Wisconsin Consultants:
Advocating for Our Clients

Todd Schaumberg
Tilth Agronomy
My story:
3rd GENERATION
What’s your story??
THREE Cs OF ADVOCATING

• Clients
• Committees
• Consumers
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CLIENTS

• TEACH CLIENTS TO ADVOCATE

• MOST FARMERS NEVER LEARNED TO ADVOCATE.
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590 REWRITE COMMITTEE

• Getting members on rule changing committees.
• Nutrient Management Rule Revision.
• Selection Process.
• University Recs in Code.
• WAPAC NMP Committee created a position statement.
NEGATIVES

• Cost
• Lost some University and Agency members.
• So far more work for members.
LOBBYIST

POSITIVES

• You have a Coach
• Pro Active on Issues
• Spend less time as a group complaining what happened.
• Voluntary to donate, most of the membership has donated.
• More realistic view of outcomes.
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Rebranding to Consumers
11,139 Facebook Views in 2017
50 TilthAg.Com Website Views in 2017
Lake Mills Area School District - WI

There's nothing like gaining a new perspective on things! Guest speakers Troy Christenson and Matt Brugger, from Till Agro, graciously presented to Intro to Ag, Horticulture, Landscaping, and Natural Resources/Environmental Science classes. They talked about future career opportunities in Soil Science, Agronomy, and Precision Agriculture.

A highlight of their presentation was sharing how drone technology is impacting agriculture, take a peek at these drone-captured photos of L-Cat Nation! #LCatPride
Tilth Agronomy Group shared Lake Mills Area School District - WI's post
Published by Matthew Brugger on October 23, 2017
Had a blast speaking with some great Agriculture Students at Lake Mills High School a couple weeks ago. Go L-Cats!
53%
Your story + Group Effort = Successful Advocacy
THANK YOU!

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