



Member
FDIC

Discover Farm Succession at the Winter Ag Session

Farm succession planning can be a daunting process. With this year's Winter Ag Session event, we want to provide you tools and resources to help get the process started – and to also help guide you along the way. It takes surrounding yourself with a team of experts to help understand what may be best for you and your family in the succession planning process. At this year's event, a portion of the event will include a panelist discussion that will include industry experts related to farm succession planning. During the panelist segment, attendees can ask questions, listen to discussion amongst the moderator (Jolene) and the panelists themselves, and hear real life experiences relating to farm succession planning.

Here is a sneak peek at our panelist lineup:

<div>✓</div> <div>ACCOUNTANT</div> <div>Maximizing Every Dollar</div> <div>Accountants offer expertise in business structures, tax preparation, farm record keeping, financial reporting, and much more. An accountant offers expert knowledge for every stage of life. From beginning farmers to retired, accountants provide the foundation needed for generational farm succession.</div>	<div>✓</div> <div>FINANCIAL PLANNER</div> <div>Planning for Tomorrow</div> <div>Financial planners assist with paving a financial path for the future, providing guidance on investments/distributions, providing insight to help with financial goals, plus much more. Beginning farmers, experienced farmers, & retired farmers all benefit from the information the financial planner provides.</div>
<div>✓</div> <div>ATTORNEY</div> <div>Protecting Your Legacy</div> <div>Attorneys help farm families protect their assets and plan for a secure future. From helping guide transitions to implementing wills and trusts that preserve property and legacy, attorneys provide the legal framework every farm needs.</div>	<div>✓</div> <div>AG BANKER</div> <div>Financing Your Future</div> <div>Ag bankers provide financial guidance, transition guidance, assistance with cash flow management, and much more. Ag bankers help the family evaluate different ideas and options to consider in the succession process. The ag banker wears many hats and helps bring it all together.</div>

Get to know Jolene

JOLENE BROWN
CSP, CPAE, AWARD-WINNING
SPEAKER, AUTHOR, FARMER.

A walking/talking champion for the people of agriculture, she shares her credibility, authenticity, humor, and wisdom with audiences worldwide through her writing, keynotes, and workshops.



With stages ranging from bales of hay to some of the world's most beautiful venues, Jolene has the unique ability to weave appropriate humor, real-life stories, and hard-won experience into her work.

Peoples State Bank WINTER AG SESSION FARM SUCCESSION

February 25, 2026

The Barn
Prairie du Chien, WI



Featuring:
JOLENE BROWN

PEOPLESFINANCIAL.COM

RSVP & Information



To RSVP please email:
agpromotion@peoplesfinancial.com
or call: 800-280-1074



The Barn
32800 Co Rd K.
Prairie du Chien, WI



February 25, 2026 @ 10:00 AM

Scan to RSVP



WHAT'S HAPPENING?

Are you ready to build a stronger business, transition a legacy, and honor your family? If so, you'll find great take-home value at this very special event sponsored by Peoples State Bank! With lots of laughter and real-life stories, you'll receive insight and tools for positive leadership and productive management to transition the education and the experience of the family business. With specific information from a Panel of Key Advisors, you'll understand the need for financial clarity and the legal documents that aid in the transition of the physical assets of your family business. Please bring all generations! You'll not go home feeling overwhelmed, but empowered to do this important work. You'll be mighty glad you came.



AGENDA:

Registration	✓ 10:00-10:30
Welcome & Purpose	✓ 10:30-10:35
Family Business Workshop Presentation - Jolene	✓ 10:35-12:20
Lunch	✓ 12:20-1:00
Key Advisors Panel	✓ 1:00 - 2:15
Break	✓ 2:15 - 2:30
Keepers and Celebration - Jolene	✓ 2:30 - 3:00
Planner Concluding Remarks/Wrap Up	✓ 3:00 - 3:15