**MEMBER RELATIONS**

**\*Stark, "#WIA2016" -** The 2016 Women in Agriculture Conference boasted a wide variety of breakout sessions with engaging presenters. The conference, held March 17-18, brought together over 220 women in agriculture. Topics ranged from nutrient loss and political engagement to farm legacy planning and animal health and welfare issues. Now in its fifth year, the Women in Ag Conference has grown and matured to be an event that women from Illinois, Iowa and beyond are eager to register for. Most of the meat of the conference occurred on Friday but a large contingent came in for a networking event Thursday evening headlined by a panel from ladies of the Iowa Soybean Association. This soy joy team tackled the topic of work/life balance and if such a balance is even possible. Then Friday morning quickly came with a cadre of vendors – including booths from many of the conference sponsors. The morning was kicked off with a keynote address from Wisconsin dairywoman Laura Daniels whose speech entitled “Using Baler Twine and Barn Lime to Live a Life with Purpose” had participants laughing and somber as Laura discussed her family farm and legacy. Corey Winstead with AgriVisor, a joint project of Illinois Farm Bureau and GROWMARK/FS, gave a market outlook that could be described as either bearishly optimistic or pessimistically bullish. Corey and the AgriVisor team’s advice is available for voting members of the Farm Bureau and is staple of FarmWeek. As mentioned there was a wide variety of breakout sessions for participants to choose from. There were 3 rounds of breakouts each with 3 different topics allowing for a customized experience at the conference. Speakers included our County native Julie Armstrong who works for the Illinois Nutrient Research and Education Council as well as former Iowa Representative Annette Sweeney, Western FBFM’s Nate Edelfson, COUNTRY Financial’s Rick Morgan, Veterinarian Jessica Bates and many other talented presenters. Capping off the day was an engaging live Confessions of a Farm Wife podcast which was highlighted with a special guest – Natasha Nicholes. Natasha, a mother and blogger from Chicago’s southside, is an alumna of the Illinois Farm Families’ field moms program which included a dozen different farm visits. Natasha’s perspective as a “farm outsider” kept laughs rolling in the crowd and ripened understanding of the breakdown of understanding by those more distantly removed from agriculture. This conference is hosted and sponsored by 12 county Farm Bureaus including our County with additional generous sponsorships from a variety of companies including COUNTRY Financial, GROWMARK/FS, River Valley Cooperative, John Deere, River/Gulf Grain Company, 1st Farm Credit Services, Scott County (IA) Farm Bureau, U of I Extension and Iowa State University Extension. The conference was covered thoroughly in FarmWeek, in CFB publications, in local papers, on regional TV, on RFD Illinois, on local radio, Our CFB handled social media for the Conference with live tweeting and Facebook posts. After the conference was finished, a social media plan was drafted to help keep pages active through the year. Instagram has also been added.

**Brown, "Customer Appreciation Day" -** Seven years ago, we held our first Customer Appreciation Day in conjunction with our Country® Financial agents. The event has been a huge success and we still continue with it. We feel our joint event is a great way to say Thank You to our members. This year we held a Customer Appreciation Day in August. We publicized our Customer Appreciation Day in our countywide newspaper once covering 3,400 households, and FarmWeek Ad in "From The Counties" column going to our 489 voting members. Also, we put up flyers around our community along with slips handed out to our customers that stopped by our office prior to our Customer Appreciation Day. We served lunch and supper consisting of hamburger/porkburger, which were grilled fresh by our Directors and Agents, chips, cookies, and drinks. We found this to be convenient for our members as they could choose the best time for them to attend lunch/dinner. They come and enjoy, sit back and relax, and visit with each other like "old times". It is a very relaxed atmosphere. Membership displays are set up for the members to browse, and County Farm Bureau Directors are close by to answer any question members might have. We have membership applications on hand for any guests that might be attending. Pamphlets are provided of current happenings within farm bureau for our members. We were able to announce our news of the placement of our Foundation and had forms for our members to sign if they were interested in donating to our Foundation. A display was also set up for the Foundation showing members where their donated dollars would go. Hopefully, this gives members the comfort of knowing their donation to the Foundation will help further the education of children in the future in agriculture. Country® Agents had a display table also. We had a table with door prizes for everyone attending to register to win. It was a very rewarding Customer Appreciation Day greeting our members along with working with Country® Financial Agents.

**Pulaski-Alexander, "Affiliated Company Relations Round Table" -** With new privacy rules and further segregation of companies over the years, the relationship between COUNTRY and FB has been strained. Managers in the region wanted to build better relationships with the Agency Mangers. Each participant was asked to submit questions, topics, concerns, and etc… prior to the event. The roundtable began with comments from the District COUNTRY Director and Regional IFB Manager, followed by a compiled list of items sent in by the group. Each item was discussed openly, and we soon figured out that most of the concerns were just presumed and not real. Everyone committed to an open door policy, so issues get resolved quicker in the future. Half way through the meeting the managers split up into Agency Manager territories. Everyone was encouraged to discuss programs that were successful partnerships in the past and come up with 3 events they could work together in the future. Tremendous event that strengthened our relationship and will help all of us serve our members better. We plan to have a roundtable discussion each year with COUNTRY and every other year with FS. 15 FB Managers, 6 Agency Mangers, 1 District Manager, 1 Regional Manager.

**Massac, "Membership Drive 2016" -** A membership drive began by surfacing names of potential Voting Members. The Board worked with other committees and members to start a list to begin a Voting Membership Drive. With membership at a point of saturation, it was going to be a challenge. A kickoff began with breakfast and volunteers were given membership sales tips and an update on membership benefits & services, from our Regional manager. The group left and returned to a local restaurant for the "final report", 10 members were written by just asking one simple question, "How can Farm Bureau help you in your farming operation". We did sign several MS members during this drive to show that the spouses are important in making decisions for their family farms. The drive ended in writing an MS membership in the restaurant which made it an end to a great day!

**Cumberland, "New Member Welcome Packet" -** Welcome letters are sent out to all new Farm Bureau members to inform them of the purpose and goals of the Farm Bureau. The packet is also used to explain the many benefits that are available to members, both tangible and intangible. We utilize the discount informational sheets from IFB to equip the member with all the tangible discount information. The members are also informed of the various committees available on the county level, including FB ACT. We take this opportunity to inform them what Farm Bureau does for them in and their farm. This year we sent out 73 new member packets.

**Menard, "Member Appreciation Day" -** Membership retention is vital to our organization. Because of this, we find it important to provide events throughout the year to show our appreciation. This year we held an appreciation event during our county fair. On the hottest day of the summer, 285 members spent the evening with us! At the same time as our event, the antique tractor pulls were going on and our members had front row seats! We also gave out ride tickets to kids and their parents! Both associate and voting members received an invite. It was a fun evening and we are already in the planning stages for next year.

**Pope-Hardin, "Secretary of State License Remitter" -** Our CFB sponsors our secretary as a License Remitter for the Secretary of State. She can license new vehicles and also do title work. This is an invaluable benefit to our members because it is at least a thirty minute drive to the nearest Secretary of State office. As a result of providing this service we have signed 136 new members this past year. It is this service that allowed us to make our 2016 Total and Voting Quota. We have helped over 1/4 of our membership this past year by providing this service.

**\*Franklin, "FB ACT Appreciation Dinner" -** Our counties focus is on FB Act and Action Request Calls. We feel that by having as many people make these calls as possible we are able to make a difference in the way that our Legislators vote. We had a very successful 2 years and we wanted to show everyone who was consistent in making these calls that they were very appreciated, not just by our county but by the IFB and by our Legislators as well. We sent 125 postcards to those who made their phone calls on a consistent basis. Those wishing to attend made their RSVPs to our office for an evening meal that consisted of Filet Mignon, grilled asparagus, baked potato and tiramisu. Our county COUNTRY Financial Reps attended the meeting to speak to everyone to make sure that their needs are being taken care of and to help with the event. The waitstaff served everyone at this event which took place at a Resort in our county. We had sponsors for this event that included our local Polaris Dealer, COUNTRY Financial, Our State Senator and our District Representative. We invited Ryan Whitehouse, Associate Director of National Legislation & Policy Development attended the event and made those in attendance aware that their voice was being heard. He encourage everyone to get their friends involved as well. Even though everyone in attendance had made their Action Request calls not all were FB Act members. We were able to sign up 22 FB Act Members at this event. The main purpose of this dinner was to show our appreciation to everyone in attendance for their participation in the Action Request call. We wanted this dinner to be something more special that even our annual meeting - with personal invitations and also with the meal being served instead of buffet style. It took several months to get everything planned out - from location, to mailing the invitations, to making sure that Ryan Whitehouse was in attendance as well as inviting our legislators. We had 4 COUNTRY Financial Representatives, FB secretary, manager, president, district director, COUNTRY Agency Manager and 3 YL to help greet people and to make sure everything was running smoothly.

**Jersey, "Shooting for Our Roots" -** The Young Leader Committee is fairly new, going on its second year. During their planning meeting for the upcoming years' activities, the group decided they wanted to organize an event that would act as a fundraiser for some of their programs and activities. The board has been very supportive of the committee, however the Young Leaders wanted to show the board that they are willing to support their activities too. Five committee members took the lead and organized a trapshoot, eventually called "Shooting for Our Roots." A date was secured at a local shooting range, which was also able to supply food for the day's events. Committee members secured sponsors at either the gold ($250), silver ($100) or bronze (less than $100) level. Each sponsorship level came with advertising (at the range and on t-shirts) and participation opportunities. A committee member, who is majoring in graphic design, designed a logo which was used in advertising the event and for t-shirts, which each shooter and sponsor received. Yet another committee member was responsible for setting up on-line registration and payment. The day of the event, committee members checked in shooters, in addition to handling a gun raffle. The trapshoot was a huge success, raising around $3200 for committee projects and activities. The event was also a great way for committee members to work with businessness in the county, acquainting them with the Young Leaders Committee and its purpose. Upon evaluation of the program, the committee agreed that the shoot will become an annual event.

**Mercer, "Young Leader Idea Exchange" -** Our Young Leader Committee teamed up with two other Young Leader Committees to host an Idea Exchange. The State Young Leader Committee Chair came to moderate the event. The evening kicked off with dinner at a restaurant. The State Young Leader Chair then led a discussion with everyone in attendance on what challenges their respective Young Leader groups are facing as well as what are some of the successes that their groups have achieved. The evening concluded with a tour of a local brewery. Everyone had a great time and left with some ideas of things to implement in their committees. The evening also served as a great networking opportunity as different Farm Bureau districts were represented at the exchange.

**Clay, "CFB Annual Membership Picnic and Family Fun Night" -** Roughly 220 CFB members and special guests gathered for food, fun, and fellowship at the annual picnic. Both MM and A members are invited to the picnic. For the past few years, we have blocked off the street next to the CFB office and made it a "block party" type of event. We like to utilize the office because it keeps the event here in town and is a way for members who might not ever come to the office to see where we are located. This year, we provided a bounce house, farm related games (milk can toss, corn dig, duck pond) and prizes for kids, corn hole, and rounds of Bingo. This year, there was also an AITC booth our new coordinator set up. A local band was the entertainment for the night, and they were a huge hit with the crowd. Members were entered into a drawing for door prizes such as embroidered coolers, chairs, and blankets. Free giveaways included hats embroidered with our logo, serving spoons for the ladies, cups with our logo on them, yardsticks, pens, and notepads. Foundation Scholarships were presented at the picnic. Our scholarship winners were there early to help call bingo, and we got 2 to sign up for membership that night. COUNTRY financial provided homemade ice cream, and local FFA members helped serve this year. A free pork chop meal was prepared by the local meat market and served by the Women's Committee. This picnic serves as a "thank you" for the support and participation of the membership throughout the year.

**Piatt, "Prep.Freeze.Cook" -** Our Women's Committee wanted to offer a program where women could get together and prepare freezer meals for use during the busy planting season. We had a company come to do the activity. The company comes with all of the ingredients, chopped and in individual containers. They set up 10 stations and at each station a different meal would be put together. We had 1o participants so they worked in groups of 2. Each group would bag 10 of the same meals. They did this twice. Everyone prepared two meals for the entire group. When they left, each person went home with 10 meals that they could put In their freezer and pull out for cooking when they needed something easy. Our attendees loved it and thought that it was so easy. The cost was $150 per person with a portion going to the Foundation as a fundraiser, which raised a total of $265. We will definitely be doing this in the future based on the positive feedback we received,

**Richland, "Trap Shoot" -** The 5th Annual County Farm Bureau’s Young Leaders Trap Shoot was Saturday, August 27th at the County Line Gun Club in Noble. The CFB Young Leaders Committee hosted an individual and team trap-shooting contest. Proceeds from the event will sponsor 2017 college scholarships for County students. We had ten teams participate. A $200 cash prize was given to the top team which consisted of Duane Thomann, JR Jackson, Tony Hemrich, Donald Herdes and Hayden Hemrich. We also gave out 2nd and 3rd team cash prizes consisting of $150 and $75 respectively. We had approximately seventeen individuals compete in the individual contest. The top three individual spots were paid out as well. The top individual was Donald Herdes receiving $75, second place went to Tony Hemrich receiving $50 and third place to Duane Thomann receiving $25. The committee also raffled a Bushmaster M4A3 Magpul MOE Black .223/5.56. Overall, more than $2000 was made in profit during this event.

**Washington, "Affiliate Baseball Outing" -** In an attempt to encourage comradery between the CFBs and our affiliated FS service company, an evening of baseball was offered for staff, Directors, and volunteers from FS and the five (5) CFB's in the cooperative's service territory. Approximately 75 members attended the evening minor league baseball game, complimented by a picnic-style dinner offered at the ballpark an hour prior to game time.

**White, "6th Annual Young Leader Pistol Shoot" -** The Young Leader Committee worked with our local Rifle Club to develop plans for a steel target shoot event. This is the sixth year for this event. We designed a dedicated web page for the event, and set it up for participants to download registration forms and flyers. Our Young Leader Committee members sought sponsors of the event, securing 9 sponsors at $100 each and 3 at $200. Sponsors received a sign at the event, recognition at the event, their logo on our website, and recognition in our county publication. We worked with a local gun dealer to purchase a Browning Buck Mark .22 target pistol for the grand prize. The event had 5 different shooting stations; with a different target arrangement and shooting order at each station. Each shooter shot 5 targets, 5 different times at each station; for a total of 125 shots. Each round was timed. The three shooters with the best time in both the youth and adult divisions received extra chances in the drawing for the gun. We utilized volunteers to help setup, keep time, and clean up. After lunch, shooters were invited to compete in a marksmanship competition. We set up targets at 30 yards. Shooters had to use the same gun they used for the morning competition. The shooter with the best score received a brick of ammunition. We submitted the results of the shoot to local media and posted it on our website and in social media. 3 volunteers from the YL Committee & 6 volunteers from the Rifle Club helped. We had 19 shooters participate, and raised $770 in funds for committee projects.

**\*Lee, "Young Leader Exchange" -** Our YL Committee reached out to a few CFB YL's committee outside of our district and coordinated a Young Leader Exchange. The goal of the program was to learn from other county YL's and bring back new ideas and new energy to our individual county programs. The YL's enjoyed dinner and discussion, led by IFB YL Chairman, Evan Hultine, and toured a local brewery after. Good dialogue was had during the discussion and our YL's who attended felt it was a valuable and worthwhile event.

**\*Warren-Henderson, "Ag Service Award" -** We feel it is important to recognize individuals who have sacrificed their time & given of themselves for the betterment of agriculture. So we decided that once a year, at our annual meeting, we will award an “Ag Service Award”. We advertise that we are looking for nominations & set up a deadline for submittals. We review the nominations & a committee makes their selection. Their selection is then presented to the FB board for their approval. The winner’s family is notified and given free tickets to attend our Annual Meeting. They are asked to get the recipient to the annual meeting where the award would be given as a surprise. Sometimes the family lets us know that the winner wouldn’t want to be surprised, so we contact the winner ahead of time & let him/her know what will be happening. We also invite the person who nominated them and their families to our annual meeting where the winner is presented with a plaque. The winners’ name is added to a plaque that hangs in our FB meeting room for others to see. After the award, an article about the winner is published in our FB newspaper and area newspapers.

**Jackson, "Membership Recruitment Brochures in Teacher Packets" -** Included in teacher packets this year, was the IFB insert that promotes a Farm Bureau membership to educators. While many teachers in the county are already members, we hope to see the results of this simple addition this year! The AITC Committee creates the teacher packets and delivers them to the county schools.

**Logan, "County Member Benefit Program" -** This year we launched a county discount program for our members with eleven local businesses participating. The businesses were given the option to choose what kind of discount or incentive they wished to offer. We hope to keep this program growing in the future by encouraging other businesses to participate. We are happy to be able to offer our members premium benefits and to encourage them to support local businesses.

**Fayette,"Young Leader Trapshoot" -** The Young Leaders were looking for a fun way to interact with fellow Young Leader committees and with other members in the county. They decided to host a trapshoot, and invited all the YL committees in our district. They also invited all members in the county to participate. They trapshoot was a 50 bird derby, and prizes were awarded to the top three shooters. They also provided an award to the shooter with the lowest score. The prize was a box of claybirds and a box of shells. They had a local ag business cook pork burgers for all shooters. Following the trapshoot, shooters could participate in an Annie Oakley shoot for fun. The Young Leaders had a great turnout for the shoot, and each Young Leader committee in the district was represented.

**Saline, "Ice Cream Social" -** This is the second year that our board has sponsored and ice cream social for the 4-H exhibitors and volunteers at our county fair. We were able to provide ice cream and over 25 different toppings for nearly 75 people. We had 6 volunteers helping scoop ice cream into cups before people headed over to the toppings table. This was another great was for us to get involved in the community, get our name out, and socialize with community members.

**\*Cass-Morgan, "Post-Harvest Celebration" -** The Young Leaders, in an effort to expand their committee by acquiring guests while at the same time meet board members and retaining those members, created this event last year and decided to do it again with adjustments and improvements to make it better. A Young Leader hosted it in her shed one Saturday night. That night, everyone was given color coded name tags to sit at various tables to encourage YL & Board conversation. The YL Chairman started the meeting with a welcome and then everyone introduced themselves. The CFB President spoke about the CFB, encouraged this committee to grow with full support of the board and took questions about the organization. The speaker for the evening was Thomas Titus, a hog producer and Next Faces of Farming and Ranching winner. Thomas was young enough to relate to the youngest of YL's and also blend in the board. He was inspiring and encouraged a lot of young farmers to go do more when talking to the non-aggies of the world. The event was casual and inviting making it a relaxed atmosphere for young people to feel comfortable asking questions without sounding dumb around peers. The board was incredibly encouraged by the program, the turnout and the quality of young people in our organization. The committee gained 6 prospective YL's that evening and has since continued to grow as we prepare for the 2017 celebration with a new topic.

**Woodford, "Future & Present Leaders Cook Out" -** This summer our Young Leaders hosted a cookout out at the county farm bureau park. Invitations to the event were extended to the Board of Directors and their families as well. The farm bureau provided the main course of burgers or hot dogs for the evening, and each family was encouraged to bring a side dish to share. There were both familiar and new faces a this event, with at least 3 different generations in attendance. The goal of the evening was to have the future leaders of our organization meet the current leaders. When young minds and experienced minds come together, many new and innovative ideas seem to arise. The entertainment for the evening, besides all the young kids running wild, was Mr. Bill Graff. Bill has a long resume of Ag related jobs, but his current job title consists of being a social media guru, a Trump Delegate, and a farmer. During his presentation Bill touched on the need for utilizing technology and social media to grow our organizations in the future. He also spoke on how out of 64 Illinois Delegates, he is the only one with any kind of Agricultural background. He reminded those in attendance that agriculture has never been known for being "first adopters", but it is about time that we start, because as an industry, we are no longer "in the know" when it comes to most things. All of our members in attendance walked away with a little more of an understanding of what needs to be down to grow our organization and our own businesses.

**Kendall, "2nd Annual Appreciation picnic" -** The FB Board started looking into how to get young people involved in our annual meeting. We looked around at this meeting and it was the same older group every year. The board's decision was to forgo an Annual Meeting/dinner in the fall and have an Appreciation picnic in the summer at the fairgrounds. The annual meeting in late November would be a short business meeting only before the regularly scheduled board meeting. A date was picked in late Aug. in which the Ed. Building on the fairgrounds was available. A pork chop caterer was hired, ticket price determined for both children and adults,and advertisement was done in the FB publication and the local paper. Families were encouraged to attend, our AITC coordinator made geo pets with the kids and adults, the Extension Service made bracelets with the kids, and Country Financial had drawing with the winner receiving a $100 gift cert. to the local meat market. It was a beautiful cool night which allowed many of the group to sit outside at picnic tables or to sit inside if desired. There was a pay bar set up outside for those who wished this type of refreshment and our goal was to bring in a younger group and we succeeded. We had at least 10 of our Young Leader group attend. The only program for the evening was the announcement of our 2016 Scholarship winners and handing out their awards and introducing our State representative who received his "Friend of Ag' award that evening. This took place at 6:30 p.m. nearly 3/4 of the way through the evening. The evening was a great success and we accomplished the goals we had set forth.

**Livingston, "#MemberMondays" -** Hashtags are a fun new way to capture people's attention! #membermondays has given us a chance to not only promote our local member benefits, but also to increase traffic to our Facebook page. Using the hashtag, we feature a different local benefit each week. We have 25 local restaurants, car detailing, stores and more that offer discounts to our members. This has given us a chance to promote those businesses. Through the promotion, we have reached 5,823 people. We plan to grow the program next year and hope to grow our member benefit program.

**Effingham, "Assistant Delinquent Contest" -** This program had two goals - to retain members and promote the good working relationship between Farm Bureau and COUNTRY Financial Assistants. This also provided an opportunity for the assistants to participate in some friendly competition. During this Delinquent Drive the assistants received a list of delinquent members a month after our dues were due. They had one week to look over the list and let us know of any members that should be canceled. The new revised list acted as the base for the contest. The assistants were awarded cash based on the percent of members that were retained. If they retained 50% of the members on their list they received $25, for 60% retention they received $30, for 70% retention they received $35, for 80% retention they received $40, for 90% retention they received $45 and for 100% retention they received $50. Overall there was a 70% retention rate of members as a result of the contest. The nine assistants appreciated being recognized for their efforts. They were given their cash reward following a luncheon at a local restaurant.

**\*Champaign, "Leadership Academy" -** In an effort to further develop leaders for the present and future, volunteers worked to develop a Leadership academy. The academy, is meant to help volunteers improve their skills on such subjects as public speaking, the legislative process, trade, international agriculture, affiliate relations, etiquette dining and so much more. The eight intense training sessions are spread over four months. Volunteers helped immensely serving as speakers, offering suggestions for speakers, providing supplies for the class and so much more. The highlight of the program this year was a day long tour of agri-businesses in Chicago. This year`s class of six included a broad spectrum of participants, from YAL leaders, farmers new to farming, a dietician, an absentee landowner, and agri-business representatives. Overall, this program has provided our volunteers the skill set to be leaders within our organization and the community as well, since many of the skills covered are not just usable within Farm Bureau. during our last session we require that each participant set goals for where they want to go in the future, it`s amazing where with the help of this class, these graduates are going within agriculture and or community - it truly is exciting!

**Cook, "Master Membership Club" -** PLANNING: The 17 volunteers from the Member Relations Team met with the Board, Staff, and Agency Managers for the purpose of developing a Voting Member recruitment strategy INTENT: The short term goal was to find a way to achieve quota...the long term goal was to establish a program that created an exclusive and perpetual effort by volunteers to recruit voting members for years to come. NEEDS MET/IMPACT: The result was the creation of the Master Membership Club. Eligibility is restricted to volunteers from the organization. Induction for year one is based on a point system achieved through members recruited. Rewards for being inducted into the club include recognition on our club member display, and induction ceremony, prizes and privileges. Remaining in the Club is also based on continual point generation through member recruitment. The result was 27 new voting members recruited in the final 2 weeks of the quota year as we achieved voting member quota and a number of first year inductees into the Club! The most effective recruitment and retention voting member efforts come from committed, passionate members advocating for their own organization.

**Kane, "CFB complimentary trial membership" -** CFB established a new complimentary trial membership for 2016-17 CFB scholarship recipients. In addition to the scholarship recipients, to recognize the interest, attendance or assistance of non-members at 2 or more Young Farmers activities during the year, the CFB expanded the complimentary trial membership to include these students as well. A letter was mailed to all students who had met pre-requisites for trial membership. The letter explains why they received CFB trial membership. Being a member qualifies you to participate in their College or University's Collegiate Farm Bureau Chapter and/or participate in Young Farmer events they previously qualified for as a dependant of a parent. Information was provided about CFB and our Foundation. The second page of the letter provides clear instruction of the renewal process upon expiration of membership and the dues notice will be mailed in September of 2016. A follow up welcome letter, membership card and benefit brochure was mailed to all the complimentary trial membership recipients. It is easy for Collegiate members to become overwhelmed with the hard work and dedication they are building to ensure a successful future for themselves as well as the future of farm and food. CFB goal is to first give a free trial membership to engage students with Ag related interest to our organization providing opportunity to participate and utilize benefits CFB offers. Second, encourage renewal and retain their membership.

**Lake, "Local Business to Member Discount Program" -** This past year our office has worked on the creation and promotion of a list of local businesses that will offer discounts to members of our CFB. This list is ever-expanding, and includes a variety of businesses that provide both goods and services in various communities throughout our county. As this is a newly created program, we are very happy to have 31 businesses signed up in the program. Businesses that partake in the discount to member program receive promotion of our partnership on our website, our social media outlets, as well as in our publication. Participating businesses also receive a window cling that can be attached to their front doors which notify members that discounts are available. We hope this program continues to grow, which will in turn allow us to provide even more value to our members.

**DuPage, "Member Benefits on Digital Picture Frames" -**

The membership committee this year felt that we need to give our Financial Representatives something to help them explain Farm Bureau. They felt that we lose a lot of members due to the member not knowing that they are a member or why they are a member. This is due to the Representatives having so much to go over with the client that the FB information gets forgotten. The committee decided to purchase a digital picture frame for all 70 Representatives and put pictures of all of the benefits and a few farm pictures. The Executive Director and one additional volunteer was tasked with delivering and setting up all of the frames to all of the Representatives. The ED and volunteer received many compliments from the Reps.