

# FIND YOUR VOICE

## Farm Bureau Membership

### Farm Bureau: Why membership matters

—By Chelsea Poe  
Membership Marketing Specialist

The purpose of this special section is to answer two questions:

If you are already a member of Indiana Farm Bureau (which most *Hoosier Farmer* readers are), what makes your membership valuable?

Why should INFB members ask someone else to become a member?

The answer to the first question can be found throughout the pages of this insert. Your Farm Bureau membership entitles you to a wide array of benefits. Some of

these are intangible, such as Farm Bureau's lobbying efforts at the national, state and local level. Some are tangible, such as the discounts you can get with your Farm Bureau membership.

But as for the second question, the best explanation I can give is that one of the main reasons I joined Farm Bureau is because someone asked me to join. I knew it was a great organization. I knew the value INFB provided for farmers. I knew that my family was involved. I knew I could get discounts on hotels. Still, I never joined until I was asked to.

The state Farm Bureau office can send out thousands of letters to prospective members about join-

ing Farm Bureau, but your personal contact will go much further than any piece of mail we could send. Ask your neighboring farmer, seed salesman, banker, fertilizer dealer, machinery dealer, crop consultant and your feed salesman to join. You can find some ideas on how to sell a membership from Jason Stevenson, INFB organizational development director, on page II of this insert.

Indiana Farm Bureau is the largest general agricultural organization in the state. It was started in 1919 by farmers, for farmers. We work to protect the lives, land, equipment, animals and crops for farmers and the agricultural community in the

Hoosier state. We have over 73,000 farmer members but you don't have to farm to be a member.

Membership provides another piece in the future viability and success of Indiana agriculture. As members of the agricultural community we must unite to tell our story, make legislators aware of issues facing our community and work to keep one of the largest economic drivers of our state strong. Every dollar of the membership fee is divided among the local, state and national Farm Bureaus to initiate programs, work for farmer's rights and provide educational opportunities to members.

"The main benefit of my membership is the fact that Farm Bureau defends my right to farm, defends the future of farming for the next generation, looks out for issues that are threats to farming today and does an excellent job of determining the threat for tomorrow.

"I think the past session of the legislature demonstrates the power of Farm Bureau working with other organizations to finally, after all these years, get improvements in road funding for rural roads, not just for state highways.

"A less tangible benefit is the social opportunity to talk with like-minded farmers to discuss challenges and opportunities. That's something that not everyone puts a \$32.50 price tag on."

—Ed Yanos, Wayne County



# Membership discounts come in many forms

Using your Indiana Farm Bureau member benefits can be as simple as a couple of mouse clicks or a phone call.

But the place to start is *infb.org*. If this is your first visit, register using your Farm Bureau membership number. Once you're registered, all you have to do is log in, click on "Member Benefits" and then "View All Member Deals."

You can save on more than 289,000 local and national discounts through My Member

Deals, including Farm Bureau member exclusives on equipment, car rentals, gifts, entertainment, electronics, airport services, amusement parks, medical services and hotels.

Discounts range widely – for example, 20 percent off a hotel rate or amusement park admission, 30 percent off a product, free shipping for your order, or discounts of hundreds or even thousands of dollars for purchasing or leasing certain equipment.

Exactly how you receive a particular discount varies depending on the product. It could involve:

- Enrolling in a program through My Member Deals that entitles you to a discount.
- Accessing a coupon code that entitles you to a discount. Coupon codes can generally be used online, but in some cases they also can be used over the phone.
- Using a group ID that is provided by My Member Deals, you can receive significant dis-

counts when ordering through a company's website. In some cases you can use the group ID number to get a discount over the phone or in a company's retail store.

- Showing your membership card to get your discount.
  - Printing coupons or e-tickets.
- Visit My Member Deals at *www.infb.org* to find out what discounts are available and how to benefit from them.

—by Kathleen M. Dutro

## Recruiting a member can be as simple as 1, 2, 3

Convincing someone to become a member of Farm Bureau doesn't have to be difficult.

In fact, said Jason Stevenson, INFB's director of organizational development, it often comes down to three simple steps: finding a natural way to bring up the topic, explaining how Farm Bureau has helped you and how it can help the person you're talking to, and remembering to ask that person to become a member.

"Don't just tell them about the possible benefits. Ask them if they'll join," said Stevenson, who spent five years as manager of operational and service processes for Monsanto prior to coming to Farm Bureau. Below are some of

Stevenson's favorite tips for selling a membership.

**Tip #1: Figure out in advance how you're going to bring up the subject.** While the topic should come up naturally, you should still have a plan to ensure that it actually will come up. "You should ask yourself, 'What am I going to do or say to bring it up?'" Stevenson said.

**Tip #2: Don't forget to talk specifically about the benefits of membership.** This goes beyond listing member discounts or discussing issues on which Farm Bureau has advocated for members, Stevenson explained.

"Talk about benefits rather than features," he said, explaining that

something becomes a "benefit" only when it's actually used, while a "feature" is something that could be used. For example, Farm Bureau working for the passage of a useful bill is a feature, as is Farm Bureau offering a discount to a theme park. But when promoting membership, you need to be able to explain how you have used a member discount or how a particular piece of legislation has helped you, he added.

"We assume people can see how a bill or a discount benefits them, but you need to point out how it actually helps – how one or more features have helped you personally. Only then do they become benefits," he said.

And in order to do this really effectively, he pointed out, you have to know what is important to the person you're talking to.

"You have to know what they value," he said.

**Tip #3: Don't forget to ask.** The issue, Stevenson said, isn't just that people are uncomfortable with discussing membership at all, though that is often true. But even people who are perfectly comfortable with talking about the value of a Farm Bureau membership sometimes forget to take the crucial step of asking "Would you like to become a member?"

—by Kathleen M. Dutro

FIND YOUR VOICE

"I recently used the Grainger discount through my Indiana Farm Bureau membership and saved over \$200 on a 5-horsepower motor. The benefit was easy to use and easily covered my membership fee for multiple years."

—Bob Guernsey,  
Boone County

"We have three 4-wheelers and a Scout. They are all equipped with sprayers and one has a soil probe. In the past, we registered them with the DNR. They now have to go through the BMV, but the BMV told us we needed to prove we paid sales tax, we would need to pay for titles and for a sticker. The cost amounted to \$2,000.

"I contacted Justin Schneider (INFB director of state government relations). Together we found a couple of state legislators who agreed to work on this issue. With Farm Bureau's support, the legislators who were willing to listen and understand, and the BMV, which also helped to effect change, our effort resulted in the bill (HEA 1491) being passed this spring. Farm Bureau helps by making our voice heard."

—Mark Seib, Posey County



# Using your INFB membership can Save You Money

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Start by visiting [infb.org](http://infb.org), then log in (register using your Farm Bureau membership number if this is your first visit), click on "Member Benefits" and then view "All Member Deals."

Save on more than 289,000 local and national discounts at work, at home or on the go with My Member Deals

Farm Bureau member exclusives – savings on services & products including

- Choice Hotels
- Grainger
- Life Line Screening
- Members Health Insurance
- Amusement parks
- And more

## GRAINGER®

FOR THE ONES WHO GET IT DONE

## CHOICE™ HOTELS

LIFE LINE SCREENING  
The Power of Prevention

Members  
HEALTH  
INSURANCE

Holiday World  
& Splashin' SAFARI

Cedar Point

Indiana Beach  
AMUSEMENT RESORT

Kings Island

**SHOPPING**  
Including groceries, kitchen and bath, jewelry, clothing, accessories, electronics, books, sporting equipment and shoes

**FINE AND CASUAL DINING**  
Discounts available on a wide range of restaurants and foods – from barbecue to ice cream to pizza to steak

**AUTOMOTIVE**  
Auto parts, tires and automotive care

**CONCERTS AND EVENTS**  
Music and sporting events plus theater performances

**MOVIE TICKETS**  
ADMIT ONE

**TRAVEL**  
Car rentals, airport services, cruises and airfare



# Some of Farm Bureau's benefits come through the state legislature

**Property taxes** – Fixing the property tax formula was Farm Bureau's big victory in 2016 – and it is the benefit that will keep on giving to Indiana's farmers because the major component of the fix was to use more current data in the calculation.

Reducing the farm income data lag from four years to two years provides a closer match of ability to pay with tax burden. The farmland formula reform provides a continuing decrease in the base rate value for agricultural land until the year 2023 when it will level out. Estimated savings of \$172 million will be realized by the farm community for taxes in 2018-2019. The 2017 value of \$1,960 will drop to \$1,850 next year.

Farmers needed relief because taxes had increased by 63 percent from 2008 to 2015 while farm income declined 30 percent in 2014 and 35 percent in 2015.

**Road funding** – HEA 1002, which passed during the 2017 General Assembly, will provide the largest infrastructure investment in Indiana history. Many of the bill's provisions went into effect July 1. The funding sources are based upon user fees with proportional increases based upon the use of the roads and the impact of the vehicle on the road.

Among the key provisions: \$260 million in new money for local roads and bridges before June 30, 2018; an incremental increase in new local road funding to \$340 million in 2024; an aver-

age of \$300 million in new local road funding over seven years; and more than \$6 billion in new resources for state and local roads over the next seven years.

**Annexation** – In 2015, the General Assembly passed legislation that made important changes that make it possible to stop an involuntary annexation when 65 percent of the landowners in the proposed annexation sign a remonstrance petition. Prior to these reforms, the only viable way for landowners to fight a proposed annexation was to go to court and pay the costs of that court battle, with limited ability to voice opposition.

**Drainage tile tax** – As of July 1, farmers will no longer pay sales tax on drainage tile used in their

fields. Farm Bureau has asked the General Assembly for this exemption for years, and a measure that included it was finally passed in April and then signed by the governor.

**Engagement** – Not all of the benefits Farm Bureau offers through its Statehouse lobbying efforts come in the form of legislation. County Farm Bureaus also sponsor local opportunities for members to meet with their legislators during the session. Policy advocacy opportunities are enthusiastically embraced across the state. In 2017, 768 members representing 88 counties visited the Statehouse at least once, while in 2016, 777 members representing 84 counties visited the statehouse at least once during the session.

—by Kathleen M. Dutro

## MEMBERSHIP APPLICATION



Last Name		First Name		Middle Name	
Spouse Last Name		First Name		Middle Name	
Address		City		State	Zip
County Farm Bureau			Township		
County Number (INFB Only)		Membership Number (INFB Only)		Township Number (INFB Only)	
Membership Classification <input type="checkbox"/> Voting <input type="checkbox"/> Associate					
<small>A voting member is an individual, a partnership, an unincorporated association or a corporation who owns or operates a farm or who is engaged and derives income from agriculture. All others are associate.</small>					
Type of Classification <input type="checkbox"/> Primary <input type="checkbox"/> Select <input type="checkbox"/> Student					
Date of Birth / /	SSN (Last 4)	Phone ( )		Email	
Spouse Date of Birth / /	SSN (Last 4)	Phone ( )		Email	
Amount Received \$ _____ <input type="checkbox"/> Cash <input type="checkbox"/> Check No. _____			Membership Volunteer or Writing Agent's Name		
<small>Annual Primary dues are \$32.50. Select &amp; Student membership annual dues are \$15.00. Primary membership is a prerequisite for purchasing a Select Membership.</small>					
<small>We respect your privacy and will never rent or sell your information. By providing your email address you are opting in to receive email from our company, and you may request to stop receiving emails from us at any time.</small>					
Member Signature <b>X</b>					

Return completed application to your county Farm Bureau office, membership volunteer, or mail to Indiana Farm Bureau, P.O. Box 1290, Indianapolis, IN 46206.

"We are a contract finisher for four turkey finisher barns and finish out roughly 76,000 turkeys annually. We receive birds at 5 pounds and they go out at around 47-50 pounds.

"We utilized Farm Bureau for their expertise in helping us site our turkey barns. Greg Slipher, INFB's livestock development specialist, and Andy Tauer, director of livestock for the Indiana Soybean Alliance (representing the Indiana Livestock Team), helped prepare us for the public's misconceptions regarding confinement operations and what challenges we were going to run up against. They were able to give us fair warning about what was coming up the road and up ahead so we weren't blindsided.

"In addition, the knowledge Greg and Andy have on the economic impact of livestock was huge – the financial benefits it brings to the county, to schools, to the county general fund. Being able to talk about these benefits was huge when our permit was considered by the county."

—Craig Fruechte, Adams County