CULTIVATING RESILIENCE 2026

The Ottawa Conservation District, Allegan Conservation District, and the ODC Network, in partnership with MSU Extension and Ottawa County, are hosting our 6th Annual Cultivating Resilience Winter Conference on **February 5th, 2026** at the **Pinnacle Center at 3330 Highland Drive in Hudsonville, MI.**

The Cultivating Resilience Winter Conference showcase's common and emerging practices, tools, and resources that promote soil health, give producers practical conservation knowledge that they can use to evaluate their operations, and encourage regenerative agricultural practices.

The title of this year's conference is "Cultivating Resilience in the Face of Uncertainty", emphasizing a holistic approach to farm sustainability by addressing **financial resilience** through market diversification, storytelling for brand building, and sound accounting practices; **personal resilience** by focusing on mental health support and improving communication skills; and **environmental resilience** through understanding regulatory changes, implementing regenerative livestock practices, and adapting to climate patterns.

Agricultural sustainability requires farmers to thrive not just survive, balancing economic viability with environmental stewardship and personal well-being. By combining insights from economists, MSU Extension researchers, and other agricultural professionals with real-world wisdom from practicing farmers, this year's Cultivating Resilience conference aims to equip attendees with practical tools and strategies to navigate uncertainty while building long-term resilience in their farming operations.

As agriculture in West Michigan faces continued uncertainty, cultivating resilience is essential. **Please review the enclosed sponsorship opportunities and consider a commitment of your resources as an event sponsor to support local agriculture.**

PLATINUM SPONSOR
$650

- An exhibit table at the event
- Your logo on all event publicity*
- Recognition in program
- Sponsor an educational session or breakfast
- Two minutes for remarks

GOLD SPONSOR
$400

- An exhibit table at the event
- Recognition in program
- Your logo on select promotional materials

PARTNER SPONSOR
$125

- An exhibit table at the event
- Listed as a sponsor on our website

**Publicity includes ads, invitations, social media promotion, weblinks, and full-color logo on event signage.*

For additional information or questions, contact Brian Talsma at 269-466-1140 or brian.talsma@macd.org

ALLEGAN CONSERVATION DISTRICT

OTTAWA CONSERVATION DISTRICT

ODC Network

MAEAP

MICHIGAN STATE UNIVERSITY | Extension

Ottawa County

SPONSORSHIP AGREEMENT

CULTIVATING RESILIENCE 2026

As agriculture faces continued challenges, cultivating environmental, financial, and personal resilience in our agricultural community is essential. We invite you to partner with us for this event to support local agriculture. Please consider a commitment of your resources as an event sponsor.

Organization Name

Contact Person | Title

Mailing Address | City, State, Zip

Email | Phone

I understand that by signing this agreement I am committing my organization to the following:

- ❑ **Platinum Sponsor** $650
- ❑ **Gold Sponsor** $400
- ❑ **Partner Sponsor** $125

Payment options:

- ❑ **Check (preferred):** Made payable to the Ottawa Conservation District & mailed to 16731 Ferris St. Grand Haven, MI 49417 with a copy of the filled out sponsor form.
- ❑ **Credit card:** Submit payment online at ottawacd.org/cultivatingresilience/ (near the bottom of the page) and email completed form to brian.talsma@macd.org.

Signature | Date

Additional info:

- ❑ Please send a high-resolution/full-color logo to brian.talsma@macd.org. (Please note, the sooner you send a logo, the more promotional items it will be included on.)
- ❑ **YES,** we plan on exhibiting at the event; please reserve a table for us!
- ❑ **YES,** we want 2 minutes during opening remarks to promote our product/service *(platinum level only)*
- ❑ **YES,** we will attend the 2025 Cultivating Resilience Conference! Instructions will be sent once registration opens. *All attendees must register in order to be guaranteed lunch.*