

## REGISTRATION INFORMATION

**Registration Fee:** \$75

**Register at:** [extension.sdstate.edu/event/power-women-agvocates-conference](http://extension.sdstate.edu/event/power-women-agvocates-conference)

**Registration Deadline:** February 23, 2024

## HOTEL INFORMATION

**AmericInn Lodge & Suites  
Fort Pierre  
Phone: (605) 223-2358**

A block of rooms are reserved at the Fort Pierre Americ Inn at \$89.99 + tax. To reserve a room contact the hotel (605- 223-2358) and request a room(s) under the SDSU Extension block. Offer lasts until February 16, 2024.

## CONTACT INFORMATION

### **Robin Salverson**

SDSU Extension Cow/Calf Field Specialist  
605-374-4177  
[robin.salverson@sdstate.edu](mailto:robin.salverson@sdstate.edu)

### **Jaelyn Whaley**

SDSU Extension Sheep Field Specialist  
605-374-4177  
[jaelyn.whaley@sdstate.edu](mailto:jaelyn.whaley@sdstate.edu)

**SOUTH DAKOTA STATE  
UNIVERSITY EXTENSION**  
Lemmon Regional Center

401 Sixth Ave. W  
Lemmon, SD 57638

RETURN SERVICE REQUESTED



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Learn more at [extension.sdstate.edu](http://extension.sdstate.edu).

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**SOUTH DAKOTA STATE  
UNIVERSITY EXTENSION**

## THE POWER OF WOMEN AS AGVOCATES CONFERENCE

*A time to meet new friends, connect  
with old and learn together.*

**March 1 and 2, 2024**

**Casey Tibbs Rodeo Center Museum  
Fort Pierre, South Dakota**

The power of advocating for **YOU**,  
your **FAMILY**, your **BUSINESS** and  
your **INDUSTRY**



## SCHEDULE

### The Power of Women as AgVocates Conference Casey Tibbs Rodeo Center and Museum

#### Friday, March 1

- 5:30-6:30 p.m. Registration and time to browse the museum and enjoy hors d'oeuvres
- 6:30 p.m. Welcome by Sunny Hannum.
- 7:00 p.m. Conference Kick-Off  
**The Power of Passion: Engaging in the Agriculture Industry – Kelsey Geraets**  
Soon after, Geraets' "passion project" of raising bottle calves became a career when her parents offered her a job to run the feedlot. She is currently the feedlot manager of a 2,500 head operation, feeding weaned calves to cull cows and everything in between and making paths in the ag industry.

#### Saturday, March 2

- 7:30 a.m. Registration at Casey Tibbs Rodeo Center and Museum
- 8 a.m.-4 p.m. **The Power of Fueling Your Body – Claudia Botzet**  
Fueling your body can be tough during the busy seasons of agriculture. However, just like the tractor needs diesel fuel to run, we need food. In this presentation, you will learn the ins and outs of meal prep, and how to create healthy and energizing meals for out in the field, or for a meal on a time crunch. You will also learn about nutrient dense snacks that will keep you fueled throughout the day, avoiding the mid-morning or afternoon slump. Come hungry to learn!
- Agritourism: An Avenue to Advocate for Agriculture – Peggy Schlechter**  
Let's be tourists and explore agritourism in South Dakota! We will discover how agritourism is an avenue to advocate for agriculture as well as support our rural communities.

**The Power of Motivating Women – Liala Down, Founder of Point One Development**  
Lila will move audiences to action while they laugh, think and grow in the process. She will motivate you!

**The Power we Possess – Anna Kobza**  
The words we use when we communicate have the power to evoke emotion and set the tone for conversation. Words when said and articulated in the right way can entirely change someone's belief. We should be more careful with the words we choose and the way we say them, especially when engaging in conversations about agriculture online. While our words are powerful, we often forget the power in listening before we speak.

#### The Power of Mindfulness – Lorna Saboe-Wounded Head

Stress management and mindfulness activities will be implemented throughout the conference. The intent is to demonstrate simple ways to address mental health wellness to advocate for yourself.



Farm Credit Services of America

## SPEAKERS



Sunny Hannum

Sunny Hannum was born and raised on Bad River near Fort Pierre, daughter of ranchers Lloyd and Katy Tibbs Hannum. She loved to ride and work with horses, a love that she came back to after a professional dance career. She and her husband owned and operated Two Rivers Ranch at the forks of the Belle Fourche and Cheyenne Rivers in the 70s and early 80s. She currently works for Fort Pierre Development Corporation and is a co-owner of Hosanna Dance Studio in Fort Pierre.



Kelsey Geraets

Kelsey Geraets grew up on a family farm outside of Colton, SD. After raising her first batch of bottle calves on the family's feedlot, she knew that a career in animal agriculture was in her future. Geraets continued her education at South Dakota State University after graduating from Chester High School. In the spring of 2020, she graduated from SDSU with a bachelor's degree in Animal Science and Agricultural Science with minors in Ag Business and Ag Marketing. Geraets also helps in anyway she can with the row crop and ethanol production sides of the family business. Whether it is trucking fertilizer in the spring or trucking grain in the fall, she is always willing to learn a new skill to allow the farm to run a little smoother. Geraets is very active in the agriculture community holding a seat on the Beef Industry Council Board, president of the SD Cattlemen's Auxiliary, and helping out with the local FFA chapter.



Laila Down

Laila Down has been speaking for over 17 years and speaking professionally for the last 13 years. She's spoken to well over 120,000 people in her career. She's got fortune 500 level sales experience managing a 10 million dollar territory in the production agriculture field and in the advertising realm. She has two degrees in education and is a high demand speaker and leadership development consultant because of her reliability and commitment to her clients. Don't mistake her kindness for weakness. She's a straight shooter.



Anna Kobza

Born and raised in the great plains of Nebraska, Anna Kobza's life was very influenced by agriculture in her rural community. Thought not brought up on a farm or ranch, Anna's experiences in agriculture nurtured her desire to become more directly involved, and at 19, she took out a loan from the Farm Service Agency and started foundation of her existing beef cattle herd. Anna went to college at the University of Nebraska-Lincoln and earned a bachelor's degree in animal science. She then went on to obtain a Master's degree in feedlot nutrition at West Texas A&M University and is currently a doctoral student at the University of Nebraska-Lincoln. She's passionate about agriculture, connecting academia to industry, and bringing the truths of the fed cattle industry to the forefront of the information the public consumes.



Claudia Botzet

Claudia Botzet is a registered dietitian working for SDSU Extension as a Nutrition Field Specialist. Claudia manages the Master Food Preserver program, helping South Dakotans preserve their harvest safely. Claudia has helped create the preservation piece in the Pick It! Try It! Like It! Preserve It! curriculum, the SD Crunch Off, and provides nutrition support to individuals in agriculture and rural communities.



Peggy Schlechter

Peggy Schlechter is a Community Vitality Field Specialist with SDSU Extension based out of the SDSU Research & Extension Center in Rapid City. She focuses on the areas of entrepreneurship, agritourism and community engagement. She has a passion for agriculture and rural communities. She grew up on a ranch north of Highmore and now lives on a ranch near Black Hawk so she has a passion for strengthening rural communities and promoting South Dakota. In addition to working for SDSU, Peggy possesses a bachelor's degree and a master's degree from SDSU and believes that every day is a great day to be a Jackrabbit!



Lorna Saboe-Wounded Head

## SPEAKERS

Lorna is the Family Resource Management Field Specialist located at the Sioux Falls Regional Extension Center. Her work focuses on educating consumers about increasing their financial knowledge and implementation of financial behaviors. She is also a trained Mental Health First Aid instructor. She facilitates adult and teen MHFA courses.