



2022 IFTN Annual membership meeting

June 9, 2022, 12:30 – 2:00 pm, Lincoln, NE

Members present: Abby Wessel, Allan Vyhnaelek, Ashley, Brandon Dirkschneider, Darlene Livingston, Heather Gessner, Jennifer Zahradnik, Jim Ostlie, Joy Kirkpatrick, Patrick Hatting, Shane Conway, and Wesley Tucker.

Heather called the meeting to order and asked for approval of the agenda. Brandon made a motion to approve agenda as presented and Jim 2nd the motion.

Introduction of Board members who were present at the meeting: Darlene, Heather, Joy, Shane and Wesley. Unable to attend: David Marrison, who was appointed by the Board to fulfill Russ Tweiten's remaining term on the Board. Russ stepped down prior to the January Board meeting. David had the 3rd highest vote count at the 2021 election. (The top two became board members during the 2021 meeting.)

Secretary's report: Darlene reminded people the 2021 annual meeting minutes were in the folder they received when they checked in for the conference. They were placed there to allow sufficient time to review prior to the meeting. Jim Ostlie made a motion to approve the minutes and Ashley 2nd the motion.

Treasurer's report: Joy distributed the income and expenses for the organization, for 2021 and 2022 and a budget for the new fiscal year. Our fiscal year is July 1 – June 30.

Membership includes the two trainings held in Des Moines, IA and Virginia. It does not reflect the membership received through conference registration. The registration number represents conference gross registration income. Eventbrite fees were not taken out of the figure.

The outstanding income/invoices is the membership fees from the PA training.

Patrick Hatting asked how many checks are normally written a year and upon Joy reporting it is about 10. He suggested each check be listed on the treasurer's report. He also stated the books should be audited. Joy said the bylaws states the books should be audited/reviewed by a person from the general membership. Patrick offered to review the financials and Joy said she would follow up with him to determine what information and how to send it to him so he could complete the task. Jim Ostlie made a motion to accept the Treasurer's report, Wesley 2nd the motion. Motion passed.

Old Business:

Continued education and recertification requirements were reviewed by Chairperson Heather Gessner>

In 2023 the historically certified IFTN succession coordinators must have credits fulfilled to recertify. The requirement is 30 credits total as of 6/30/2023. Questions were answered about what qualifies for credits and all were referred to the flow chart which states the numbers allowed for each category and is in their conference folders (It's in the Wednesday morning presentation and also available on the website.) A combination of recertification options are required.

Links will go out to all certified coordinators to enter non-iftn events and farm visits. They will be reviewed 2x annually by the board. So please don't count on those being accepted, it will be best to also accumulate other points in other categories.

Committee for IFTN conference:

A call will go out in the survey for volunteers to serve on a committee, Brandon stated it was a great idea and others agreed.

Heather, shared the Board's original intention to alternate in person and virtual conferences each year. Jennifer suggested putting out survey monkey asking why members who didn't participate why they didn't attend. Asking which month was preferred for the conference was also suggested.

Due to many people leaving early it was suggested the annual meeting be moved to the first day.

Wesley felt we have to figure out how to do blended hybrid model, suggesting 2/3 will do blended, 1/3 will do live. Heather shared with all that a hybrid model would likely cost \$15000, for the IT equipment and staff required to handle it. Jennifer suggested checking to see if there is a campus movie production system that may be able to assist with it.

Brandon – asked if we want to get responses and it was suggested the committee be developed and they can send out the survey and obtain possible additional committee members and determines membership desires for a conference. The committee will check out the hybrid option, review all options and supply final decision on the location, how it will be carried out, etc.

A conference committee member volunteers included, Shane Conway, Abby Wessel, and Joy Kirkpatrick.

Heather reviewed how the Board of Directors work on their own transition plan throughout the past year.

- 1) Donor Snap, Microsoft teams, Survey Monkey getting records into common place.
 - Jennifer Z suggested basic gmail account for the nonprofit with all the information based there. Microsoft teams can use and make a gmail account with it. Darlene shared if other software/subscriptions are needed Tech Soup offers largely discounted program options for non-profits.
- 2) Internet presence: website improvements, fb page, Shane has done great work on the fb page and YouTube channel.
- 3)

Heather asked for suggestions of how to handle the recorded keynote presentation – consensus was use as promotion piece, and send to all via YouTube. Shane will make the decision of which option goes online, just the initial recording or the recording with audience questions.

Other old business:

As a follow up to the mornings suggestions, Heather has been working on the database cleanup. Shane shared he plans to color code information by profession on the map. Shane will start map color code with the known professions, then update those who aren't color coded as they send in their professions.

New business:

Next IFTN hosted continued education, 1 hour long webinar will be held in July. The programs have been carried out every other month since November to provide CEU for succession coordinators and others. The programs to date have been free of charge in order to introduce and get people engaged in participating in them.

Continued education webinars:

Heather provided a suggested sliding scale fee structure for future webinars:

- \$30 for non-IFTN member and non-IFTN certified succession coordinators.
- \$15 if the person is either a an IFTN member **or** IFTN certified succession coordinator.
- \$0 if the person is both an IFTN member **and** IFTN certified succession coordinator.

Members shared the goal was to build value to become a member of the organization. The webinars are the item that creates value for membership. They are carried out by highly regarded professionals who are experts in their field offering important topics, that will draw people.

Wesley stated he didn't feel we are ready to charge for events and should continue with free webinars for now.

General conversation took place on who to spread the word about IFTN. Marketing is needed.

- Abby suggested possible options could include sponsoring booth or refreshments at certain events such as ag law conference, or other event Iowa land expo, Farm Shows, ag shows with FarmHer program, grower dealers and financial advisors.
- Shane suggested personalized emails sent prior to conferences bring awareness and shared an example.
- Ashley, offer succession track in another conference. Goal is to get the facilitators or professionals to the website, they are at bar assoc or CEU events. We would need to go to them and connect at their booth. Our target audience is not the farmers who may be coming around to various events that target farmers. Conversation continued that most events have a list of businesses who have booths and possibly targeting those companies through the list that's provided instead of having an IFTN booth.

Circling back to fees, Joy moved the IFTN accept Heather's suggested structure for the webinars for one year then review. Jennifer Z. 2nd the motion, motion unanimously carried.

The second part of conversation was marketing IFTN to increase awareness and gain more membership. A marketing committee can review suggestions from Thursday morning general information gathering time. Potential question for the survey: if we provide with information about IFTN would you share within your circle of influence? Group agreed it's good option and keeps it economical. Marketing committee volunteers at the meeting include: Shane Conway and Darlene Livingston.

Heather thanked all for coming to the 2022 IFTN conference and the annual meeting.

Members were asked to vote for three people on the ballot of 6: Brandon and Wesley counted the ballots and the 2022 elected Board members include: Abby Wessel (1st term), Heather Gessner (2nd term), Joy Kirkpatrick (2nd term) will begin a 3-year term.

Jennifer Z made motion to adjourn the meeting and Darlene seconded the motion. Annual meeting adjourned.

Respectfully submitted,

Darlene Livingston,
2021 IFTN Secretary