February 4, 2021

TO: County Farm Bureau Women’s Leadership Chairmen
    County Farm Bureau Secretaries

RE: State Farm Bureau Women’s Leadership Conference

DATE: April 24, 2021

Dear County Leadership:

The 73rd Annual State Farm Bureau Women's Leadership Conference will be held in Columbia, Tennessee, April 24, 2021. The conference will be held at the William P. Ridley 4-H Center located at 850 Lion Parkway in Columbia. The 4-H Center allows space for social distancing. CDC COVID-19 recommendations will be followed for the conference. Attendees are asked to wear a mask. Arrangements are also being made for those who prefer to attend the conference via a virtual format. Details will be provided to virtual attendees early April.

Registration will begin at 8:00 a.m., Saturday, April 24 in the Dining Hall. There will be a free Blood Pressure Check for everyone starting at 8:00 a.m. TFBF will provide all meals to conference delegates. The tentative program is enclosed. Conference events will all take place in the dining hall and rec hall/pavilion, #17 & 18 on the enclosed 4-H Center map.

The conference delegates will be housed at the Holiday Inn Express (1561 Halifax Drive) and Hampton Inn (1551 Halifax Drive) in Columbia. The hotels are just off I-65 Exit 46--Columbia/Chapel Hill. We are allotted the same number of king rooms as we are double rooms; therefore, if you have two delegates in a room, you may have to share a king room. Tennessee Farm Bureau will make all hotel reservations based on your conference registration through the county office. Please do not call the hotels directly.

**Directions to the Holiday Inn Express and Hampton Inn from the William P. Ridley 4-H Center:** Take a left at the main entrance of the 4-H Center onto Lion Pkwy. Turn left onto James Campbell Blvd. Travel 1.3 miles. Turn left onto Industrial Park Dr. Travel 1/10 mile then turn left onto the US-43 N/US 412 E ramp. Merge onto US-412/US-43 N, travel 10.1 miles. Take a left onto Halifax Drive. Halifax Drive is right before you get to Waffle House. The hotels are located next door to each other. A map is enclosed.

The TFBF will provide the cost of housing delegates for one hotel room per county for one night. We will bill counties for the rooms over one room after the conference. The rates at the hotels will be between $119-$129 plus tax. Each county Farm Bureau is encouraged to send the women's leadership chairman, YF&R members and as many delegates as are selected and approved by your County Board.
Please call the TFBF office (931/388-7872, ext. 2216) if you need to cancel your reservation. Please note that you will be charged for your hotel reservation unless we are notified 48 hours in advance. If you have a room reservation for Friday night and do not show for that night, they will automatically cancel your reservation for Saturday night.

We will not have scrapbooks on display this year during the conference. Please continue to take pictures and keep records in a scrapbook to promote your hard work in advocating, communicating and educating about agriculture. It is important to keep a record of your activities and events for documentation and history of your county programs.

To register for the state leadership conference, you must go through the county Farm Bureau office. The county secretary will register your county delegates online. Directions are below:

**County Farm Bureau Secretaries:** State Farm Bureau Women’s Leadership Conference registration will be done electronically on the Corporate Intranet. Under “Farm Bureau Headlines”, click on **State Farm Bureau Women’s Leadership Conference**. Click on the Registration Site Link. Please use this link to register each person attending individually, so that we have an accurate attendance and meal count. Please register no later than Friday, March 19, 2021. Refer registration questions to the TFBF Special Programs Division, (931) 388-7872, ext. 2216.

Don't forget your auction item for the Ag in the Classroom Benefit Auction. Tables for auction items will be set up under the pavilion. Please note the **auction will be mostly silent auction this year**. The Young Farmers auction raised $5,539 last year and our $30 for 30 Women’s Leadership Challenge raised over $11,000. We need to continue to promote our most worthy AITC program.

We look forward to seeing you in Columbia! This year marks 100 years of the Tennessee Farm Bureau and while this conference will be focused on how you can “Grow with Farm Bureau Women,” we will take some time to celebrate our centennial.

Sincerely,

Mrs. Brenda Baker,  
Farm Bureau Women's Leadership Committee State Chairman

Mrs. Kristy Chastine,  
Women’s Leadership Program Coordinator

Cc:  
County Farm Bureau Presidents  
County Agency Managers  
TFBF Board of Directors  
TFBF Regional Field Service Directors  
State Women’s Leadership Committee  
YF&R State Committee  
YF&R District Officers  
YF&R Chairmen & Secretaries
STATE FARM BUREAU WOMEN’S LEADERSHIP CONFERENCE
APRIL 24, 2021

INFORMATION ABOUT CONFERENCE

I. The theme for the 2021 State Women’s Leadership Conference is **GROW** with Farm Bureau Women.

II. CDC COVID-19 recommendations will be followed. Attendees are asked to wear a mask.

III. Farm Bureau Health Plans will be sponsoring a Blood Pressure Check for everyone starting at 8:00 a.m.

IV. A highlight of the conference will be an **auction** of items provided by county women's leadership committees. The auction will benefit the Agriculture in the Classroom program. The majority of items will be in a silent auction. Live auction items will be randomly drawn before the closing session. Since space and time are a factor, please bring one nice item per county. (Several small identical items could sell as one.) If you have questions about this, please contact your district chairman. Please indicate on the registration form what you plan to bring. Also, if your auction item has multiple items, please **include a list of all items**. Auction items will be spaced apart on tables under the Pavilion allowing for social distancing while bidding on items.

V. **Perishable Items Reminder:** due to health and safety regulations, please be sure to keep all perishable auction items, such as cheese or other dairy products, refrigerated. Check product labels for information regarding refrigeration requirements…refrigerate immediately or only after the item has been opened. Per food sanitation regulations, products requiring refrigeration must be maintained at 41 degrees or less.

VI. The silent auction bidding will start Saturday morning at 8:00 a.m. Everyone will have a chance to bid on each item. The silent auction will conclude at approximately 3:45 p.m. A short break will be given after the closing session for final bids. Auction winners will be announced at the conclusion of the live auction and payment can be made at that time.

VII. Evaluations have suggested counties continue to bring door prizes. If your county would like to contribute a door prize, **please don’t spend more than $15** in order to keep door prize items similar in value. Examples are gift cards, products from your county, homemade jellies or other products, handmade items, etc. **Contributing door prize items is voluntary.**

VIII. **County winning essays are due to the state office by March 1st.** We will notify county women’s leadership chairmen who have an essay finalist the end of March. We will also notify the students and their teachers at the same time.

IX. Farm Bureau Gives Back (formerly Fill a Ford with Food) pictures and report on donations are due to Kristy Chastine (kchastine@tfbf.com) by **April 2nd**. Winners of the county Farm Day award money will be announced at State Leadership Conference. The drawing for the $100 AITC materials credit will also take place at State Leadership Conference. You must be present to win!

X. A book will be added to your county’s Agricultural Literacy Library.

XI. Conference parking is available around the pavilion, parking spots along the driveway leading to the pavilion, and in the grassy areas. Signs will be posted.

XII. 100th Celebration begins!