

Promotion and Education Committee Hosts Open Workshop at State Annual Meeting

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The Promotion and Education Committee hosted a workshop that would showcase tremendous opportunities for every county Farm Bureau at State Annual Meeting. This topic applies every member and every person who might like to promote and educate about our industry.

The workshop was held on Tues., Dec. 4, 2018, and included several important topics and options.

We started off with an introduction to the diversity and opportunity for all members to become involved with programs and potential local meetings and workshops. We focused on “Trivia Nights of All Shapes & Sizes” with panel members Pat McCormick from Wyoming County, Karen Lohr from Oneida County, Judi Whittaker from Broome County and Phyllis Couture from Cattaraugus County telling the story of their experience—the good, bad and ugly.

Next, we entered the realm of hearing... or the lack thereof, with Matthew S. Ludwig, CSP, ARM, AINS, Nationwide Agribusiness. He shared with us many aspects of hearing, requirements, testing, OSHA and much more. The depth of his knowledge and positive attitude, plus his sunny personality, all added to a great experience and an opportunity to use this as a needed meeting topic in any agricultural community.

Then we explored “Skin Cancer Prevention, Identification and Treatment” with our own Promotion and Education State Committee member, Nancy Trzcinski, who is a dermatology nurse practitioner (DCNP), certified by the dermatology nurse practitioner certification board (DCNPB). She is a graduate of Russell Sage College and SUNY Institute of Technology at Utica-Rome, she focuses primarily on medical dermatology, which includes diagnosis and treatment of all skin disorders. Skin cancer identification, treatment and prevention are an integral aspect of her daily practice. She serves as a preceptor for nurse practitioner students.

Our wrap-up by Patti Fisher, our Promotion and Education Facebook facilitator and representative on the State and National Promotion and Education Committees provided some hints on how social media can provide your audience invitation, plus “What A Newsletter from Your Farm Can Do”. Fisher also shared news about the upcoming November Summit, “Energizing the Ag Force”, that will provide take-home information and training, so each county Farm Bureau is ready to do what is so very needed now. Be sure to mark your calendars for Nov. 2-3, 2019 at the DoubleTree by Hilton in Syracuse for this exciting conference. More details will be released very soon, as the committee works on workshop topics and presenters.