESIDENT.

IN 1971, THE ORGANIZATION ELECTED ITS FOURTH PRESIDENT—HARRY S. BELL OF SALUDA COUNTY. BELL SERVED AS PRESIDENT OF THE ORGANIZATION FOR 26 YEARS—A PERIOD DURING WHICH MEMBERSHIP MORE THAN TRIPLED TO OVER 100,000 MEMBERS.

IN 1997, SCFB VOTING DELEGATES ELECTED DAVID WINKLES OF SUMTER COUNTY AS THE 5TH PRESIDENT OF THE ORGANIZATION. AS IT ENTERED THE 21ST CENTURY, THE ORGANIZATION INCLUDED OVER 100,000 MEMBERS IN ALL 46 COUNTIES OF SOUTH CAROLINA.

ON DECEMBER 5, 2015, HARRY L. OTT, A ROW CROP FARMER FROM CALHOUN COUNTY, WAS ELECTED THE SIXTH PRESIDENT OF SC FARM BUREAU BY ITS VOTING DELEGATES DURING THE ORGANIZATION’S 72ND ANNUAL MEETING.

Overview of South Carolina Farm Bureau

SC FARM BUREAU IS A GRASSROOTS, NON-PROFIT ORGANIZATION CELEBRATING AND SUPPORTING FAMILY FARMERS, LOCALLY GROWN FOOD, AND OUR RURAL LANDS THROUGH LEGISLATIVE ADVOCACY, EDUCATION, AND COMMUNITY OUTREACH.

OUR 100,000-MEMBER STRONG ALLIANCE INCLUDES EVERYONE FROM FOODIES AND FISHERMEN TO LAWYERS, RESTAURATEURS, ENTREPRENEURS, COMMUNITY LEADERS, AND OF COURSE, FARMERS. IN ADDITION TO CELEBRATING AND SUPPORTING FARMERS, FOOD, AND RURAL LANDS, OUR MEMBERS ENJOY AN ARRAY OF BENEFITS – FROM SCHOLARSHIP PROGRAMS TO DISCOUNTS ON EVERYTHING FROM INSURANCE, AND FINANCIAL SERVICES TO CARS, OFFICE SUPPLIES, AND TOOLS.

BY CONNECTING FARMERS TO THE LARGER COMMUNITY, WE CULTIVATE UNDERSTANDING ABOUT AGRICULTURE'S IMPORTANCE TO OUR LOCAL ECONOMIES. WE DEEPEN OUR COLLECTIVE KNOWLEDGE OF WHO, WHERE, AND HOW FOOD GROWS. WE EMPOWER PEOPLE TO MAKE INFORMED CHOICES. WE GROW MUTUALLY BENEFICIAL RELATIONSHIPS. AND, WE ENSURE THE FUTURE OF THE FAMILY FARMS, LOCALLY GROWN FOOD, AND THE RURAL SOUTH CAROLINA LANDS WE LOVE.

SOUTH CAROLINA FARM BUREAU IS CELEBRATING ITS 75TH ANNIVERSARY IN 2019.



The Mission of South Carolina Farm Bureau is...

TO PROMOTE AGRICULTURAL INTERESTS IN THE STATE OF SOUTH CAROLINA AND TO OPTIMIZE THE LIVES OF THOSE INVOLVED IN AGRICULTURE WHILE BEING RESPECTFUL TO THE NEEDS AND CONCERNS OF ALL CITIZENS IN OUR STATE.

Overview of SC Farm Bureau Women's Leadership Committee

THE WOMEN'S LEADERSHIP PROGRAM SUPPORTS AND ADDS STRENGTH TO THE OVERALL MISSION OF THE SOUTH CAROLINA FARM BUREAU. THEIR ACTIVITIES "TELL THE FARM STORY" THROUGH EDUCATION, LEADERSHIP DEVELOPMENT, LEGISLATIVE ACTIVITIES, YOUTH PROGRAMS, AND MANY PROMOTIONAL EVENTS. WOMEN'S PROGRAMS ON THE COUNTY, STATE AND NATIONAL LEVELS PROVIDE FUNDING FOR AG IN THE CLASSROOM, SCHOLARSHIPS, AND AGRICULTURAL RESEARCH.

Structure of SC Farm Bureau Women's Leadership Committee

COUNTY LEVEL

EACH COUNTY MAY HAVE AN ACTIVE WOMEN'S LEADERSHIP PROGRAM WITH THE COUNTY PRESIDENT APPOINTING A COUNTY WOMEN'S COMMITTEE CHAIR.

STATE LEVEL

THE SC FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE SHALL PLAN A PROGRAM OF WORK THAT INCREASES INVOLVEMENT OF WOMEN ACROSS THE STATE. THE STATE CHAIR AND DISTRICT VICE-CHAIRS WILL PROVIDE LEADERSHIP, COORDINATE ACTIVITIES AND PROJECTS, AND MAINTAIN REGULAR COMMUNICATION WITH COUNTY CHAIRS IN THEIR DISTRICT.

NATIONAL LEVEL

THE SCFB WOMEN'S LEADERSHIP PROGRAM IS AFFILIATED WITH THE AMERICAN FARM BUREAU FEDERATION (AFBF) WOMEN'S LEADERSHIP PROGRAM. THE AFBF WOMEN'S LEADERSHIP COMMITTEE IS MADE UP 10 MEMBERS WHICH INCLUDES A CHAIR, VICE CHAIR AND TWO REPRESENTATIVES PER EACH OF THE FOUR REGIONS (MIDWEST, NORTHEAST, SOUTHERN AND WESTERN). THE COMMITTEE MEMBERS ARE ELECTED DURING THE AFBF ANNUAL MEETING. THE COMMITTEE DEVELOPS PROGRAMS AND MATERIALS THAT WILL EMPOWER WOMEN IN FARM BUREAU TO STRIVE FOR AND ATTAIN LEADERSHIP POSITIONS TO STRENGTHEN THE OVERALL ORGANIZATION.

South Carolina Farm Bureau Women's Leadership Committee

Article I: Name & Purpose

Section 1: Name

The name of this Committee shall be the South Carolina Farm Bureau Women's Leadership Committee (SCFB WLC).

Section 2: Purpose of Committee

The SCFB WLC is not an organization, though it represents an organized effort. Rather, it is a program which is an integral part of the Farm Bureau Federation organizational structure and program. The program is county, state and national in scope.

- I. Annually plan a program of work that increases involvement of women in the entire Farm Bureau Program;
- II. Annually provide goals as a guide for the County WLC; and
- III. Promote and strengthen the entire Farm Bureau Organization.

Article II: STRUCTURE & RESPONSIBILITY

Section 1: Structure

The SCFB WLC is made up of five (5) members, a Chair and a Vice-Chair from each of the four (4) Districts. It is recommended that none of these five (5) members come from the same county.

If the Chair of the SCFB WLC is elected to serve on the American Farm Bureau Women's Leadership Committee (AFB WLC) and she does not seek reappointment as Chair of the SCFB WLC, she shall become an ex-officio member of the SCFB WLC until she does not seek re-election to the AFB WLC.

Staff shall be designated to serve as SCFB WLC coordinator and assist the Committee.

Section 2: Responsibility

The Chair is responsible for the supervision of the entire Women's Leadership Program and reports directly to the SCFB President.

The District Vice-Chairs are responsible for the supervision of the Women's Leadership Program within their respective District and report directly to the SCFB WLC Chair.

Article III: Membership

Section 1: Eligibility

- I. Must be a current County WLC Chair with an active, reporting Women's Program or is a former County WLC Chair who is actively involved with her County WLC;
- II. Must be a farmer member in good standing;
- III. Must be willing to give time to Committee meetings, activities and projects; and
- IV. Must be an active member of the SCFB WLC to be eligible for
The Office of Chair.

Section 2: Selection of Committee Members

The Chair shall be recommended for appointment by the SCFB President to the SCFB Board of Directors for final approval at its annual organizational meeting.

All District Vice-Chairs shall be recommended for appointment by the SCFB President, based on the eligibility and qualifications of the applicants, to the SCFB Board of Directors for final approval at its annual organizational meeting.

Section 3: Term of Committee Members

The Chair shall serve two (2) year terms and shall be eligible for re-appointment. She shall be appointed in the odd numbered years.

The Vice-Chairs shall serve two (2) year terms, be eligible for re-appointment and rotate alphabetically by District. The rotation process shall begin with the Central and Coastal District Vice-Chairs appointed in the even numbered years and the Pee Dee and Piedmont District Vice-Chairs appointed in the odd numbered years.

Article IV: Officers

Section 1: Selection of Officers

There shall be a Chair and annually in an alphabetical rotation a District Vice-Chair shall be appointed as the 1st Vice-Chair to serve in the absence of or at the request of the Chair. She shall exercise all rights of the Chair when serving in the absence of the Chair. This position of 1st Vice-Chair shall begin with the Central District in December 2015.

Section 2: Duties of Chair

The Chair shall preside over all meetings of the Committee and shall serve as a member of the SCFB Board of Directors in a voting capacity.

Section 3: Duties of 1st Vice-Chair

The 1st Vice-Chair shall assume all duties of the Chair in her absence or at her request.

Article V. Meetings

The SCFB WLC shall meet for five (5) regular scheduled Committee meetings: two (2) meetings are held in Columbia, two (2) at the location of the Women's Leadership Conference (Summer Planning and one (1) associated with the Women's Leadership Conference) and one (1) associated with the SCFB Convention in Myrtle Beach. Additional meetings or conference calls may be called by the Chair as necessary.

Article VI. Vacancies

Any member of the SCFB WLC missing two (2) or more regular scheduled Meetings within one (1) year, with the exception of excused absences, shall be removed from the Committee and her successor named. Excused absences shall be sickness, family sickness, death and unexpected emergencies.

Article VII. Parliamentary Authority

The Parliamentary Authority of the Committee shall be the current and most recent edition of Robert's Rules of Order.

SCFB Women's Leadership Committee



STATE CHAIR

FRANCES PRICE

433 PEACH FESTIVAL ROAD

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VICE CHAIR – PEE DEE DISTRICT

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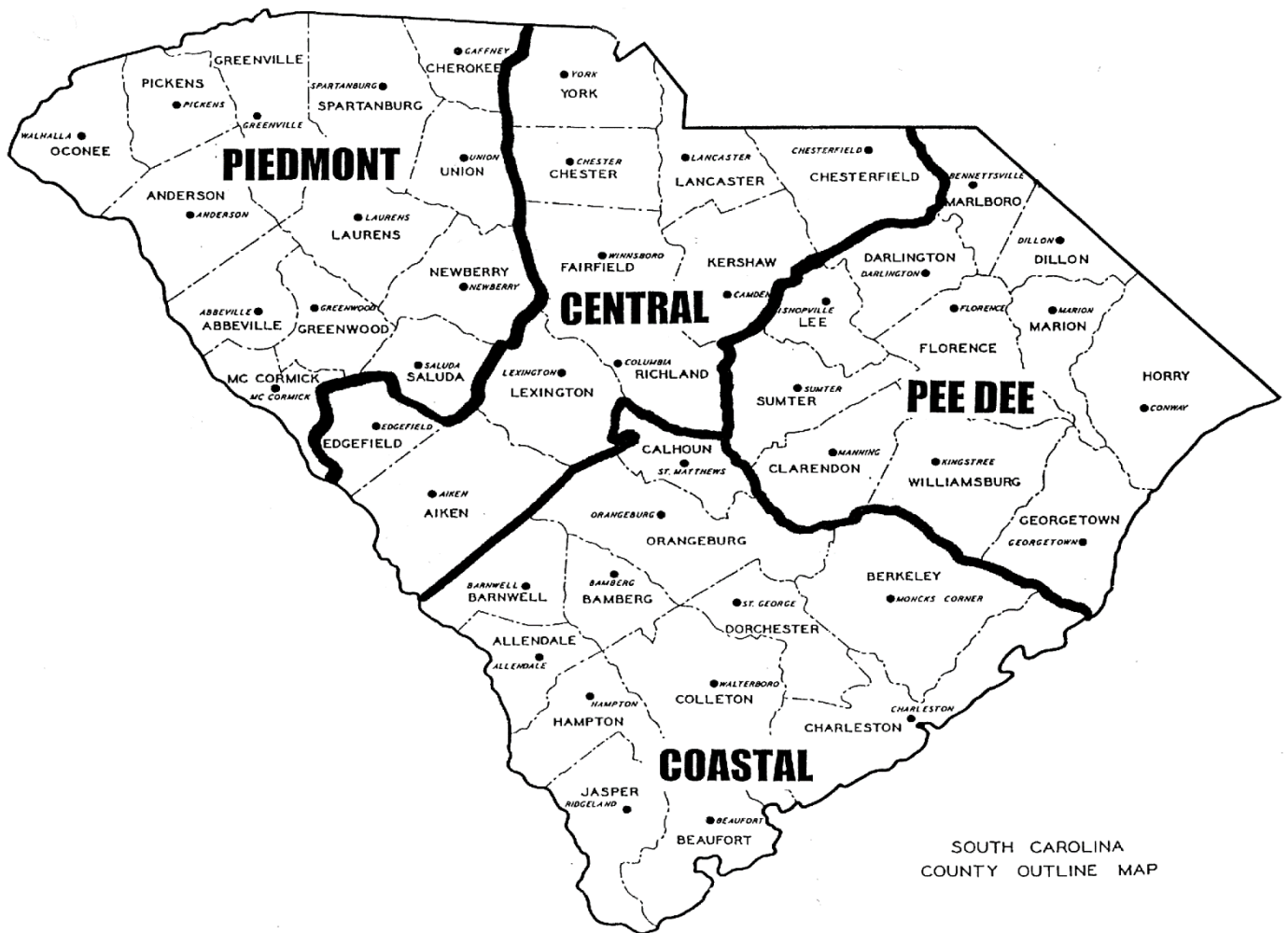
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District Map



SCFB Women's Leadership Committee Program of Work

OCTOBER/NOVEMBER/DECEMBER

WOMEN'S ANNUAL ACTIVITY AWARD APPLICATION DUE BY OCTOBER 15

NEWS AND REVIEWS NEWSLETTER

ATTEND THE WOMEN'S LEADERSHIP CONFERENCE

PARTICIPATE IN FARM-CITY WEEK ACTIVITIES

ATTEND SCFB STATE CONVENTION

- SEND CONTESTANTS TO THE TALENT CONTEST
- DONATE ITEMS TO THE COUNTY STORE AND SILENT AUCTION
- ATTEND THE WOMEN'S LUNCHEON
- VOLUNTEER TO WORK EVENTS

JANUARY/FEBRUARY/MARCH

AFBF CONVENTION (EARLY JANUARY)

FOOD CHECK-OUT/OUR FOOD LINK EVENTS

NEW YOUTH AMBASSADOR APPLICATIONS RELEASED

YOUTH LEADERSHIP REGISTRATION FORMS RELEASED

ATTEND WOMEN'S LEGISLATIVE APPRECIATION DAY AT THE STATE HOUSE

NATIONAL AG DAY AG LITERACY PROJECT

- READ AND DONATE THE BOOK OF THE YEAR TO A LOCAL SCHOOL

APRIL/MAY/JUNE

NEWS AND REVIEWS NEWSLETTER

ATTEND WOMEN'S COUNTY CHAIR DISTRICT MEETINGS

BETTY J DEWITT OUTSTANDING EDUCATOR AWARD APPLICATIONS DUE ON

YOUTH LEADERSHIP CONFERENCE

PARTICIPATE IN A COMMODITY PROMOTION

JULY/AUGUST/SEPTEMBER

PALMETTO PALATE (JULY)

DISTRICT POLICY DEVELOPMENT MEETINGS (AUGUST)

DISTRIBUTE AG EDUCATIONAL MATERIALS

YOUTH AMBASSADOR CONTEST

- PROMOTE THE CONTEST AND ATTEND, IF POSSIBLE

Beginning a County Farm Bureau Women's Committee

ONE INTERESTED WOMAN IN FARM BUREAU IS ALL IT TAKES. SHE MAY BE APPOINTED AS THE COUNTY WOMEN'S CHAIR BY THE COUNTY PRESIDENT.

THE COUNTY PRESIDENT SHOULD CALL AN ORGANIZATIONAL MEETING BETWEEN THE NEW WOMEN'S CHAIR, THE DISTRICT DIRECTOR AND/OR THE SCFB WOMEN'S PROGRAM COORDINATOR, AND THE DISTRICT WOMEN'S COMMITTEE VICE-CHAIR. THIS IS A VERY INFORMAL MEETING TO OUTLINE THE NEED, GOALS AND OBJECTIVES OF A COUNTY WOMEN'S COMMITTEE. THE COMMITTEE IS SELECTED BY WHATEVER MEANS THE COUNTY MAY CHOOSE TO TAKE. THE GROUP THEN GETS TOGETHER TO DISCUSS PLANS FOR A WOMEN'S PROGRAM.

DURING THE FIRST MEETING THE FOLLOWING STEPS SHOULD BE TAKEN:

- A. THE GROUP SHOULD COMPILE GOALS FOR THE COMMITTEE AND A PROGRAM OF WORK (LIST OF WHAT THEY WOULD LIKE TO ACCOMPLISH FOR THE YEAR).
- B. A TENTATIVE BUDGET SHOULD BE ESTABLISHED.
- C. DATE FOR THE NEXT MEETING SHOULD BE DECIDED.

THE COUNTY CHAIR SHOULD GO BEFORE THE COUNTY FARM BUREAU BOARD OF DIRECTORS WITH A SPECIFIC GOAL OF THE COMMITTEE. THE WOMEN'S PROGRAM OF WORK AND BUDGET SHOULD BE PRESENTED TO THE BOARD FOR APPROVAL. COUNTIES ARE URGED TO INCLUDE THE COUNTY WOMEN'S CHAIR AS A VOTING MEMBER OF THE COUNTY BOARD.

UPON BOARD APPROVAL, THE COMMITTEE IS NOW IN FORCE. WITH THE HELP OF THE COUNTY FARM BUREAU SECRETARY, A LISTING OF THE WOMEN IN THE COUNTY FARM BUREAU SHOULD BE COMPILED.

ORGANIZE AN E-MAIL LIST OR A PHONE GRID AT THE FIRST MEETING TO E-MAIL OR CALL MEMBERS BEFORE THE NEXT MEETING.

YOU COULD INVITE THE WOMEN IN YOUR COUNTY TO AN EVENT TO INTRODUCE THE NEW COMMITTEE AND THE PROGRAM OF WORK. HERE ARE A FEW EVENT IDEAS:

- A. INVITE A SPEAKER OR SOMEONE OF INTEREST TO SPEAK TO THE GROUP.
- B. HOLD A WORKSHOP INTERVIEWING EACH WOMAN TO FIND HER SPECIFIC INTEREST IN AGRICULTURE.
- C. RECORD HER NAME, E-MAIL ADDRESS, MAILING ADDRESS, PHONE NUMBER AND INTEREST.
- D. DO NOT HOLD A STRICTLY SOCIAL MEETING. YOU WILL LOSE THE WOMEN WHO ARE INTERESTED IN WORKING FOR AGRICULTURE.
- E. ASK FOR FEEDBACK ON YOUR PROGRAM OF WORK. BE SURE YOU HAVE SURFACED THE INTERESTS AND NEEDS OF THE WOMEN IN THE COUNTY.
- F. KEEP THE MEETING AT A PACE SO IT MOVES IN A TIMELY FASHION.

Tips for a Successful Committee

- SET ANNUAL GOALS FOR THE COMMITTEE AND ESTABLISH A TENTATIVE TIMELINE TO ACCOMPLISH THEM. EVALUATE YOUR WORK ON A QUARTERLY BASIS.
- KEEP YOUR COUNTY PRESIDENT INFORMED ABOUT YOUR PLANS AND MAKE SURE YOU HAVE BOARD APPROVAL OF YOUR PLANNED ACTIVITIES.
- ASSIGN DUTIES TO DIFFERENT MEMBERS OF THE COMMITTEE AND ESTABLISH SUB-COMMITTEES AS NEEDED. UTILIZE COMMITTEE MEMBERS BASED ON THEIR STRENGTHS AND TALENTS.
- TAKE MINUTES AT YOUR MEETINGS AND GIVE A COPY TO THE COUNTY SECRETARY TO FILE. SEND A COPY TO THE DISTRICT VICE CHAIR AND THE STATE OFFICE TO KEEP THEM INFORMED ABOUT THE WORK YOU ARE DOING.
- CONTACT LOCAL NEWSPAPERS AND/OR TELEVISION FOR COVERAGE OF YOUR ACTIVITIES. KEEP COPIES OF ALL PUBLICATIONS FOR YOUR COMMITTEE SCRAPBOOK OR PHOTO ALBUM. YOU CAN ALSO UTILIZE SOCIAL MEDIA TO PROMOTE YOUR ACTIVITIES AND OUTREACH AS AGRICULTURAL ADVOCATES.
- CONTACT YOUR SCFB WOMEN'S LEADERSHIP COORDINATOR AND YOUR DISTRICT DIRECTOR FOR INFORMATION OR ASSISTANCE WITH PROJECTS.
- UTILIZE THE FARM BUREAU WOMEN IN YOUR COUNTY. YOU HAVE AT YOUR FINGERTIPS A WEALTH OF KNOWLEDGE AND ENTHUSIASM. INVOLVE AS MANY WOMEN AS POSSIBLE IN YOUR PROJECTS.
- SETBACKS ARE CHALLENGES IN DISGUISE – DON'T BE DISCOURAGED. BUSY WOMEN CAN MAKE EXCELLENT COMMITTEE MEMBERS, BUT DON'T EXPECT INSTANT SUCCESSES. BE PATIENT AND KEEP YOUR GOALS IN MIND.
- RECOGNIZE A JOB WELL DONE. LET YOUR COMMITTEE MEMBERS KNOW THAT THEY ARE APPRECIATED AND IMPORTANT TO THE SUCCESS OF THE PROGRAM.
- ENJOY AND BE PROUD OF YOUR ORGANIZATION. LET IT WORK FOR YOU. EVERY OUNCE YOU PUT INTO FARM BUREAU WILL BE RETURNED BY THE POUND.
- INVITE YOUR WOMEN'S LEADERSHIP DISTRICT VICE CHAIR TO MEETINGS AND ACTIVITIES IN YOUR COUNTY.

Goal Setting Ideas:

PROMOTE AGRICULTURAL EDUCATION THROUGH:

- AG IN THE CLASSROOM (AITC)
- AG FACT FOLDERS AND EDUCATIONAL RESOURCES/MATERIALS
- AG COMBINE SIMULATOR
- AMERICAN FARM BUREAU WHITE-REINHARDT FUND FOR EDUCATION
- AG AMBASSADOR TRAINING
- AFBF CONVENTION AND CONFERENCES
- BETTY J. DEWITT OUTSTANDING EDUCATOR AWARD
- COMMODITY PROMOTION
- AG BOOK OF THE YEAR
- FARM-CITY ACTIVITIES AND RESOURCES
- FOOD CHECK-OUT WEEK/OUR FOOD LINK
- SCFB CONVENTION, CONFERENCES, EVENTS AND MEETINGS
- *S.C. FARMER* PUBLICATIONS
- SCFB WEBSITE – WWW.SCFB.ORG
- SCFB WOMEN’S NEWSLETTER – *NEWS AND REVIEWS*
- YOUTH LEADERSHIP CONFERENCE

PROVIDE LEADERSHIP TRAINING THROUGH:

- COUNTY MEETINGS
- SCFB CONVENTION, CONFERENCES, EVENTS AND MEETINGS
- SPECIAL TRAININGS
- WOMEN’S LEADERSHIP CONFERENCE
- YOUTH LEADERSHIP CONFERENCE
- YOUTH AMBASSADOR AND TALENT CONTESTS

ASSIST WITH FARM BUREAU POLICY THROUGH:

- AMERICAN FARM BUREAU’S AGRICULTURAL CONTACT TEAM (FB ACT)
- DISTRICT POLICY DEVELOPMENT MEETINGS
- SC FARM BUREAU LEGISLATIVE CONTACT PROGRAM
- SC FARM BUREAU WOMEN’S LEGISLATIVE APPRECIATION DAY AT THE STATE HOUSE
- SCFB POLITICAL ACTION COMMITTEE (PAC)

ASSIST SC FARM BUREAU IN ACHIEVING ITS MEMBERSHIP GOALS AND ACTIVELY RECRUIT NEW MEMBERS FOR THE ORGANIZATION

BECOME MORE INVOLVED IN FARM BUREAU BY SERVING ON VARIOUS COMMITTEES ON THE COUNTY, STATE, AND/OR NATIONAL LEVELS.

SUPPORT EDUCATION IN AG-TION! PROJECTS THROUGH THE SILENT AUCTION AT THE SC FARM BUREAU CONVENTION AS A JOINT EFFORT OF THE SC FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE AND THE SC FARM BUREAU YF&R COMMITTEE.

PROMOTE AND ENCOURAGE FINANCIAL SUPPORT FOR THE SCFB FOUNDATION FOR AGRICULTURAL SCHOLARSHIPS THROUGH HONORARIUMS, MEMORIALS AND OTHER CONTRIBUTIONS, WITH EMPHASIS ON THE BETTY J. DEWITT SCHOLARSHIP FUND.

PROMOTE THE SC FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE COOKBOOKS, *SOUTH CAROLINA LADIES AND GENTS LOVE TO COOK!* AND *THE GOLDEN TASTE OF SOUTH CAROLINA* AND OTHER FUNDRAISERS WITH PROCEEDS GOING TO *EDUCATION IN AG-TION!* PROJECTS, ACTIVITIES AND/OR MEETINGS FOR CONTINUING EDUCATION OF FARM BUREAU WOMEN.

2018-19 Goals:

GOAL 1:

OBJECTIVES TO ACHIEVE THIS GOAL:

GOAL 2:

OBJECTIVES TO ACHIEVE THIS GOAL:

GOAL 3:

OBJECTIVES TO ACHIEVE THIS GOAL:

Planning a Special Event

- OBTAIN APPROVAL FROM THE COUNTY FARM BUREAU BOARD OF DIRECTORS TO CONDUCT THE EVENT OR PROJECT. COMMUNICATE EVENT DETAILS TO YOUR DISTRICT DIRECTOR AND WOMEN'S COORDINATOR. THEY CAN ALSO BE A GREAT RESOURCE FOR PLANNING.
- ESTABLISH EVENT DATE, BUDGET, RESERVE A LOCATION AND CREATE A TIMELINE OF DUTIES. ASSIGN COMMITTEE MEMBERS TO OVERSEE CERTAIN AREAS OF THE EVENT (INVITATIONS, DECORATIONS, MATERIALS, ENTERTAINMENT/ GUEST SPEAKER, FOOD, ETC)
- INVITE OTHER FARM BUREAU WOMEN WHO ARE NOT ACTIVE WITH THE COMMITTEE TO ASSIST IN PLANNING. THIS COULD BE A GREAT RECRUITMENT TOOL TO GET NEW COMMITTEE MEMBERS.
- SEND NEWS RELEASES TO THE PRESS (NEWSPAPER, RADIO, TV) 3-5 DAYS BEFORE THE EVENT. THE PUBLICITY CHAIR OR COUNTY INFORMATION DIRECTOR SHOULD PERSONALLY CONTACT MEDIA PERSONNEL TO ANSWER ANY QUESTIONS AND REQUEST THEIR PRESENCE.
- SUBCOMMITTEES SHOULD REPORT TO THE WOMEN'S COMMITTEE AT EACH MEETING. THE WOMEN'S CHAIR SHOULD CALL BETWEEN MEETINGS TO CHECK PROGRESS AND ANSWER QUESTIONS.
- CREATE A 'DAY OF' DUTIES LIST. MAKE SURE EVERYONE KNOWS WHAT THEY ARE RESPONSIBLE FOR THE DAY OF THE EVENT.
- EVALUATE YOUR EFFORTS. DID THE EVENT FULFILL THE FARM BUREAU MISSION? DID YOUR GUESTS LEARN ANYTHING? DID THEY ENJOY THEMSELVES? WOULD THEY COME BACK AGAIN NEXT YEAR?
- HAVE A POST EVENT MEETING AND CREATE A POST EVENT REPORT TO REMEMBER PLANNING DETAILS. ALSO KEEP NOTES OF IDEAS FOR NEXT YEAR IF YOU HOPE TO HOST THE SAME EVENT AGAIN.

Month

Commodity Promotion

Activity Ideas

JANUARY	NATIONAL SOUP MONTH NATIONAL OATMEAL MONTH NATIONAL BIOTECHNOLOGY	-VISIT A CLASSROOM TO SHARE THE POSITIVES OF TECHNOLOGY IN AGRICULTURE. INVITE A FARMER TO COME WITH YOU (A DRONE DEMONSTRATION WOULD BE FUN!) -HOST A WOMEN'S LEADERSHIP COMMITTEE MEETING IN YOUR COUNTY TO KICK OFF THE NEW YEAR AND SERVE SOUP. HAVE EVERYONE BRING THEIR FAVORITE SOUP RECIPE TO SHARE WITH EACH OTHER.
FEBRUARY	FOOD CHECK-OUT WEEK NATIONAL POTATO LOVERS MONTH	-PARTICIPATE IN YOUR DISTRICT'S FOOD CHECK-OUT WEEK EVENT - UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE POTATO FACTS AND RECIPES
MARCH	NATIONAL PEANUT MONTH NATIONAL AGRICULTURE WEEK/ DAY	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE PEANUT FACTS AND RECIPES -WORK WITH A LOCAL SCHOOL TO HOST A PEANUT FARMER IN THEIR CLASSROOM TO LEARN ABOUT THE GROWING PROCESS -READ AND DONATE THE BOOK OF THE YEAR TO A LOCAL SCHOOL
APRIL	NATIONAL GARDEN MONTH NATIONAL PECAN MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE PECAN FACTS AND RECIPES -VISIT A LOCAL SCHOOL AND HELP WITH THEIR SCHOOL GARDEN OR HOST A PLANTING ACTIVITY WITH THE CLASS
MAY	NATIONAL EGG MONTH NATIONAL STRAWBERRY MONTH NATIONAL ASPARAGUS MONTH NATIONAL BBQ MONTH NATIONAL SALSA MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE EGG, STRAWBERRY, ASPARAGUS FACTS AND RECIPES -VISIT A LOCAL SCHOOL AND HAVE A SALSA TASTING IN A CLASS. ALSO TALK ABOUT SALSA GARDENS AND HOW EASY IT IS TO GROW AND MAKE YOUR OWN SALSA. -PROMOTE STRAWBERRY U-PICKS IN YOUR COUNTY OR HOST AN EVENT AT ONE DURING THE SPRING. -HOST A WOMEN'S LEADERSHIP COMMITTEE MEETING AT A BBQ RESTAURANT IN YOUR COUNTY.
JUNE	NATIONAL DAIRY MONTH FRUIT & VEGETABLE MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE DAIRY FACTS AND RECIPES -HOST AN EVENT IN YOUR COUNTY TO CELEBRATE SUMMER FRUITS AND VEGETABLES

JULY	NATIONAL ICE CREAM MONTH SC BEEF MONTH	-HOST A COMMODITY EVENT AND HAVE AN ICE-CREAM TASTING. TEACH ATTENDEES ABOUT THE DAIRY INDUSTRY IN SC. -UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE DAIRY AND BEEF FACTS AND RECIPES. -HOST AN ICE CREAM SOCIAL FOR YOUR WOMEN'S LEADERSHIP COMMITTEE MEMBERS. - HOST A WOMEN'S LEADERSHIP COMMITTEE MEETING AT A BEEF FARM IN YOUR COUNTY. LEARN MORE ABOUT BEEF PRODUCTION FROM A FARMER. ENJOY HAMBURGERS FOR SUPPER!
AUGUST	NATIONAL PEACH MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE PEACH FACTS AND RECIPES. -HOST AN EVENT AT AN AGRITOURISM FARM THAT GROWS PEACHES IN YOUR COUNTY. -HOST A WOMEN'S LEADERSHIP COMMITTEE MEETING AND HAVE A PEACH RECIPE SWAP.
SEPTEMBER	NATIONAL CHICKEN MONTH NATIONAL FARM SAFETY WEEK	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE CHICKEN FACTS AND RECIPES. -VISIT A LOCAL SCHOOL AND SHARE THE IMPORTANCE OF FARM SAFETY WEEK. TAKE A FARMER WITH YOU! (MAYBE HE/SHE COULD BRING A TRACTOR TO SHOW THE CLASS!?)
OCTOBER	NATIONAL PORK MONTH NATIONAL APPLE MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE PORK AND APPLE FACTS AND RECIPES. -HOST A WOMEN'S LEADERSHIP COMMITTEE MEETING AND HAVE AN APPLE RECIPE SWAP. -VISIT A LOCAL SCHOOL AND SHARE HOW APPLES ARE GROWN. HOST A TASTING IN A CLASS. OR MAKE APPLE SAUCE WITH THEM!
NOVEMBER	NATIONAL PEANUT BUTTERLOVERS' MONTH	-UTILIZE SOCIAL MEDIA ACCOUNTS TO SHARE PEANUT BUTTER FACTS AND RECIPES.
DECEMBER	LIVE CHRISTMAS TREE	-VISIT A LOCAL CLASS AND SHARE THE GROWING PROCESS FOR TREES. MAKE A CHRISTMAS CRAFT.

Programs and Activities

THE SCFB WOMEN'S LEADERSHIP COMMITTEE ENCOURAGES COUNTIES TO CONDUCT PROGRAMS AND ACTIVITIES THAT RELATE TO "TELLING THE FARM STORY". THERE ARE ENDLESS PROGRAMS AND ACTIVITIES THAT FULFILL THE MISSION OF THE WOMEN'S PROGRAM.

COMMODITY PROMOTIONS

SELECT THE COMMODITY YOU WANT TO FOCUS ON AND REQUEST ANY AVAILABLE MATERIALS FROM THE AG IN THE CLASSROOM DIRECTOR. THINK OUTSIDE OF THE BOX WHEN PLANNING A PROMOTION. OUTSIDE OF SCHOOLS, CONSIDER RESTAURANTS, GROCERY STORES, ROADSIDE MARKETS, LIBRARIES, SPORTING EVENTS, LOCAL FESTIVALS, ETC.

COMMODITY VAN

SC FARM BUREAU HAS TWO PROMOTIONAL TRAILERS THAT ARE AVAILABLE TO PROMOTE FARM PRODUCTS AT FESTIVALS, MALLS, FARM EVENTS, AND OTHER ACTIVITIES. THE COLORFUL TRAILERS ARE EQUIPPED TO HANDLE ANYTHING FROM ICE CREAM TO STEAKS TO VEGETABLES. THE TRAILERS CAN BE RESERVED BY CONTACTING ERIC SNYDER. A LETTER SIGNED BY YOUR COUNTY PRESIDENT MUST ACCOMPANY ANY RESERVATION FOR THE PROMOTIONAL TRAILERS. IN THE LETTER, PLEASE SPECIFY NEEDS FOR YOUR EVENT, I.E., TIME TRAILER NEEDS TO BE DELIVERED, SPECIFIC DIRECTIONS FOR LOCATION, TIME YOUR EVENTS WILL END, AND TIME TRAILER WILL BE READY FOR PICK-UP. THE TRAILERS ARE AVAILABLE ON A FIRST COME, FIRST RESERVED BASIS.

AITC COMBINE SIMULATOR

THE SCFB AG IN THE CLASSROOM PROGRAM PROVIDES AN AG COMBINE SIMULATOR THAT IS AVAILABLE TO COUNTIES FOR USE TO HELP EDUCATE AND PROMOTE THE AGRICULTURAL INDUSTRY. THE SIMULATOR HIGHLIGHTS SEVERAL ROW CROPS THAT ARE PRODUCED IN OUR STATE. CONTACT THE DIRECTOR OF AITC TO INQUIRE ABOUT RESERVING THE TRAILER. THE SCFB WOMEN'S LEADERSHIP COMMITTEE SUPPORTS THE UNIT WITH DONATIONS OF PROCEEDS FROM THE SALE OF THE COOKBOOKS.

DISPLAYS

SCFB HAS A FEW TABLE TOP DISPLAYS AVAILABLE FOR USE BY COUNTIES FREE OF CHARGE AT LOCAL EVENTS SUCH AS FESTIVALS. HOWEVER, THESE DISPLAYS MUST BE RESERVED AT LEAST 3 WEEKS IN ADVANCE. CONTACT ERIC SNYDER TO RESERVE A DISPLAY TO USE.

YOUTH LEADERSHIP CONFERENCE

THE SCFB WOMEN'S LEADERSHIP COMMITTEE ANNUALLY SPONSORS A YOUTH LEADERSHIP CONFERENCE HELD IN JUNE OR JULY. THE FIVE-DAY CONFERENCE IS DESIGNED TO ENHANCE THE LEADERSHIP SKILLS OF RISING HIGH SCHOOL JUNIORS AND SENIORS. THIS CONFERENCE PROVIDES WORKSHOPS, TOURS, AND ACTIVITIES. COUNTIES ARE ENCOURAGED TO SEND RISING HIGH SCHOOL JUNIORS OR SENIORS TO THE CONFERENCE. STUDENTS MAY ATTEND TWO YEARS IN A ROW. APPLICATIONS ARE DUE MAY 1 AND THIS YEAR'S PROGRAM IS JUNE 23-27, 2019 AT CAMP LONG IN AIKEN, SC.

YOUTH AMBASSADOR SCHOLARSHIP PROGRAM

STATE CONTEST- A MALE AND A FEMALE YOUTH AMBASSADOR WILL BE SELECTED EACH YEAR TO SERVE AS A SPOKESPERSON FOR SC FARM BUREAU. THEY WILL RECEIVE LEADERSHIP AND ADVOCACY TRAINING, AS WELL AS A COLLEGE SCHOLARSHIP. THE STATE AMBASSADOR CONTEST APPLICATIONS ARE DUE JUNE 29, 2019 AND THE CONTEST WILL TAKE PLACE ON SATURDAY, AUGUST 3 AT THE PHILLIPS MARKET CENTER AT THE STATE FARMERS MARKET IN WEST COLUMBIA.

COUNTY CONTEST- COUNTIES USE A VARIETY OF MEANS FOR SELECTING THEIR COUNTY CONTESTANTS. SOME HAVE CONTESTS WHILE OTHERS USE AN INFORMAL SELECTION PROCESS. COUNTIES ARE ENCOURAGED TO USE THEIR COUNTY WINNERS AT PROGRAMS AND EVENTS ON THE LOCAL LEVEL.

TALENT CONTEST

SC FARM BUREAU JUNIOR AND SENIOR TALENT CONTEST WINNERS ARE SELECTED AT THE STATE CONVENTION. THIS CONTEST HELPS DEVELOP AND RECOGNIZE ENTERTAINMENT SKILLS OF YOUNG FARM BUREAU MEMBERS. FARM BUREAU IS A FAMILY ORGANIZATION AND THE TALENT CONTEST IS A WAY FOR ALL MEMBERS, INCLUDING YOUTH, TO BE A PART.

COUNTIES SHOULD REVIEW THE STATE CONTEST RULES AND BE SURE THAT THEIR ENTRY MEETS ALL QUALIFICATIONS. PAY SPECIAL ATTENTION TO THE AGE OF THE CONTESTANT AT THE TIME OF THE STATE CONTEST. THE SCFB TALENT CONTEST APPLICATIONS MUST BE RECEIVED BY THE STATE OFFICE NO LATER THAN OCTOBER 1 TO BE ELIGIBLE TO COMPETE.

SILENT AUCTION

IN 2001, THE SCFB WOMEN'S LEADERSHIP COMMITTEE AND THE YOUNG FARMER & RANCHER COMMITTEE JOINED FORCES TO SPONSOR A SILENT AUCTION DURING THE SCFB CONVENTION WITH PROCEEDS GOING TO THE *EDUCATION IN ACTION* FUND. THIS FUND WAS ESTABLISHED BY THE WOMEN'S LEADERSHIP COMMITTEE TO RAISE MONEY FOR THE PURCHASE OF AG EDUCATION MATERIALS THAT CAN BE USED BY COUNTY FARM BUREAUS AND THE STATE TO HELP EDUCATE OTHERS ABOUT OUR INDUSTRY. ALL COUNTIES ARE EXPECTED TO DONATE ITEMS FOR THE SILENT AUCTION EACH YEAR.

COUNTY STORE

THE WOMEN'S LEADERSHIP COMMITTEE SPONSORED THE FIRST COUNTRY STORE DURING THE SCFB CONVENTION IN 1990 WITH THE PROCEEDS GOING TO THE AFB FOUNDATION FOR AGRICULTURE. BEGINNING IN 2004, THE PROCEEDS FROM THE COUNTRY STORE ARE DIVIDED BETWEEN THE AFB FOUNDATION FOR AGRICULTURE, THE SC AITC FUND AND THE SCFB EDUCATION IN ACTION FUND.

EACH COUNTY IS ASKED DONATE ITEMS FOR SALE IN THE STORE. QUALITY HANDMADE ITEMS HAVE MADE THE COUNTRY STORE A POPULAR SPOT AT THE SCFB CONVENTION. ANY COUNTY OR PERSON MAY MAKE CASH CONTRIBUTIONS ALSO. INVENTORY SHEETS AND INSTRUCTIONS ARE MAILED TO EACH COUNTY PRIOR TO THE STATE CONVENTION. PRICE TAGS ARE ALSO AVAILABLE PRIOR TO CONVENTION SO THAT EACH COUNTY CAN PRICE AND TAG THEIR OWN ITEMS BEFORE THEY ARE BROUGHT TO CONVENTION.

COUNTRY STORE SUGGESTED PRICE LIST: *PLEASE USE EVEN DOLLAR AMOUNTS*

ACCESSORIES

JEWELRY \$1 - \$10
HAIRBOWS \$1 - \$3

DECORATED SWEATSHIRTS

-LADIES \$10 - \$12
-CHILDREN \$7 - \$10

FOOD

BREAD -MINI-LOAF \$1
- REGULAR LOAF \$3

CAKE -WHOLE \$10 - \$15
- 1/2 CAKE \$6 - \$8
-CAKE SLICES \$1 - \$2

CHEESE WAFERS - SMALL PACKAGE \$2
- LARGE PACKAGE \$4

COOKIES IN PACKAGES \$1

FUDGE IN PACKAGES \$1

JELLY, PICKLES, PRESERVES, RELISHES & HOME-CANNED ITEMS:

-1/2 PINT \$2
-PINT \$4
-QUART \$6

NUTS, SWEET POTATOES, & OTHER PRODUCE-MARKET PRICE

PIES -WHOLE \$5 - \$7
-SLICES \$1

SPECIALTY ITEMS

PRICING WILL DEPEND ON COST OF MATERIALS FOR THE ITEMS LISTED BELOW.

APRONS \$5 - \$8 EACH
BABY ITEMS \$2 - \$8 EACH
CHRISTMAS ORNAMENTS \$1 - \$3 EACH
KITCHEN TOWELS \$2 - \$4 EACH
NAPKIN RINGS \$1 - \$2 EACH
PLACE MATS \$2 - \$3 EACH
PURSES \$3 - \$10 EACH
WOODEN CRAFTS \$1 - \$10 EACH
WREATHS \$5 - \$20 EACH

***THE SCFB WOMEN'S COMMITTEE SUGGESTS THAT HIGHER PRICED ITEMS BE PLACED IN THE SILENT AUCTION.**

Country Store Tags and Silent Auction Info Card

○

COUNTY _____

ITEM _____

PRICE _____

DISTRICT _____

COUNTY _____

ITEM _____

PRICE _____

DISTRICT _____

○

COUNTY _____

ITEM _____

PRICE _____

DISTRICT _____

COUNTY _____

ITEM _____

PRICE _____

DISTRICT _____

SILENT AUCTION	
NAME OF DONOR:	
COUNTY:	
PHONE NUMBER:	
ITEM DESCRIPTION:	
RETAIL VALUE OF ITEM:	

SC FARM BUREAU WOMEN'S LEADERSHIP CONFERENCE

AN ANNUAL WOMEN'S LEADERSHIP CONFERENCE IS HELD DURING THE END OF SEPTEMBER/BEGINNING OF OCTOBER TO KICK-OFF THE SCFB WOMEN'S PROGRAM OF WORK WHICH RUNS FROM OCTOBER 1 THROUGH SEPTEMBER 30.

THIS CONFERENCE SHOULD BE ATTENDED BY ALL COUNTY FARM BUREAU WOMEN'S COMMITTEE MEMBERS, COUNTY FB SECRETARIES AND THE SCFB WOMEN'S LEADERSHIP COMMITTEE. GOALS FOR THE NEW YEAR WILL BE INTRODUCED AS WELL AS NEW PROGRAMS AND IDEAS. UPDATES WILL BE PRESENTED ON CURRENT ISSUES AND PROGRAMS.

REGISTRATION FOR THIS OVERNIGHT CONFERENCE IS HANDLED THROUGH THE COUNTY FARM BUREAU OFFICE. SCFB WOMEN MEMBERS ALSO HAVE THE OPTION OF REGISTERING DIRECTLY AND COVERING PAYMENT THEMSELVES IF THEY WISH. REGISTRATION FORMS ARE AVAILABLE ON OUR WEBSITE AT WWW.SCFB.ORG AND IN THE COUNTY FARM BUREAU OFFICE. A MINIMAL NON-REFUNDABLE REGISTRATION FEE IS REQUIRED FOR EACH REGISTERED ATTENDEE.

DISTRICT COUNTY CHAIRS MEETING

DISTRICT COUNTY CHAIR MEETINGS ARE HELD ANNUALLY IN THE SPRING DURING MARCH AND APRIL. EACH DISTRICT HOLDS ONE MEETING IN A CENTRAL LOCATION TO GO OVER EACH COUNTY'S PROGRAM OF WORK AND THEIR SUCCESS THUS FAR. PROGRAM UPDATES ARE ALSO GIVEN DURING THE MEETING. EACH MEETING CONCLUDES WITH A SHARING AND FEEDBACK SESSION. THERE IS NO REGISTRATION FEE ASSOCIATED WITH THIS MEETING.

FOOD CHECK-OUT WEEK/ OUR FOOD LINK

THE IDEA OF SOUTH CAROLINIANS HUGH WEATHERS AND BETTY DEWITT, FOOD CHECK-OUT WEEK HAS BECOME A NATIONAL EVENT SPONSORED BY THE AMERICAN FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE. THE EVENT, WHICH TYPICALLY TAKES PLACE THE THIRD FULL WEEK OF FEBRUARY, CELEBRATES THE ABUNDANCE AND SAFETY OF FOOD.

THE SCFB WOMEN'S LEADERSHIP COMMITTEE HOSTS DISTRICT-WIDE EVENTS WHERE THEY COLLECT FOOD ITEMS (AS WELL AS NON-FOOD ITEMS) AND DONATE THEM TO 3 RONALD MCDONALD HOUSES AND THE MCLEOD HOUSE.

FARM CITY WEEK

SINCE 1955, THE NATIONAL FARM-CITY COUNCIL HAS SUPPORTED EDUCATIONAL PROGRAMMING TO BUILD INTERDEPENDENCE BETWEEN RURAL AND URBAN CITIZENS, AND THE PRESIDENT OF THE UNITED STATES HAS ANNUALLY PROCLAIMED THE WEEK LEADING TO AND INCLUDING THANKSGIVING DAY AS NATIONAL FARM-CITY® WEEK.

IN RECENT YEARS, THE MAJOR FOCUS OF THE PROGRAMS AND MATERIALS HAS BEEN ON CONSUMER AND CLASSROOM EDUCATION. STUDENT ACTIVITY SHEETS, TEACHER PACKETS, PLACEMATS AND BOOKMARKS ARE JUST A FEW OF THE MATERIALS THE COUNCIL HAS CREATED TO SUPPORT ITS MISSION.

IN THE PAST YEAR, THOUSANDS OF MATERIALS WERE USED IN CLASSROOMS, AT FARM-CITY BANQUETS, AT CIVIC CLUB MEETINGS AND IN OTHER VENUES. FARM-CITY ACTIVITIES ARE GRASSROOTS IN NATURE. COMMUNITIES ACROSS THE NATION HOLD FARM-CITY EVENTS RANGING FROM BANQUETS TO TOURS TO JOB EXCHANGES.

THE SCFB WOMEN'S LEADERSHIP COMMITTEE ENCOURAGES COUNTY WOMEN'S COMMITTEE MEMBERS TO BECOME INVOLVED WITH LOCAL FARM-CITY ACTIVITIES. IF YOUR COUNTY DOES NOT HAVE AN EXISTING FARM-CITY PROGRAM, WE ENCOURAGE YOU TO START ONE.

ANNUALLY, THE SCFB WOMEN'S LEADERSHIP COMMITTEE PRODUCES SUPPORT MATERIALS SUCH AS THE FARM-CITY PLACEMATS TO HELP COUNTIES IMPLEMENT THE PROGRAM LOCALLY.

NATIONAL AG DAY

NATIONAL AG DAY IS A DAY TO RECOGNIZE AND CELEBRATE THE ABUNDANCE PROVIDED BY AGRICULTURE. EVERY YEAR, PRODUCERS, AGRICULTURAL ASSOCIATIONS, CORPORATIONS, UNIVERSITIES, GOVERNMENT AGENCIES AND COUNTLESS OTHER ACROSS AMERICA JOIN TOGETHER TO RECOGNIZE THE CONTRIBUTIONS OF AGRICULTURE.

THE WOMEN'S LEADERSHIP COMMITTEE HOSTS THE ANNUAL WOMEN'S DAY AT THE STATE HOUSE ON OR CLOSE TO NATIONAL AG DAY. COUNTY COMMITTEES ARE ALSO ENCOURAGED TO READ AND GIVE THE BOOK OF THE YEAR TO A SCHOOL IN YOUR COUNTY.



AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

TODAY THE MISSION OF THE AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE IS TO BUILD AWARENESS, UNDERSTANDING AND A POSITIVE PUBLIC PERCEPTION OF AGRICULTURE THROUGH EDUCATION. PROJECTS THAT ARE WORKING TOWARDS THE MISSION:

- **MY AMERICAN FARM** IS AN ONLINE EDUCATIONAL GAME THAT WILL LET STUDENTS LEARN ABOUT AGRICULTURE WHILE HAVING FUN. PLEASE VISIT WWW.MYAMERICANFARM.ORG TO LEARN MORE.
- **THE WHITE-REINHARDT MINI-GRANT AND SCHOLARSHIP PROGRAM** THAT HELPS FUND STATE AND COUNTY FARM BUREAU PROJECTS THAT ACCURATELY TELLS THE STORY OF AGRICULTURE.
- **AGRICULTURAL LITERACY PROJECTS.** THESE PROJECTS INCLUDE LESSON PLANS AND TEACHER RESOURCES TO HELP SPREAD AGRICULTURAL LITERACY TO STUDENTS OF ALL AGES.

***A PORTION OF THE COUNTRY STORE PROCEEDS GO TO THE FOUNDATION.**

AG IN THE CLASSROOM

SOUTH CAROLINA'S AG IN THE CLASSROOM PROGRAM WAS CREATED TO PROMOTE AWARENESS AND RECOGNITION OF THE IMPORTANCE OF THE SOURCES OF OUR FOOD AND FIBER. THERE ARE THREE COMPONENTS THAT FORM THE STRUCTURE OF THE AG IN THE CLASSROOM PROGRAM:

1. CURRICULA MATERIALS
2. PROFESSIONAL DEVELOPMENT WORKSHOPS
3. COUNTY FARM BUREAU SUPPORT

SOUTH CAROLINA FARM BUREAU WOMEN HAD AN INSTRUMENTAL ROLE IN STARTING THE SC AG IN THE CLASSROOM PROGRAM. COUNTIES ARE ALSO ENCOURAGED TO SEND AND SUPPORT ONE TEACH FROM THEIR COUNTY TO THE AITC TEACHER INSTITUTE EACH SUMMER.

THERE ARE MANY WAYS YOUR COUNTY CAN PROMOTE AG EDUCATION!

- PLAN A CLASSROOM VISIT
- SCHEDULE THE AG COMBINE SIMULATOR TO VISIT SCHOOLS IN YOUR AREA
- ADOPT A CLASSROOM AND SEND LETTERS TELLING THE CLASS WHAT IS HAPPING ON YOUR FARM THROUGHOUT THE YEAR
- READ AND DONATE THE BOOK OF THE YEAR TO A SCHOOL DURING NATIONAL AG WEEK. TAKE AN EDUCATIONAL ACTIVITY TO GO ALONG WITH THE BOOK.

POLICY DEVELOPMENT

THE OBJECTIVE OF THE POLICY DEVELOPMENT PROGRAM IS TO PROVIDE EVERY FARMER AND RANCHER AN OPPORTUNITY TO PARTICIPATE IN THE PROCESS OF DEVELOPING OFFICIAL FARM BUREAU POLICY. TOTAL PARTICIPATION MEANS STRONGER, MORE REPRESENTATIVE POLICY. FARM BUREAU IS A GRASSROOTS ORGANIZATION WHICH RELIES ON ITS LOCAL MEMBERS TO FORMULATE POLICY THAT IS SENT TO THE COUNTY, STATE AND THEN NATIONAL LEVEL. POLICY DEVELOPMENT IS A DECISION-MAKING PROCESS. FARM BUREAU MEMBERS ARE AFFORDED THE AMPLE OPPORTUNITY TO:

- SURFACE THEIR PROBLEMS
- LEARN FACTS RELATIVE TO THESE PROBLEMS
- DISCUSS ALTERNATIVE SOLUTIONS IN LIGHT OF THE FACTS
- MAKE RECOMMENDATIONS AS TO THE BEST SOLUTIONS TO THESE PROBLEMS
- ESTABLISH OFFICIAL POLICIES FOR THEIR ORGANIZATION.

FARM BUREAU MEMBER PARTICIPATION IN SURFACING ISSUES IS THE FIRST STEP IN THIS PROCESS. INVOLVE YOUR COUNTY WOMEN'S COMMITTEE IN DISCUSSING PROBLEMS FACING FARM FAMILIES. COUNTY FARM BUREAU WOMEN'S COMMITTEE CHAIRS ARE INVITED TO THE ANNUAL DISTRICT POLICY DEVELOPMENT MEETINGS EACH AUGUST AND WE ENCOURAGE YOU TO ATTEND.

LEGISLATIVE CONTACT PROGRAM

FARM BUREAU HAS IMPLEMENTED A GRASSROOTS LEGISLATIVE CONTACT PROGRAM. PLEASE VISIT WWW.SCFB.ORG TO FAMILIARIZE YOURSELF WITH THE WEALTH OF LEGISLATIVE CONTACT INFORMATION AVAILABLE TO YOU. ON THE WEBSITE, CLICK ON "POLICY AND LEGISLATION" AT THE TOP. ONCE THERE, SCROLL DOWN TO FIND THE FOLLOWING:

LEGISLATIVE UPDATE - DURING THE LEGISLATIVE SESSION WE PUBLISH A WEEKLY UPDATE ON OUR PRIORITY ISSUES.

LEGISLATIVE PRIORITIES - FROM MAINTAINING AND REPAIRING RURAL BRIDGES AND ROADS TO ENSURING FARM-FRIENDLY TAXATION, WE ENSURE THE NEEDS OF THE AGRICULTURAL COMMUNITY ARE A PRIORITY.

POLITICAL ACTION COMMITTEE (PAC) - TOGETHER WITH OUR COMMITTEE MEMBERS, WE POOL OUR COLLECTIVE RESOURCES TO FUND CAMPAIGNS FOR FARM-FRIENDLY INITIATIVES, LEGISLATION, AND CANDIDATES.

GRASSROOTS PARTICIPATION - SIGN UP TO RECEIVE LEGISLATIVE ACTION ALERTS AND BE IN THE KNOW AND READY TO PARTICIPATE IN FARM-FOCUSED GRASSROOTS EFFORTS.

LEGISLATIVE ACTION CENTER - YOUR ONE-STOP SHOP FOR THE INFORMATION YOU NEED ON THE ISSUES, CANDIDATES, LEGISLATION, AND CANDIDATES TO MAKE INFORMED DECISIONS.

CONTACT YOUR ELECTED OFFICIALS - HAVE A VOICE IN THE ISSUES THAT MATTER MOST TO YOU - WITH THE PEOPLE WHO CAN EFFECT CHANGE.

WE ALSO ENCOURAGE YOU TO PARTICIPATE IN:

- LOCAL/COUNTY LEGISLATIVE BANQUETS
- WOMEN'S DAY AT THE STATEHOUSE
- TOWN HALL MEETINGS
- OTHER PERSONAL FACE-TO-FACE MEETINGS

GET TO KNOW YOUR LEGISLATORS. YOU ARE THE VOTERS THAT ELECT THESE LEGISLATORS AND THEY WILL LISTEN TO YOUR INPUT. THE GOVERNMENT RELATIONS DIVISION'S ROLE IS TO SUPPLY INFORMATION AND ALERT OUR MEMBERS WHEN THEY NEED TO CONTACT THEIR LEGISLATORS ON ISSUES IMPORTANT TO THE AGRICULTURAL COMMUNITY.

COMMUNICATING WITH ELECTED OFFICIALS

PERSONAL CONTACTS EITHER THROUGH FACE-TO-FACE MEETINGS OR VIA TELEPHONE HAS BEEN PROVEN AS THE MOST EFFECTIVE MEANS OF COMMUNICATING WITH YOUR ELECTED OFFICIALS. YOU MAY VISIT THE SCFB WEBSITE TO FIND CONTACT INFORMATION, INCLUDING PHONE NUMBERS. IN ADDITION, YOU CAN VISIT THE FOLLOWING WEBSITES:

FOR STATE SENATORS AND REPRESENTATIVES: WWW.SCSTATEHOUSE.GOV

FOR U.S. SENATORS: WWW.SENATE.GOV

FOR U.S. CONGRESSMAN: WWW.HOUSE.GOV

TIPS ON TELEPHONING YOUR ELECTED REPRESENTATIVES

REMEMBER THAT TELEPHONE CALLS ARE USUALLY TAKEN BY A STAFF MEMBER, NOT THE MEMBER OF CONGRESS. ASK TO SPEAK WITH THE AIDE WHO HANDLES THE ISSUE ABOUT WHICH YOU WISH TO COMMENT.

AFTER IDENTIFYING YOURSELF, TELL THE AIDE YOU WOULD LIKE TO LEAVE A BRIEF MESSAGE, SUCH AS: "PLEASE TELL SENATOR/REPRESENTATIVE (NAME) THAT I SUPPORT/OPPOSE (S./H. _____)." THEN STATE THE REASONS FOR YOUR SUPPORT OR OPPOSITION TO THE BILL. ASK FOR YOUR SENATORS' OR REPRESENTATIVE'S POSITION ON THE BILL. YOU MAY ALSO REQUEST A WRITTEN RESPONSE TO YOUR TELEPHONE CALL.

TO CALL YOUR STATE REPRESENTATIVE IN COLUMBIA WHEN THE GENERAL ASSEMBLY IS IN SESSION, YOU MAY CALL 803.734.2931.

TIPS ON COMMUNICATING WITH CONGRESS THROUGH E-MAIL

E-MAIL IS THE MOST POPULAR CHOICE OF COMMUNICATION WITH A CONGRESSIONAL OFFICE. HERE ARE SOME HELPFUL SUGGESTIONS TO IMPROVE THE EFFECTIVENESS OF YOUR E-MAIL:

- PERSONALIZE YOUR MESSAGE IN THE FIRST PARAGRAPH. HOW DOES THE ISSUE AFFECT YOU?

- IF YOUR LETTER PERTAINS TO A SPECIFIC PIECE OF LEGISLATION, IDENTIFY IT ACCORDINGLY. EXAMPLE, HOUSE BILL: H.R. _____, SENATE BILL: S. _____.
- BE COURTEOUS, TO THE POINT AND INCLUDE KEY INFORMATION, USING EXAMPLE TO SUPPORT YOUR POSITION.
- ADDRESS ONLY ONE ISSUE IN EACH LETTER; AND, IF POSSIBLE KEEP THE LETTER TO ONE PAGE.

NOTE: LETTERS WILL TAKE BETWEEN 8 AND 21 DAYS TO BE DELIVERED TO THE US CAPITOL. E-MAIL IS THE MOST EFFICIENT AND EFFECTIVE MEANS OF COMMUNICATION ASIDE FROM PERSONAL CONTACT ON THE STATE AND NATIONAL LEVEL.

IF DRAFTING A LETTER, USE THE FOLLOWING FORMAT:

TO A U.S. SENATOR:

THE HONORABLE (FULL NAME)
 _____ (RM. #) _____ (NAME OF) SENATE OFFICE BUILDING
 UNITED STATES SENATE
 WASHINGTON, D.C. 20510

DEAR SENATOR:

TO A U.S. REPRESENTATIVE:

THE HONORABLE (FULL NAME)
 _____ (RM. #) _____ (NAME OF) HOUSE OFFICE BUILDING
 UNITED STATES HOUSE OF REPRESENTATIVES
 WASHINGTON, D.C. 20510

DEAR REPRESENTATIVE:

TO A SOUTH CAROLINA SENATOR:

THE HONORABLE (FULL NAME)
 SOUTH CAROLINA SENATE
 PO BOX 142
 COLUMBIA, SC 29202

TO A SOUTH CAROLINA REPRESENTATIVE:

THE HONORABLE (FULL NAME)
 SOUTH CAROLINA HOUSE OF REPRESENTATIVES
 PO BOX 11867
 COLUMBIA, SC 29211

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: (YOUR NAME AND PHONE NUMBER)

TITLE (BRIEF DESCRIPTION OF NEWS RELEASE TO CATCH ATTENTION)

THE (COUNTY NAME) COUNTY FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE WILL DISTRIBUTE FOLDERS WITH AGRICULTURAL MESSAGES TO STUDENTS AT (NAME OF SCHOOL) (DAY), (DATE) AT (TIME) AT THE (LOCATION). THE FOLDERS ARE DESIGNED TO HELP THE STUDENTS LEARN THE IMPORTANCE OF AGRICULTURE IN SOUTH CAROLINA AS THE INFORMATION DISPELS COMMONS MISCONCEPTIONS ABOUT AGRICULTURE.

THE (COUNTY NAME) COUNTY FARM BUREAU WOMEN'S LEADERSHIP COMMITTEE HELPS TELL THE FARM STORY THROUGH EDUCATION, LEADERSHIP DEVELOPMENT, LEGISLATIVE ACTIVITIES, YOUTH PROGRAMS, AND PROMOTIONAL EVENTS THROUGHOUT THE YEAR. SCFB WOMEN'S LEADERSHIP MEMBERS WORK ON THE COUNTY, STATE, AND NATIONAL LEVELS TO PROVIDE FUNDING FOR SCFB'S AG IN THE CLASSROOM NONPROFIT EDUCATIONAL PROGRAM, SCHOLARSHIPS, AND AGRICULTURAL RESEARCH. THE WOMEN'S MOST RECOGNIZABLE PUBLIC AWARENESS PROGRAM OCCURS EVERY FEBRUARY THROUGH THE CELEBRATION OF FOOD CHECKOUT WEEK.

SCFB WOMEN LEADERS ALSO SPONSOR LEADERSHIP DEVELOPMENT OPPORTUNITIES THROUGH PROGRAMS LIKE THE SCFB AMBASSADOR SCHOLARSHIP PROGRAM AND A WEEK-LONG SUMMER YOUTH LEADERSHIP CONFERENCE FOCUSING ON FARM BUREAU'S POLICY DEVELOPMENT PROCESS, CIVIC LEADERSHIP, AND AGRICULTURAL PROMOTIONS.

THE (COUNTY NAME) COUNTY FARM BUREAU IS ONE OF 47 CHAPTERS OF THE S.C. FARM BUREAU FEDERATION, AN ORGANIZATION REPRESENTING MORE THAN 110,000 MEMBER FAMILIES STATEWIDE. FOR MORE INFORMATION, CONTACT (YOUR NAME) AND (PHONE NUMBER/ EMAIL).

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Social Media Tips

IF YOUR COUNTY WOMEN'S COMMITTEE HAS A FACEBOOK PAGE, HERE ARE SOME TIPS TO KEEP YOUR CONTENT FRESH AND EXCITING. IF YOU DON'T HAVE A FACEBOOK PAGE, THESE CAN ALSO BE HELPFUL TO GET YOU STARTED!

WHAT IS SOCIAL MEDIA MARKETING?

SOCIAL MEDIA MARKETING IS THE PROCESS OF BUILDING AWARENESS ABOUT YOU, YOUR PRODUCTS OR SERVICES THROUGH THE VARIOUS SOCIAL MEDIA CHANNELS. THE MOST POPULAR SOCIAL MEDIA NETWORKS TODAY ARE: FACEBOOK, TWITTER, GOOGLE+, PINTEREST, YOUTUBE, INSTAGRAM AND LINKEDIN.

WHY IS SOCIAL MEDIA MARKETING IMPORTANT?

SOCIAL MEDIA MARKETING IS IMPORTANT BECAUSE:

- IT'S THE FASTEST WAY TO SPREAD A MESSAGE
- IT'S A TREND – MILLIONS OF PEOPLE SPEND A GOOD AMOUNT OF THEIR TIME ON SOCIAL MEDIA NETWORKS SO IF YOU 'NEED THEM' YOU KNOW WHERE TO FIND THEM
- IT'S THE NEW MARKETING – BACK IN THE OLD DAYS, MARKETERS FOUND OUT THAT MANY PEOPLE SPEND TIME IN THEIR CARS DRIVING SO THEY THOUGHT OF THE BILLBOARDS ON THE ROADS. TODAY PEOPLE ARE SPENDING TIME ON SOCIAL MEDIA SO THAT'S THE EASIEST WAY TO REACH THEM.
- IT'S THE NEW INFLUENCER – RECENT STUDIES SHOW THAT SOCIAL MEDIA IS BECOMING A GREAT SALES CHANNEL AND MORE AND MORE COMPANIES ARE STATING THAT THEY GET CUSTOMERS FROM FACEBOOK OR TWITTER.

SOCIAL MEDIA MARKETING TIPS FOR BEGINNERS

DECIDE WHICH SOCIAL MEDIA PLATFORM(S) TO USE

AS A BEGINNER TO SOCIAL MEDIA YOU HAVE TO CHOOSE ONE OR TWO SOCIAL MEDIA PLATFORMS AND CONCENTRATE ON THOSE RATHER THAN TRYING TO WORK ON ALL PLATFORMS AT THE SAME TIME.

A NICE WAY TO FIND OUT WHICH PLATFORM IS BEST SUITED TO YOUR NICHE IS TO FIND THE INFLUENCERS AND ANALYZE WHERE THEY HAVE SUCCESS.

OPTIMIZE YOUR SOCIAL MEDIA PROFILES

- USE A REAL PHOTO-SOCIAL MEDIA IS ABOUT CONNECTING WITH PEOPLE AND BUILDING TRUST WITH YOUR FOLLOWERS.
- WRITE A GOOD DESCRIPTION ABOUT YOUR ORGANIZATION- WHAT IS YOUR MISSION, WHAT TYPE OF WORK DO YOU DO?

FIND AND FOLLOW INFLUENCERS IN YOUR NICHE

- SOCIAL MEDIA PLATFORMS WILL USE THIS INFORMATION TO MAKE SUGGESTIONS ON WHO TO FOLLOW SO BY FOLLOWING POPULAR PEOPLE IN YOUR NICHE IS LIKE TELLING THEM THAT YOU ARE ALSO IN THAT NICHE.
- THEY WILL SHARE IMPORTANT AND USEFUL INFORMATION ABOUT THE NICHE SO YOU HAVE A CHANCE TO LEARN SOMETHING NEW AND RE-SHARE THAT WITH YOUR FOLLOWERS.

SHARE INTERESTING CONTENT (TEXT, IMAGES, VIDEOS)

IF YOU SHARE INTERESTING AND USEFUL CONTENT, YOU CAN GET MORE RE-SHARES AND INTERACTIONS. THIS HELPS YOUR MESSAGE REACH MORE PEOPLE. FOR EXAMPLE:

- QUALITY PICTURES FROM EVENTS YOU'VE WORKED.
- IMAGES, VIDEOS, ARTICLES SHARED FROM OTHERS YOU FOLLOW IN YOUR NICHE.
- FUNNY STUFF- WHATEVER YOUR NICHE, YOU CAN SHARE ONCE IN A WHILE A JOKE, A FUNNY IMAGE OR VIDEO TO MAKE YOUR FOLLOWERS SMILE.
- DON'T FORGET ABOUT HASHTAGS – HASHTAGS (#) CAN MAKE YOUR CONTENT MORE SEARCHABLE SO DON'T FORGET TO USE HASHTAGS IN THE NETWORKS THAT SUPPORT IT (TWITTER, GOOGLE+).

POST REGULARLY, BUT DON'T OVERSHARE

POSTING A MINIMUM OF 3 TIMES A WEEK, BUT DON'T OVERSHARE. YOU WANT YOUR FOLLOWERS TO INTERACT WITH YOUR POSTS BUT YOU WANT TO AVOID LOSING THEIR INTEREST BY FLOODING THEIR TIMELINE WITH YOUR CONTENT.

Photography Tips

WHETHER YOU KEEP A SCRAPBOOK OR PHOTO ALBUM, OR UPDATE YOUR COUNTY WOMEN'S COMMITTEE FACEBOOK PAGE, USING QUALITY PHOTOS IS KEY. HERE ARE SOME TIPS WHEN TAKING PICTURES ON A CAMERA OR YOUR SMART PHONE.

- **LOOK FOR GOOD LIGHT TO CAPTURE A GREAT IMAGE-** BEFORE YOU POINT AND CLICK, LOOK AROUND AND DETERMINE WHERE THE NATURAL LIGHT IS COMING FROM. MAKE SURE THE LIGHT SHINING ON YOUR SUBJECT, NOT BEHIND THEM.
- **KNOW WHEN TO USE A FLASH-** UNLESS THERE IS NO OTHER OPTION FOR LIGHT, AVOID USING YOUR PHONE OR CAMERA'S FLASH. NATURAL LIGHT WILL ALWAYS PRODUCE A BETTER PICTURE.
- **DON'T ZOOM-** "ZOOMING" ON CELL PHONE CAMERAS ISN'T WHAT YOU THINK. THEY HOUSE A "DIGITAL ZOOM" THAT ISN'T MOVING THE LENS, IT'S JUST CROPPING DOWN THE IMAGE TO A SMALLER SIZE. THIS CAN RESULT IN A PIXELATED PICTURE. MOVE CLOSER TO THE SUBJECT IF YOU WANT TO ZOOM IN.
- **BE STEADY-** MOVING AROUND WHILE TAKING A PICTURE CAN RESULT IN A BLURRY PHOTO. WHEN IN DOUBT, TAKE MULTIPLE PHOTOS TO ENSURE YOU HAVE A GOOD OPTION.
- **DON'T FORGET TO FOCUS-** TAP THE SCREEN OF YOUR SMART PHONE TO FOCUS THE CAMERA ON YOUR SUBJECT. MOST DIGITAL CAMERAS AUTO-FOCUS FOR YOU.
- **FRAME YOUR SHOTS-** TAKE TIME TO MAKE SURE YOUR SUBJECT IS COMPOSED IN THE BEST FRAME FOR THE PICTURE. DON'T CUT OFF PARTS OF PEOPLE, TAKE A CROOKED PICTURE, OR ONLY INCLUDE HALF OF AN ITEM. MAKE SURE IT IS ALL CENTERED STRAIGHT IN THE PICTURE.
- **CLEAN YOUR LENS-** EVEN ON SMART PHONES, YOUR CAMERA LENS CAN GET DIRTY. BEFORE YOU ARE TAKING PICTURE, WIPE OF THE LENS WITH A LENS CLEANING CLOTH (ONE THAT WON'T SCRATCH IT).
- **EDIT-** IF YOU FEEL BRAVE ENOUGH, SMART PHONES HAVE EDITING FEATURE WHERE YOU CAN ADJUST THE IMAGE TO MAKE THEM BETTER. DO RESEARCH ON YOUR PHONE TO LEARN WHAT EDITING FEATURES YOU HAVE.

*IF YOU ARE TAKING PICTURES AT A SCHOOL, MAKE SURE YOU HAVE PERMISSION TO POST OR SHARE A PICTURE OF MINORS BEFORE DOING SO. TEACHERS WILL KNOW!

Additional Resources

AMERICAN FARM BUREAU – WWW.FB.ORG

SCFB PRODUCTS PROGRAM – WWW.SCFBPRODUCTS.COM

S.C. DEPARTMENT OF AGRICULTURE – WWW.AGRICULTURE.SC.GOV

U.S. DEPARTMENT OF AGRICULTURE – WWW.USDA.GOV

CLEMSON UNIVERSITY – WWW.CLEMSON.EDU

AG STATISTICS – WWW.NASS.USDA.GOV

NATIONAL AG IN THE CLASSROOM – WWW.AGCLASSROOM.ORG

AFBF FOUNDATION FOR AGRICULTURE – WWW.AGFOUNDATION.ORG

MY AMERICAN FARM- WWW.MYAMERICANFARM.ORG

ATV SAFETY INSTITUTE – WWW.ATVSAFETY.ORG

NATIONAL AG DAY – WWW.AGDAY.ORG

AGRICULTURAL SAFETY AWARENESS PROGRAM – WWW.AGSAFETYNOW.COM

FOOD DIALOGUES- WWW.FOODDIALOGUES.COM