



Monday, September 21 ([Register here](#))

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| 12:00 p.m. ET | Welcome and Housekeeping |
| 12:10 p.m. ET | Keynote Address with Anne Hazlett, Senior Adviser for Rural Affairs, White House Office of National Drug Control Policy |
| 12:30 p.m. ET | Grassroots Advocacy in the Age of COVID
<i>Randy Dwyer, Director, Advocacy & Grassroots Development, AFBF</i>
<i>Mike Sistik, Director, Grassroots Program Development, AFBF</i> |
| 1:00 p.m. ET | Social Media Advocacy
<i>Johnna Miller, Director, Media & Advocacy Training, AFBF</i> |
| 1:30 p.m. ET | Culture and Perceptions of Mass-Produced Food
Roxi Beck, Director, Consumer Engagement, Center for Food Integrity |
| 2:00 p.m. ET | Closing |

Tuesday, September 22 ([Register here](#))

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| 6:00-7:00 p.m. ET | Virtual Happy Hour |
| 7:00 p.m. ET | Welcome and Housekeeping |
| 7:10 p.m. ET | Communicating with the Ag Committee
Chelsie Keys, Senior Professional Staff at the U.S. Senate Committee on Agriculture, Nutrition and Forestry |
| 7:30 p.m. ET | Issue Briefing: Broadband
<i>RJ Karney, Director, Congressional Relations, AFBF</i> |
| 8:00 p.m. ET | Issue Briefing: CFAP COVID Rules
<i>Andrew Walmsley, Director, Congressional Relations, AFBF</i> |
| 8:30 p.m. ET | Plan of action Idea-sharing |
| 9:00 p.m. ET | Closing |