



All times reflect the Eastern Time Zone

Thursday, September 10

7:00 p.m. Virtual Garden Party



Network and meet our attendees at our virtual Garden Party

Barbara Rogers-Scharneck, Host

AFBF & Massachusetts P&E Committee Member

Breakout Rooms - Meet & Greet

Friday, September 11

8:30 a.m. Virtual Conference Tips *(sessions scheduled for 45 minutes/start at top of the hour)*

8:46 a.m. **Patriot's Day – Remembering September 11, 2001**

9:00 a.m. Welcome – **Patti Fisher**, AFBF Promotion & Education Chair
President Zippy Duvall, AFBF – Farm Bureau Mission, Service & Pride

10:00 a.m. **Looking Ahead: Let's Lead, Innovate, Pivot, Connect & Serve**
Amanda Radke, BEEF Blogger, Ag Speaker, Rancher, Mom & Author



Amanda Radke

11:00 a.m. **Trustology 101** - **Jordan Henry**, Director, AFBF Leadership & Organization Training

12:30 p.m. Virtual Lunch in Regional Breakout Rooms

1:00 p.m. **How Consumer Trends & Conversations Have Changed**
Panel featuring the Food Supply Chain including Grocery and Restaurant
Sarah Brown Dirkes, Executive Director, AFBF Industry Relations

2:00 p.m. **On the Front Line - Animal & Agriculture Advocacy Panel**
Ryan Valk, the California Farmer & **Caroline Sicht**, The Farm Story
Heather Lang, host, AFBF & North Dakota P&E Committee Member

3:00 p.m. **Consumer Engagement Tips & Tricks**
Andrea Brossard, AFBF and Wisconsin P&E Committee Member



Kim Bremmer

4:00 p.m. **Leading the Discussion in Agriculture – It's Time to Speak Up**
Kim Bremmer, Ag Inspiration