

LOUISIANA FARM BUREAU FEDERATION WLC **LEADERSHIP CONFERENCE**

March 25-26, 2022

DATE: February 10, 2022
TO: Parish Presidents and Parish WLC Chairs
FROM: Mrs. Michele Simoneaux, State WLC Chair

The Women's Leadership Committee is excited to host another Louisiana Farm Bureau Federation WLC Conference open to all volunteer leaders! In addition to a premier leadership event, we are excited to offer each registered guest a special gift with the Farm Bureau Federation logo to commemorate their trip.

Join us in Acadiana for two days of tours, great speakers, and meals to bring together volunteer leaders from across the state of Louisiana. We hope to provide value to our members with agricultural education, fellowship, and learning sessions.

We will be meeting at the Homewood Suites by Hilton Lafayette-Airport (201 Kaliste Saloom Rd, Lafayette, LA 70508; (337) 264-6044). The hotel is walking distance from shops and dining, and three miles from Lafayette Regional Airport. Explore the University of Louisiana at Lafayette campus, just two miles away, or be downtown in 15 minutes for galleries, museums, and authentic Cajun cooking. Your stay includes a spacious suite with full kitchen, WiFi, and breakfast.

On Friday, we will begin with a tour Guidry's Catfish. At Guidry's, they buy their catfish from 40 of the most respected and trusted farmers in the catfish industry. They are also a vertically integrated processor in that they own and operate their own catfish ponds. With the most recent farm purchase being in May of 2014, Guidry's now owns and manages roughly 1,200 acres in a region of the Mississippi Delta known for growing the finest catfish on Earth. Their farms employ only the most experienced and knowledgeable individuals who maintain the same high-quality standards that are set at our processing facility in Louisiana. They are very involved in the day-to-day operations of their three catfish farms, visiting them weekly. Following the tour, we will enjoy a delicious lunch at Pat's Fisherman's Wharf Restaurant in the historical Atchafalaya Club.

We will conclude the day with a crawfish farm tour and a boil with all the fixins' at the McLain's in Abbeville!

We will kick Saturday off with breakfast and our closing sessions. Our keynote speaker will be Tommy Karam, a Senior Instructor in the E.J. Ourso College of Business and the Flores MBA at LSU. He teaches sports marketing, personal branding and negotiations. Outside of the classroom, he works with and conducts seminars for college and NFL coaches and athletes on media training and personal branding. Most recently, he has developed the Program on Personal Branding for former NFL players.

Our WLC has pledged to donate Ag Literacy supplies to the Children's Museum of Acadiana. Your parish can help by donating through our online registration. Points will be given for parish donations through the LFBF Awards Book program. The CMA is Committed to serving young children, ages ten and under, and their families through hands-on interactive exhibits, projects, and programs.

A tentative agenda is attached, but please be sure to like our Facebook page <https://www.facebook.com/WLCLA/> and check back periodically as we continue to publicize featured speakers and workshops.

Rates for this conference are \$250 (single occupancy) and \$190 (double, triple, quadruple occupancy). This fee includes lodging, transportation, tours, and meals. **THE REGISTRATION DEADLINE IS FRIDAY, MARCH 4!** Registration for this event, and future events, will now be done online. You may register attendees for your parish at <https://form.jotform.com/220314340489148>.

If you need additional information, please contact Megan Gravois (megang@lbf.org, (225) 922-6213) or Niki Clarke (nikic@lbf.org, (225) 922-6314). We look forward to seeing all of you in March!

C: State Board, Parish Offices, Women's Executive Leadership Committee, District Directors, and Field Staff