



AFBF ANNUAL CONVENTION

& IDEAg Trade Show JAN. 5-10 Nashville, TN

#AFBF 18

Farm Bureau®

Member Benefits

Visit these Farm Bureau partners on the tradeshow floor to learn about how your **Farm Bureau membership** helps you **SAVE!**



BOOTH #209



JOHN DEERE

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BOOTH #200



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BOOTH #221



BOOTH #208

Not a member? Not a problem!
JOIN TODAY at **www.fb.org**

Welcome to the American Farm Bureau Federation Annual Convention and IDEAg Trade Show!

Thank you for joining us here in
Nashville to learn and lead together.



Welcome to YOUR annual convention!

The American Farm Bureau Federation Annual Convention and IDEAg Trade Show offers education, networking and entertainment, and this year's convention will be the best one yet!

Nashville is a beloved city and top-tier destination for our members, so I'm looking forward to seeing so many Farm Bureau leaders here in the home of country music.

Over the past two years, we have focused on building UNITY within agriculture and working to ENGAGE in more strategic advocacy on behalf of farmers and ranchers. Now, as we begin our 99th year, we will focus on efforts to TRANSFORM how our fellow citizens view the men and women who grow their food, and we'll start to celebrate the many ways the American Farm Bureau Federation has transformed agriculture and America for nearly a century.

Our voting delegates will set a course for Farm Bureau policy advocacy and engagement in the year ahead. Our grassroots leaders are the key to ensuring that Farm Bureau will continue to transform policy to strengthen America's agriculture and food security.

I hope this AFBF Annual Convention and IDEAg Trade Show will inspire you to be even more optimistic about the future of agriculture. And I pray that you will return to your homes, farms and ranches with a renewed sense of pride about what you do—feeding, fueling and fortifying our great nation.


President Zippy Duvall

Schedule-at-a-Glance

Friday, January 5

7:00 a.m.–5:00 p.m.

Convention Registration

5:00 p.m.–6:30 p.m.

YF&R Competitor Networking Reception

By Invitation Only

6:00 p.m.–9:00 p.m.

State Presidents Dinner

By Invitation Only

Saturday, January 6

6:30 a.m.–5:00 p.m.

Convention Registration

7:15 a.m.

Tennessee Tours

*Shuttles Depart from the Presidential Portico -
Check your ticket for departure time.*

7:30 a.m.

Farm to 5K

*Shuttles Depart from the Presidential Portico
Check-in starts at 6:30 a.m.*

7:30 a.m.–8:30 a.m.

Women in Ag Meet-and-Greet Breakfast

8:30 a.m.–10:00 a.m.

Women's Leadership Networking and Regional Caucuses

9:00 a.m.–3:00 p.m.

YF&R Achieve and Apply Learning Session

By Invitation Only

9:00 a.m.–5:00 p.m.

YF&R Excellence in Agriculture Presentations

10:30 a.m.–Noon

Annual Meeting of the American Farm Bureau Women

11:00 a.m.–Noon

YF&R Discussion Meet Round 1

1:00 p.m.–2:15 p.m.

Communicate, Collaborate and Influence (ROUND 1)

Open to All Registered Attendees

2:30 p.m.–3:30 p.m.

YF&R Discussion Meet Round 2

Room announcements at 2:00 p.m.

2:30 p.m.–3:45 p.m.

Communicate, Collaborate and Influence (ROUND 2)

Open to All Registered Attendees

4:00 p.m.–5:30 p.m.

IDEAg Trade Show

- Celebration of Grassroots Reception
- Farm to Table: Navigating Food Forum
Hosted by the AFB Women's Leadership Committee
- YF&R Discussion Meet Sweet 16 & Achievement
Award Top 10 Announcements

Sunday, January 7

6:30 a.m.–5:00 p.m.

Convention Registration

7:00 a.m.–7:30 a.m.

Sunrise Service

7:45 a.m.–9:00 a.m.

Flapjacks with the Foundation

Ticketed Event, All Welcome

9:30 a.m.

Opening General Session

10:30 a.m.–5:30 p.m.

IDEAg Trade Show

10:45 a.m.–5:00 p.m.

YF&R Achievement Award Top 10 Interviews

11:00 a.m.–Noon

Rural Entrepreneurship Challenge

11:00 a.m.–12:30 p.m.

AFBFA Book of the Year Author Signing

Sunday, January 7 (cont.)

Noon–1:00 p.m.

Leadership Luncheon

Ticketed Event, All Welcome

Noon–4:00 p.m.

Farm Bureau Gives Back

1:15 p.m.–2:00 p.m.

Concurrent Workshops

1:15 p.m.–2:15 p.m.

YF&R Discussion Meet Sweet 16

1:15 p.m.–5:30 p.m.

YF&R Excellence in Ag Learning Session

By Invitation Only

2:30 p.m.–4:15 p.m.

Concurrent Workshops

4:30 p.m.–5:30 p.m.

Workshop

5:05 p.m.

YF&R Discussion Meet Final Four and Excellence in Agriculture Top 10 Announcements

6:15 p.m. - 7:15 p.m.

YF&R Finalist and Sponsors Reception

By Invitation Only

Monday, January 8

7:00 a.m.–3:00 p.m.

Convention Registration

8:00 a.m.–3:00 p.m.

IDEAg Trade Show

8:15 a.m.–9:00 a.m.

Concurrent Workshops

8:15 a.m.–9:15 a.m.

YF&R Discussion Meet Final Four

9:15 a.m.–11:00 a.m.

Concurrent Workshops

11:15 a.m.

Closing General Session

1:00 p.m.–3:00 p.m.

Taste of America Reception

- Is This the Next Green Revolution?
Forum Hosted by the AFBF Promotion & Education Committee
- The YF&R Winners Tell All

8:00 p.m.

Foundation Night Out The Grand Ole Opry House

Ticketed Event, All Welcome, Doors Open at 7:00 p.m.

Tuesday, January 9

8:00 a.m.

Tennessee Tours

*Shuttles Depart from the Presidential Portico -
Check your ticket for departure time.*

8:00 a.m.–5:00 p.m.

AFBF Annual Meeting of the Voting Delegates

Noon–1:00 p.m.

Voting Delegate Luncheon

1:00 p.m.

Delegate Regional Caucuses

Wednesday, January 10

7:00 a.m.–8:00 a.m.

AFBF Board of Directors Breakfast

8:00 a.m.

AFBF Board of Directors Meeting

our COMMON COMMITMENT



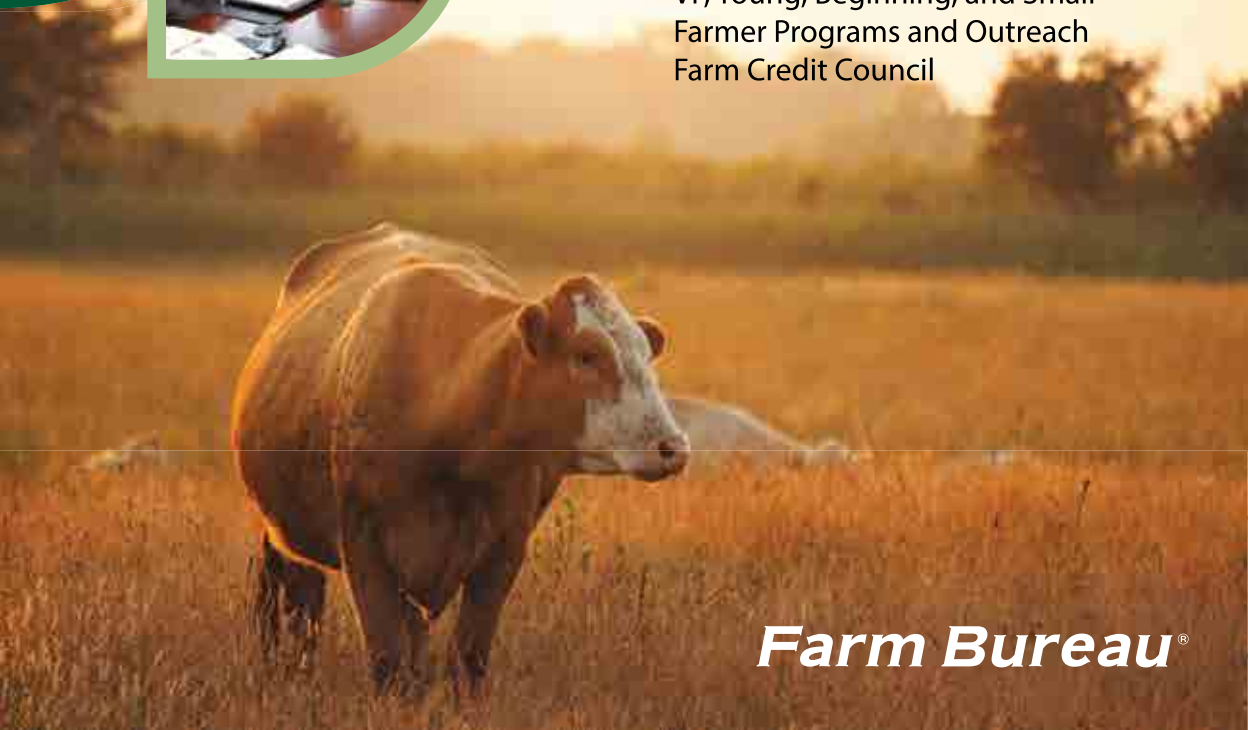
FARM CREDIT

Lending support to rural America®



Sponsorship dollars are important, but it's just as important to be deeply involved. We spend time with Farm Bureau because of their immense capacity to ensure the future of farm leadership through training and education.”

Gary Matteson
VP, Young, Beginning, and Small
Farmer Programs and Outreach
Farm Credit Council



Farm Bureau®



Trade Show

@ AFBF Annual Convention

January 6–8

Gaylord Opryland Resort & Convention Center
Ryman Exhibit Hall C

The **IDEAg Trade Show @ AFBF Annual Convention** connects nearly 6,000 farmers, ranchers and consumers with leading agribusinesses.

IDEAg @ AFBF offers a unique experience to members and attendees alike through an exciting floor plan, special events and educational TED-style talks. See the latest developments in cutting edge technology, talk with experts and meet with Farm Bureau member benefit companies to learn about exclusive discounts available to Farm Bureau members.



Show Schedule

Saturday, January 6

4:00 p.m.

Celebration of Grassroots Reception

- Farm to Table: Navigating Food Forum
Hosted by the AFB Women's Leadership Committee
- YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcement

5:30 p.m.

Show Closes

Sunday, January 7

10:30 a.m.

Show Opens

11:00 a.m.

Rural Entrepreneurship Challenge

Cultivation Center Stage

Noon

Farm Bureau Gives Back

5:05 p.m.

YF&R Discussion Meet Final Four and Excellence in Agriculture Top 10 Announcements

5:30 p.m.

Show Closes

Monday, January 8

8:00 a.m.

Show Opens

8:15 a.m.

YF&R Discussion Meet Final Four

Cultivation Center Stage

1:00 p.m.

Taste of America Reception

- Is This the Next Green Revolution?
Forum Hosted by the AFBF Promotion & Education Committee
- The YF&R Winners Tell All

3:00 p.m.

Show Closes

Ryman Exhibit Hall • Level 0 — Gaylord Convention Center

AFBF Annual Convention & IDEAg Trade Show



Show Schedule

Saturday, January 6
4:00 p.m.–5:30 p.m.

Sunday, January 7
10:30 a.m.–5:30 p.m.

Monday, January 8
8:00 a.m.–3:00 p.m.

See the FULL LIST of EXHIBITORS and Cultivation Center schedule on the app!
Visit fbevents.quickmobile.mobi and enter event ID: AFBF18



IDEAg Cultivation Center

The IDEAg Cultivation Center serves as the educational centerpiece of the trade show. Prominently located on the show floor, the Cultivation Center allows attendees to gather for information on various topics through educational TED-style talks. The theater setting provides the perfect opportunity for our exhibitors, sponsors, educators and agriculture enthusiasts each to present a 15-minute session, highlighting their newest and best ideas. Check out the schedule on the trade show floor or in the annual convention app.

Farm to 5K

Saturday, January 6, Shotgun Start at 7:30 a.m.

Start your Annual Convention with a bang during the Farm Bureau Farm to 5K! Bring the whole family to interact with other Farm Bureau members and the Nashville community in a race that will take you through the beautiful Two Rivers Park on the Nashville Greenway. All participants will receive a chipped bib. Shuttles will be provided from the Gaylord Opryland.

Shuttles Depart from the Presidential Portico

Pre-Registration: \$27.50; Race Day Registration: \$30.00 (Registration Opens at 6:30 a.m.)

Sponsored by: **syngenta**



Celebration of Grassroots Reception

Saturday, January 6

4:00 p.m.–5:30 p.m.

Kick off the IDEAg Trade Show @ AFBF Annual Convention with Saturday afternoon's Celebration of Grassroots Reception. Come celebrate the American Farm Bureau Federation's heritage of grassroots, and get a first look at the exhibitors of the 2018 show.



Flapjacks with the Foundation

Sunday, January 7

7:45 a.m. (Doors Open at 7:15 a.m.)

Enjoy a pancake breakfast while learning about all of the Foundation's agriculture literacy efforts; emceed by Tennessee favorite Cowboy Dan.

Guest speaker Beverly Flores, media relations manager from John Deere, will discuss agricultural innovations.

Individual: \$37; Table of 10: \$360;

NEW THIS YEAR Reserved Table of 10: \$450

The Foundation's newest Book of the Year will also be announced! Attendees will receive a copy of the book thanks to a generous sponsorship from Farm Bureau Bank.

Foundation's Book of the Year Signing

Sunday, January 7

11:00 a.m.–12:30 p.m.

The Foundation's Book of the Year author will be signing books in the Farm Bureau Bank booth #633

Sponsored by:





Farm Bureau Gives Back

Sunday, January 7

Noon–4:00 p.m.

Give back to the local Nashville community by participating in Farm Bureau Gives Back!

Join us and The Outreach Program to put together packaged meals for Second Harvest Food Bank of Middle Tennessee. Stop by the assembly line on the trade show floor and donate a few minutes of your time.

Help us reach our goal of packaging 5,000 meals.



Taste of America

Monday, January 8

1:00 p.m.–3:00 p.m.

Join us on the trade show floor after the closing general session and keynote presentation for a celebration of American agriculture. Travel the states in this culinary adventure as we highlight some of the best foods our great nation has to offer. Taste of America provides a showcase of what our farmers and ranchers produce every day. Join your fellow convention attendees to celebrate our culture of food through some amazing grazing!

Foundation Night Out at

THE GRAND OLE OPRY® HOUSE

Monday, January 8

8:00 p.m. (Doors Open at 7:00 p.m.)

Join us for the American Farm Bureau Foundation for Agriculture's All-Star Jam featuring the famous Nashville house band Sixwire with country music stars Wynonna, Jerrod Niemann, Eric Paslay, Kelsea Garland and Caylee Hammack. As seen on the television show "Nashville," Sixwire will carry the night as these country staples sing their hits throughout the evening. The night will be emceed by Great American Country (GAC) television host Nan Kelley.

General Admission: \$70



Sponsored by:



Foundation Silent Auction

Bid to Benefit Ag Literacy!

The American Farm Bureau Foundation for Agriculture will have its annual Silent Auction online January 2–8, 2018. All proceeds of the auction will support the work of the Foundation and its mission to build awareness, understanding and a positive public perception of agriculture through education. There will be items on display in the Foundation booth, but ALL bidding will be done online.



Tennessee Tours

Going on a Tennessee Tour?

Check your ticket for departure time. Buses will depart from the Presidential Portico. For more information, go to <https://www.fb.org/events/afbf-annual-convention/tennessee-tours>.

Enjoy the sights!



Username: AFBF18

Password: Transform2018



Connect With Farm Bureau®

#AFBF18

Facebook/Twitter/Flickr/Instagram

photos.fb.org

videos.fb.org

annualconvention.fb.org

Download The Convention Mobile App!

Take your program wherever you go!



Download the official AFBF Annual Convention mobile app and access everything on the go! Use your favorite QR reader to scan the code below or visit fbevents.quickmobile.mobi from your mobile device.



Enter event ID: AFBF18

Make sure to allow Push Notifications to receive important announcements and updates.

Meeting Locations

Gaylord Opryland Resort & Convention Center

Convention Registration	Delta Lobby
AFBF Annual Convention Headquarters	Presidential Chamber A
Executive Headquarters	Presidential Boardroom A
General Sessions	Delta Ballroom
IDEAg Trade Show	Ryman Exhibit Hall C
Media Newsroom Headquarters	Lincoln E
Foundation Headquarters	Belmont A
Sponsor Room	Belmont C
Voting Delegate Meeting	Delta Ballroom
Women’s Leadership and Promotion & Education Headquarters	Ryman Studio A
YF&R Committee Headquarters	Ryman Studio BC
Farm Bureau State Staff Lounge	Lincoln B
News Conference	Governors Chamber DE

Registration Hours

Friday, January 5 7:00 a.m.–5:00 p.m.	Saturday, January 6 6:30 a.m.–5:00 p.m.	Sunday, January 7 6:30 a.m.–5:00 p.m.	Monday, January 8 7:00 a.m.–3:00 p.m.
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2018 Convention Schedule

FRIDAY, JANUARY 5

7:00 a.m.–5:00 p.m.

Convention Registration

Delta Lobby

5:00 p.m.–6:30 p.m.

YF&R Competitor

Networking Reception

Cheekwood ABC

By Invitation Only

6:00 p.m.–9:00 p.m.

State Presidents Dinner

By Invitation Only

SATURDAY, JANUARY 6

6:30 a.m.–5:00 p.m.

Convention Registration

Delta Lobby

7:15 a.m.

Tennessee Tours

*Shuttles Depart from the Presidential Portico -
Check your ticket for departure time.*

For more information, visit

<https://www.fb.org/events/afbf-annual-convention/tennessee-tours>.

7:30 a.m.

Farm to 5K

Shuttles Depart from the Presidential Portico. Check in starts at 6:30 a.m. at the Two Rivers Park.

*Sponsored by: **syngenta***

7:30 a.m.–8:30 a.m.

Women in Ag Meet-and-Greet Breakfast

Tennessee Lobby A

*Sponsored by: **FARM HER** FARM BUREAU **WOMEN'S LEADERSHIP***

7:30 a.m.–9:00 a.m.

YF&R Excellence in Agriculture Orientations

- Competitors, Ryman Studio M
- Judges, Ryman Studio N

8:30 a.m.–10:00 a.m.

Women's Leadership Regional Caucuses

- Midwest, Tennessee Ballroom D
- Northeast, Tennessee Ballroom E
- Southern, Tennessee Ballroom B
- Western, Tennessee Ballroom A

9:00 a.m.–10:00 a.m.

YF&R Discussion Meet Orientations

- Competitors, Ryman Studio HI
- Judges, Ryman Studio DE
- Timekeepers, Ryman Studio L

9:00 a.m.–3:00 p.m.

YF&R Achieve and Apply Learning Session

Lincoln A

By Invitation Only

Sponsored by:  FARM CREDIT

9:00 a.m.–5:00 p.m.

YF&R Excellence in Agriculture Presentations

Ryman Studio: M, N & O

10:30 a.m.

Annual Meeting of the American Farm Bureau Women

Tennessee Ballroom C

- Remarks from Marji Guyler-Alaniz, Founder & President, FarmHer

11:00 a.m.–Noon

YF&R Discussion Meet Round 1

Ryman Ballroom: A, C, D, BE & F

Ryman Studio: DE, FG, HI, JK & L

1:00 p.m.–4:00 p.m.

Communicate, Collaborate and Influence

*Open to All Registered Attendees
Cohosted by the Promotion & Education and
Women's Leadership Committees*

1:00 p.m.–2:15 p.m.

ROUND ONE

Breaking the Ice with Consumers

Governors Ballroom AE

Jennifer Bergin, AFBF Promotion & Education Committee

Have you ever been caught off-guard in your local grocery store's produce section? Ever wonder how to respond when a fellow grocery shopper asks, "Can you tell me where to find the beef without antibiotics?" There is a continued need to connect with consumers to help redefine the confusion that has been circling the grocery aisle. Combine research and examples to help strengthen your skills of communicating with others, online or in your community, to help answer consumers' questions.

Membership: Say It, Sell It, Believe It

Governors Ballroom B

Robin Kinney, Director, Membership & Program Development, AFBF

This session will help identify the many reasons "why" Farm Bureau provides value to members as the Voice of Agriculture. Learn how you can invite friends and neighbors into the Farm Bureau family — by sharing your story with others so they can make a difference and enjoy the benefits of belonging.

Evaluation Tools for County Farm Bureaus

Governors Ballroom CD

Lindsay Calvert, Director, Learning & Development, AFBF

Ever feel that as soon as you finish a county Farm Bureau event, you're on to the next thing and never really get a chance to reflect on what can be improved for the next time? That's where simple tools for evaluation can help. Evaluation doesn't need to be fancy or hard. Learn some easy ways to start adding evaluation at the county level to improve your programs and events.

2:15 p.m.–2:30 p.m.

BREAK & LEARNING LABS

2:30 p.m.–3:45 p.m.

ROUND TWO

ABCs of GMOs

Governors Ballroom AE

Hilary Maricle, AFBF Promotion & Education Committee

Regardless of your connection to food production, being able to comfortably answer questions about GMOs and biotechnology will help strengthen consumer trust. We're breaking down the complexity of GMOs to help you understand ways you can share accurate knowledge of the science that is a part of agriculture. In this workshop, accurate resources and tools will be shared to help increase your confidence in connecting with consumers through science.

Who's Talking to Moms about Food? Where Do Farmers Fit?

Governors Ballroom B

Panel Discussion Moderator: Janice Person, Monsanto

Parents frequently face tough choices around the food they buy. Hear from moms operating in food blogger circles about why and how farmers can engage in a parent's decision process. They will talk about their previous perception of agriculture, the various misperceptions they have heard and how farmers and others in agriculture reached out and changed their minds.

Your Leadership Journey

Governors Ballroom CD

Margee Wolff, Executive Director, Organization, AFBF

Interested in running for a leadership position or becoming more engaged in Farm Bureau? This session will feature a panel of leaders who have been involved at the county, state and national levels. Ask them for insights on their leadership journeys and set goals for your own.

3:45 p.m.–4:00 p.m.

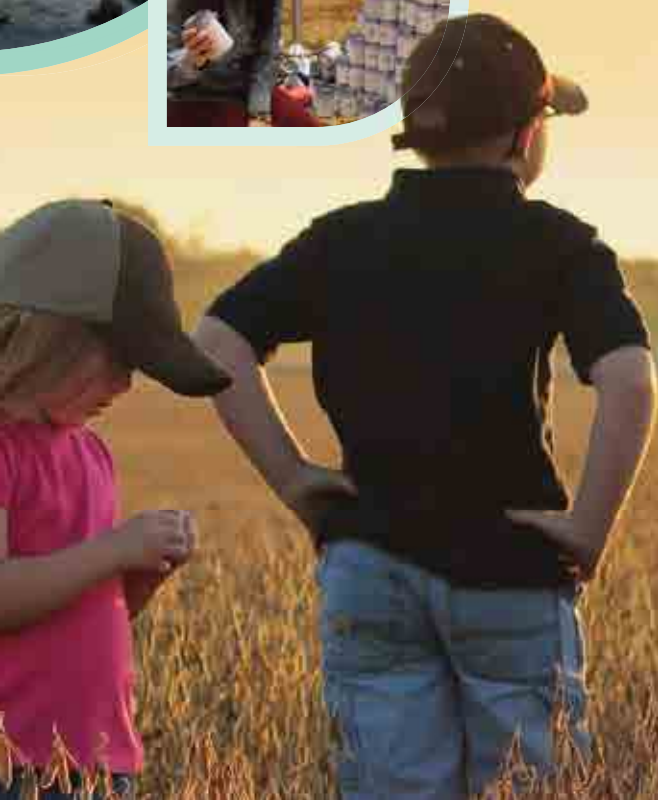
WRAP-UP & LEARNING LABS

our COMMON COMMITMENT



Nationwide's investment in Farm Bureau supports our common mission. As the unified national voice of agriculture, Farm Bureau and the Foundation share ag's great story with everybody in America.

Terry McClure
Board of Directors
Nationwide




Farm Bureau

2:00 p.m.

YF&R Discussion Meet Round 2 Room

Announcements

Ryman Studio DE

2:30 p.m.–3:30 p.m.

YF&R Discussion Meet Round 2

Ryman Ballroom: A, C, D, BE & F

Ryman Studio: DE, FG, HI, JK & L

4:00 p.m.–5:30 p.m.

IDEAg Trade Show

Ryman Exhibit Hall C

Celebration of Grassroots Reception

Farm to Table: Navigating Food Forum

Hosted by the AFB Women's Leadership Committee

Farmers and ranchers often understand the direct implications of regulatory burdens. But what about the other sectors of the food supply chain? Learn the effects of food safety and labeling, immigration and energy regulations from industry leaders during this panel discussion.

YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcements

5:00 p.m.

YF&R Achievement Award Top 10 Competitor Orientation

Ryman Studio R

SUNDAY, JANUARY 7

6:30 a.m.–5:00 p.m.

Convention Registration

Delta Lobby

7:00 a.m.–7:30 a.m.

Sunrise Service

Delta Ballroom

Celebrant: Reverend Michael S. Hardy, Senior Pastor, First Baptist Church, Social Circle, Georgia

Music: Tennessee Farm Bureau Choir let by Josh Ogle, District Director, Tennessee Farm Bureau

Hosted by: AFB Women's Leadership Committee



7:45 a.m.–9:00 a.m.

Flapjacks with the Foundation

Presidential Ballroom

Ticketed Event, Doors Open at 7:15 a.m.

- Enjoy a pancake breakfast while learning about all of the Foundation's ag literacy efforts; emceed by Tennessee favorite Cowboy Dan.
- Beverly Flores, Media Relations Manager from John Deere will be the guest speaker.
- Foundation Awards
- Book of the Year Recognition



9:30 a.m.

Opening General Session

Delta Ballroom

- Address by President Zippy Duvall
- Distinguished Service Award & Farm Bureau Founders Award
- State Awards



Sponsored by: MONSANTO 

10:30 a.m.–5:30 p.m.

IDEAg Trade Show

Ryman Exhibit Hall C

10:45 a.m.–5:00 p.m.

YF&R Achievement Award Top 10 Interviews

Ryman Studio R

Closed-Door Event

11:00 a.m.–Noon

Rural Entrepreneurship Challenge

Cultivation Center Stage, Trade Show Floor, Ryman Exhibit Hall C

The FB Challenge is a rural business plan competition for Farm Bureau members with agriculture and food businesses. Watch the Final Four teams compete before judges and a live audience.

Sponsored by:  JOHN DEERE

 FARM CREDIT

 FARM BUREAU BANK



11:00 a.m.–12:30 p.m.

Book of the Year Author Signing

Farm Bureau Bank Booth #633,
Trade Show Floor, Ryman Exhibit Hall C

Noon–1:00 p.m.

Leadership Luncheon

Presidential Ballroom
Ticketed Event

The World Is Led by Those Who Show Up

Chris Chinn, Director, Missouri Department of Agriculture



Chris Chinn is a classic example of speaking up, stepping out and making a difference. Currently serving as the Missouri Director of Agriculture, she established a following on social media early on and is known as an agriculture advocate who bridges the gap between farmers and consumers. She has served in Farm Bureau leadership at the county, state and national levels. The Chinn family manage a farrow-to-finish hog operation and the family's feed mill. She walks the talk, and you won't want to miss hearing her talk about how getting engaged in advocacy can make a difference.

Noon–4:00 p.m.

Farm Bureau Gives Back

Trade Show Floor, Ryman Exhibit Hall C

Give back to the local Nashville community by participating in Farm Bureau Gives Back! Join us and The Outreach Program to put together packaged meals for Second Harvest Food Bank of Middle Tennessee. Stop by the assembly line on the trade show floor and donate a few minutes of your time. Help us reach our goal of packaging 5,000 meals.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Business & Rural Development Track

Capitalizing on the Resources Offered through Extension and Your State Land Grant University

Tennessee Ballroom A

Emily Buck, Associate Professor, The Ohio State University

Julie White, Extension Associate, Mississippi State University Extension

With the invention of the land grant university system in every state in 1796, accessing the science and resources of agricultural research became as easy as going to your local Extension office. However, with the role of Extension changing and the growing importance of the internet, do you know how best to capitalize on the resources your state land grant university can provide when it comes to knowledge, outreach and research? Let us walk you through the many things available to you that can help you as you prepare for planting season or your next county Farm Bureau event.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Consumer Engagement Track

Activism at the Alter II: Religion and Animal Rights

Governors Ballroom AE

Kay Johnson Smith, President and CEO, Animal Agriculture Alliance

Hannah Thompson-Weeman, Vice President of Communications, Animal Agriculture Alliance

Last year, we shared how animal rights extremist organizations are targeting faith-based organizations and using religion to spread myths and misinformation about animal agriculture. In a follow-up to that popular session, we'll provide an update on this issue and explain what steps the animal agriculture industry has taken to respond. In this workshop, we will share new resources that farmers and ranchers can use to engage in your own community. You'll leave with talking points, key messages, letter templates and other tools.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Leadership Track

Military Conflict Management for Ag Leaders

Governors Ballroom B

Major Peter Shinn, Executive Officer, 101st Air and Space Operations Group

Running a farm or ranch can seem like a recipe for conflict — and managing that conflict effectively can be the difference between success and failure. Learn the proven approach to conflict management taught to future Air Force officers at the USAF Officer Training School. Participants in this session will take part in an experiential conflict exercise and learn: The 13 sources and antecedents of conflict, the five primary conflict management styles and which one to use when, key situational considerations to managing conflict, and the four crucial steps to conflict management.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Member Engagement Track

Purple Plow Challenge: Join the Maker Movement!

Tennessee Ballroom B

Angela Mayfield, Education Director, American Farm Bureau Foundation for Agriculture

The Purple Plow Challenge encourages students to research scenarios related to food, hunger and sustainability and build their own prototypes to solve the defined problem. Resources provided for facilitators, students and volunteers are written by teachers, aligned to national learning standards and reviewed by industry experts. You'll leave with great,

free resources to engage middle school classrooms and afterschool programs in your area. Jump in as we build, create and solve together with www.ThePurplePlowChallenge.org. Are you a 4-H or FFA member, or do you have one at home? Come find out how you can benefit from this program!

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Niche Agriculture & Marketing Opportunities Track

How to Implement and Rock an Influencer Farm Tour

Tennessee Ballroom D

Meagan Cramer, Director of Communications & Marketing, Kansas Farm Bureau

Sheridan Wimmer, Communications & Social Media Manager, Kansas Farm Bureau

Bloggers, dietitians and farmers get on a bus for a three-day tour... no, it's not the start of a joke! It's the start of an attitude-changing influencer farm tour. In this workshop, you'll learn what we've gleaned from hosting three years of influencer farm tours — a three-day bus tour, no less. You'll come away with tips for planning the logistics, getting the right people on the bus, developing a budget, evaluating the program and finding that partner who can help you pull it all off.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Public Policy & Advocacy Track

2017 Census of Agriculture: Your Voice. Your Future. Your Opportunity

Tennessee Ballroom E

Hubert Hamer, NASS Administrator, United States Department of Agriculture

An overview of the 2017 Census of Agriculture — capturing a complete picture of American farms, ranches and those who operate them. Conducted once every five years and mailed to millions of U.S. farmers and ranchers in December, the census provides invaluable data to those who serve farmers, ranchers and rural communities. The results help shape farm programs and boost services for communities and the industry. This overview will cover additional information about the Census of Agriculture — from its history to what's new this census. Also discussed will be the outreach and data release timeline, promotion opportunities, partner tools and more.

1:15 p.m.–2:00 p.m.

CONCURRENT WORKSHOP –

Public Policy & Advocacy

What's the Latest on the Upcoming Farm Bill?

Governors Ballroom CD

Senator Jerry Moran (R-Kan.), U.S. Congress

The new farm bill likely will cost just shy of \$1 trillion over the next 10 years. Included in that amount is about \$200 billion worth of funding for programs affecting agriculture — crop insurance, commodity programs, conservation, rural development, livestock programs, research ... and the list continues. Come hear "the latest" about the progress in moving forward on the bill.

1:15 p.m.–2:15 p.m.

YF&R Discussion Meet Sweet 16

Ryman Ballroom: AB, C, DE & F

1:15 p.m.–5:30 p.m.

YF&R Excellence in Agriculture Learning Session

Lincoln A

By Invitation Only

2:00 p.m.–4:00 p.m.

AFBF General Counsel Advisory Committee Meeting

Magnolia Boardroom A

By Invitation Only

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP –

Business & Rural Development Track

Legal Action: 2017 Ag Law Review and 2018 Preview

Tennessee Ballroom A

Paul Goeringer, Extension Legal Specialist, Department of Agricultural and Resource, University of Maryland

Tiffany Lashmet, Agricultural Law Specialist, Texas Agrilife Extension, Texas A&M

Those in agriculture understand that changes in the law can impact businesses the same way changes in market prices can. A change in a state or federal tax law may greatly impact a family's farm succession plan or estate plan. A court decision may bring new requirements on an operation. This session will provide a fun and educational review of the top 2017 legal decisions that impact agriculture. At the same time, the presenters will give participants an idea of what to be prepared for in 2018. Participants will learn about resources available to aid operators in keeping up with legal changes.

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Consumer Engagement Track

The Danger of Allowing Ideologies to Grow Unopposed — A Fireside Chat Governors Ballroom AE

*Moderator: Vance Crowe, Director of Millennial
Engagement, Monsanto*

Jordan Peterson, Professor, The University of Toronto

Political ideologies have the power to shift policies around the globe and, if unchecked, can destabilize even the most robust economies. One of the most highly sought after public speakers on socio-political movements, Dr. Jordan Peterson will discuss in plain language the political ideologies being propagated in universities and among tax-supported environmental NGOs. This candid discussion will focus on how agriculture historically has been the target of these movements and how farmers can respond to the looming challenges building on the horizon.

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Leadership Track

Change Is (Blank)

Tennessee Ballroom B

*Elise Stoddard, Director of Organization Development,
American Farm Bureau Federation*

Change is (blank). Maybe you said, “Change is hard.” However, not all change is hard. In fact, sometimes we welcome change. Consider marriage or having a child — talk about change! Yet, people sign up for those changes every day. What determines whether a change is resisted and hard or welcomed and easy? In this session, consider change from different perspectives, explore a road map for navigating change and learn how to help others manage change.

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Member Engagement Track

Put a Ring on It: How to ENGAGE Volunteers and Let Them Feel Valued

Tennessee Ballroom D

*Val Wagner, Vice Chair, Promotion & Education
Committee, American Farm Bureau Federation*

Behind every successful event, campaign or organization is a team of volunteers that not only had buy-in to the project, but also felt included and part of the team. How do you foster those relationships? What do volunteers expect from their experience? And what pitfalls should you avoid along the way? Learn how to keep an ENGAGED group of volunteer leaders and have them coming back for more.

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Niche Agriculture & Marketing Opportunities Track

DIY: How to Set up a Retail Store Tennessee Ballroom E

Sharla Mortimer, Owner, Mortimer Farms

Brandon Whitt, Batey Farms

Have a retail store or want one? Retail stores can be a fantastic way to tell your story and engage customers in a personal way. Listen as these producers tell their secrets and recommendations on what items to consider when you are setting up your store, schematics, measures of success and more!

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy Track

Crop Market & Farm Policy Outlook Governors Ballroom B

*Dr. Keith Coble, Giles Distinguished Professor
and Department Head, Agricultural Economics
Department, Mississippi State University*

In response to the prolonged period of low commodity prices, crafting of the 2018 farm bill began in 2017. Dr. Keith Coble (Giles Distinguished Professor and the head of the Agricultural Economics Department at Mississippi State University and former chief economist for Senate Agriculture Committee Republicans) will review the supply and demand fundamentals for major field crops for both U.S. and foreign markets, then discuss how the farm safety net in the 2018 farm bill will help farmers manage price and income risk in these more competitive global markets.

2:30 p.m.–3:15 p.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy Track

Trade Outlook

Governors Ballroom CD

*Ted McKinney, Under Secretary, Trade and Foreign
Agricultural Affairs, USDA*

This workshop will cover the many trade issues affecting farmers and ranchers for 2018. The direction of the North American Free Trade Agreement (NAFTA) negotiations, the future of the U.S.–Korea Free Trade Agreement (KORUS), the pace of market opening talks with China, the opportunities for a trade agreement with Japan and the future of U.S. agricultural trade with the European Union and Great Britain are all critical for the future of agricultural exports and growth of American agriculture.

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP –

Business & Rural Development

Practical Actions to Keep the Farm or Ranch in the Family

Tennessee Ballroom A

Roger McEowen, Kansas Farm Bureau Professor of Agricultural Law and Taxation, Washburn University School of Law

The session examines practical estate and business planning steps that can be utilized to facilitate keeping the farming/ranching business in the family for future generations. Attendees will gain a better understanding of how to identify and address key issues and implement a plan for successful transition and how to identify common problems and avoid them. Specific topics will include: optimal entity structures, gifting, income tax planning, maintaining step-up basis, asset control and creditor protection, protecting against the impact of divorce, the role of insurance, valuation issues and how tax reform might impact the transition process.

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP –

Consumer Engagement Track

New Gene Editing Technologies and Consumer Acceptance

Governors Ballroom AE

Dr. Kevin Folta, Professor and Chairman, Horticultural Sciences Department & Graduate Program in Plant Molecular and Cellular Biology, University of Florida

Standard genetic engineering practices are widely lauded by scientists and agricultural producers, yet despite a phenomenal safety record the public remains concerned. The central reason is poor communication strategies by academics, agricultural industries and ag producers, which left a void that backfilled with misinformation. This presentation will discuss the details of the technology as well as methods to effectively communicate about it with the public. An understanding of risk and benefit, communicated correctly, will hopefully allow this technology to be deployed faster on the farm, without the tremendous regulatory hurdles and expense experienced by the current genetic engineering methods.

Stay after this workshop ends to listen to Dr. Folta record a live episode on his podcast, "Talking Biotech."

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP –

Leadership Track

Move Over Millennials: Introducing Generation Z

Tennessee Ballroom B

Lindsay Calvert, Director, Learning & Development, American Farm Bureau Federation

Elise Stoddard, Director of Organization Development, American Farm Bureau Federation

Everybody wants to talk about Millennials. What comes next? It's time to start talking about Generation Z. Born starting in the mid-90s to early 2000s, this generation is just about ready to start voting and finding jobs. By 2020, this generation will make up 10% of the workforce and will need their own Farm Bureau membership. Learn what the research has to say about the characteristics, values and attitudes of this generation and what you can do to attract them to your county Farm Bureau.

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP –

Member Engagement Track

Safety Meetings: Who? What? Where? When? Why? How to Train Staff, Reduce Fines and Make the Best Use of Your Meeting Time

Tennessee Ballroom D

Jeff Lutz, Safety Coordinator, Washington Farm Bureau

Mollie Lutz, Safety & Risk Manager, JML Services

This session will include a visual presentation of topics, ideas and solutions to common challenges in hosting safety meetings. There will be audience engagement and a paper take-away of 12 safety meeting topics that can be implemented immediately. Topics to be discussed include the frequency and duration of safety meetings, who should be involved, when meetings should occur, what should be discussed and what documentation needs to be kept (and for how long).

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP –

Public Policy & Advocacy

Ag Prices Can Be Volatile BUT Your Profitability Doesn't Have to Be

Tennessee Ballroom E

Richard Jelinek, Vice President Global Education, INTL FCStone Financial

Dave Kurzawski, Senior Broker, INTL FCStone Financial

Regardless of the agricultural sector you are in, you have all experienced extreme price volatility and perhaps what that price risk exposure can do to your bot-

tom line ... if not managed properly. This workshop will alert you to the types of market risk you face as well as the markets, products and strategies that can help alleviate your risk. Get an overview of the key concepts that you need to further educate yourself on how to be successful in your agricultural business going forward.

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy Track

Livestock Outlook

Governors Ballroom B

James Robb, Director and Senior Agricultural Economist, Livestock Marketing Information Center (LMIC)

Get an overview of cattle and hog markets in the United States along with a brief look at competitive meats. James Robb has over 25 years' experience forecasting prices and production for livestock markets and will offer his unique perspective on the next one to three years in these ever-changing markets.

3:30 p.m.–4:15 p.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy

Telling U.S. Agriculture's Sustainability Story

Governors Ballroom CD

Rod Snyder, President, Field to Market: The Alliance for Sustainable Agriculture

Farmers and ranchers are at the center of agricultural sustainability efforts across the United States. As consumers become increasingly interested in where and how food is produced, programs like Field to Market: The Alliance for Sustainable Agriculture have been established to relay the sustainability story of U.S. agriculture and to identify opportunities for continued innovation and improvement. Rod Snyder, president of Field to Market, will provide an overview of positive environmental trends in U.S. crop production over the past 35 years and discuss new partnerships between farmers, agribusiness, food and retail companies, conservation groups and the public sector to address future sustainability challenges.

4:30 p.m.–5:30 p.m.

WORKSHOP – Consumer Engagement Track

Rancher, Farmer, Fisherman

Governors Ballroom CD

Moderator: Miriam Horn, Special Projects; Author, Environmental Defense Fund

Dusty Cray, Rancher, Colorado

Justin Knopf, Farmer, Kansas

Farmers and ranchers love the land they work. Many of us do more for the environment in a week than most people will do in their lifetimes. Author and

environmentalist Miriam Horn set out to document exactly how in her book and film "Rancher, Farmer, Fisherman." Both works prove that concern for the world around us knows neither party nor political philosophy. Horn and Farm Bureau members Justin Knopf and Dusty Cray explain how they do well on their properties while doing good for the earth.

5:05 p.m.

YF&R Discussion Meet Final Four and Excellence in Agriculture Top 10 Announcements

Cultivation Center Stage, Trade Show Floor, Ryman Exhibit Hall C

6:15 p.m.

YF&R Finalist and Sponsorship Reception

Delta Island E

By Invitation Only

MONDAY, JANUARY 8

7:00 a.m.–3:00 p.m.

Convention Registration

Delta Lobby

8:00 a.m.–3:00 p.m.

IDEAg Trade Show

Ryman Exhibit Hall C

8:15 a.m.–9:15 a.m.

YF&R Discussion Meet Final Four

Cultivation Center Stage, Trade Show Floor, Ryman Exhibit Hall C

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Business & Rural Development

The Supervisor Dilemma and How Agriculture Must Invest to Survive

Tennessee Ballroom A

Amy Wolfe, President and CEO, AgSafe

Natalie Gupton, Director of Development, AgSafe

The agricultural industry has made strides when it comes to developing robust human resources programs, policies and protocol. However, we continue to struggle with developing quality supervisors. We empower these men and women to run our farms but spend little time equipping them with the managerial skills to be successful. The reality is, there is much that can be done to empower these individuals but it requires willingness to invest in making deliberate change. Attendees will learn

key principles in selecting and training supervisors including soft skill development, team building, planning, time management, conflict resolution and general leadership.

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Consumer Engagement

Making Videos Part 2

Tennessee Ballroom B

Renee McCauley, Member, AFBF Promotion & Education Committee

Tom Nugent, Director of the Field Operations Division, Michigan Farm Bureau

Explore how you could advocate through video marketing. The use of short videos to share messages and stories continues to grow. If you have not already embraced video technologies, then come explore how you could advocate through video marketing. If a picture shares a thousand words — imagine the story you could share through the use of a video. Learn more tips and methods to develop video messaging to incorporate into your social media toolset.

8:15 a.m.—9:00 a.m.

CONCURRENT WORKSHOP – Leadership

The Untapped Talent Pool: Female Leaders

Governors Ballroom AB

Lindsay Calvert, Director, Learning & Development, American Farm Bureau Federation

Madison Taylor, Student, Agricultural Communication and Marketing and International Agricultural Education, University of Minnesota–Twin Cities

Ninety-two percent of respondents in the 2015 American Farm Women in Ag Survey agree that “there should be more women in leadership roles in the agriculture industry.” However, only 66% agree that they “have the opportunity to lead” those organizations. Outside of the agriculture world, there are more Fortune 500 Company CEOs named “John” than there are women CEOs. Research shows having women leaders makes business sense. This session will explore what the research says about why there aren’t more women leaders and offer specific applications. All are welcomed and encouraged to join the conversation.

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Member Engagement

Fun with ‘Food and Farm Facts’

Tennessee Ballroom D

Angela Mayfield, Education Director, American Farm Bureau Foundation for Agriculture

Get your hands on the latest edition of “Food and Farm Facts,” and discover how you can use this tool to connect with students! We’ll explore the new “Food and Farm Facts” activity cards that provide fun activities to help reinforce educational standards while teaching key information about the agriculture industry. Come ready to play, and you’ll leave with strategies and resources to help tell the story of agriculture.

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Niche Agriculture & Marketing Opportunities

Pros vs. Cons of Direct Marketing: Explore Retail Stores, CSA, Labeling/Branding and Field Trips

Tennessee Ballroom E

Amelia Kent, Owner, Kent Farms

Adam Moody, Farmer & Entrepreneur

Sharla Mortimer, Owner, Mortimer Farms

Join this roundtable panel discussion on direct marketing tips and tricks that have worked for individual producers. Areas of discussion include community supported agriculture (CSAs), field trips, labeling issues and retail stores. Producers will compare and contrast the pros and cons of these activities — what challenges they have faced, opportunities that have worked and what they have found to be unsuccessful.

Stop by at 7:00 a.m. to meet the members of the AFBF Organic & Direct Marketing Issue Advisory Committee! This event is open to anyone interested in networking with other farmers who are either established or interested in organic farming and direct marketing. BYOC (bring your own coffee).

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy

Gene Editing

Governors Ballroom B

Dr. Alison Van Eenennaam, Cooperative Extension Specialist on Animal Genomics and Biotechnology, Department of Animal Science, University of California, Davis

Gene editing, genomics and genetic engineering are all the buzz around science, technology and DNA. Dr. Van Eenennaam is a globally recognized voice on animal genomics and biotechnology. In this workshop

she will discuss the current status of gene editing in the livestock sector and the impact of genetics on animal agricultural production. Participants will hear about her cutting-edge research in the field of genetics and have the opportunity to pick her brain about the future of these new animal breeding tools.

8:15 a.m.–9:00 a.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy

Livestock Outlook

Governors Ballroom CD

James Robb, Director and Senior Agricultural Economist, Livestock Marketing Information Center (LMIC)

Get an overview of cattle and hog markets in the United States along with a brief look at competitive meats. James Robb has over 25 years' experience forecasting prices and production for livestock markets and will offer his unique perspective on the next one to three years in these ever-changing markets.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP – Business & Rural Development

Profiting from Sustainability

Tennessee Ballroom A

Moderator: Jill Wheeler, Head of Sustainable Productivity, Syngenta

Tommy Jackson, Sustainable Solutions Account Manager, Syngenta

Matt Carstens, Senior Vice President, Land O'Lakes SUSTAIN

Nathan Garner, Heglar Creek Farms

Supply chains are demanding more transparency and sustainability from their suppliers, but how does that impact profitability on the farm? In this session, panelists will look at the latest technologies that can serve both masters — improving the sustainability footprint of an operation while also contributing to the bottom line. This session focuses on tips and tools to help you: track, analyze and improve your resource efficiency; create the sustainability footprint the market is demanding; position your operation to profit from the sustainability trend; and preserve these sustainability benefits for your heirs.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP – Business & Rural Development

Are You Ready for Retirement?

Tennessee Ballroom B

Nancy Granovsky, Professor & Extension Family Economics Specialist–Retired, Texas A&M AgriLife Extension Service

Planning for retirement involves a variety of tasks, both financial and non-financial. Assessing one's

readiness to retire is an important first step for farm and ranch families. This session will cover important considerations in the retirement planning process. Participants will be able to determine their personal retirement goals and develop a timeline and action plan for achieving financial security in retirement.

Sponsored in part by: **AARP**
Real Possibilities

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP – Consumer Engagement

The Rosetta Stone of Farming Tennessee Ballroom D

Jesse Martin, Founder & CEO, MACRA Business Insights

In 1799, the Rosetta Stone was discovered, and it changed our understanding of written language. For the first time in history we were able to translate texts that had been lost in time, and it opened windows into our understanding of the past and present. Today, we find ourselves in the same position. We have the tools to translate the story of agriculture into consumer friendly language... we just need to take the time to write it down. We will explore the language that we use to communicate with the public, and together, we will learn to tell the story of farm families in a way that will engage the public.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP – Member Engagement

Panel: How State & County Farm Bureaus Partner with Agents to Recruit and Retain Members

Governors Ballroom AE

Brandon Doke, Agent, Farm Bureau Financial Services

David Duff, Agent, Farm Bureau Financial Services

Phil Erdman, Vice President of Membership, Nebraska Farm Bureau Federation

Armando Vargas, Agent, Farm Bureau Financial Services

At Farm Bureau, we work to serve members — from advocacy to education to discounts on products and services. For many members, the products provided through Farm Bureau insurance are valuable tools to manage their risks. Together, we are “Ensuring” a strong future. In this session you'll: 1) Learn successful examples of how state and county Farm Bureaus partner with agents to recruit and retain members; 2) Hear firsthand from the agents who recruited the most new members in Nebraska and how they do what they do; and 3) See the support they get from their partners at the state and county levels.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP –**Niche Agriculture & Marketing Opportunities****Is Organic for You?**

Governors Ballroom B

*Blake Alexandre, Owner & Operator, Alexandre Family Farm**Carolyn Olson, Organic Farmer, Board Member, Minnesota Farm Bureau**Tom Schwarz, Organic Farmer, Schwarz Family Farm*
Kristina Watson, Director, Federal Government Affairs, Pennsylvania Farm Bureau

This roundtable will discuss the challenges and rewards of organic production from a producer perspective. Producers will explain why they transitioned to organic and their journey through the process. This workshop is designed as an interactive session with audience participation.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP –**Public Policy & Advocacy****Crop Market & Farm Policy Outlook**

Governors Ballroom CD

Dr. Keith Coble, Giles Distinguished Professor and Department Head, Agricultural Economic Department, Mississippi State University

In response to the prolonged period of low commodity prices, crafting of the 2018 farm bill began in earnest in 2017. Dr. Keith Coble (the Giles Distinguished Professor and the Department Head of the Agricultural Economic Department at Mississippi State University and former Chief Economist for Senate Agriculture Committee Republicans) will review the supply and demand fundamentals for major field crops for both U.S. and foreign markets and then discuss how the farm safety net in the 2018 farm bill will help farmers manage price and income risk in these more competitive global markets.

9:15 a.m.–10:00 a.m.

CONCURRENT WORKSHOP –**Public Policy & Advocacy****Fighting Government Red Tape**

Governors Ballroom CD

Tony Francois, Senior Attorney, Pacific Legal Foundation

Learn what is being done to combat the ever-increasing number of burdensome government regulations and their control over nearly every aspect of our daily lives. Come learn from leading Pacific Legal Foundation attorneys about current and important legal challenges to protect your private property and constitutional rights and ensure a balanced approach to environmental regulation.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP –**Business & Rural Development****Health Care Access and Growing a Vibrant Farm Population**

Governors Ballroom AE

*Shoshanah Inwood, Assistant Professor, The Ohio State University**Alana Knudson, Co-Director, Walsh Center for Rural Health Analysis, NORC*

The health and economic vitality of farm enterprises and farm families are affected by access to health care. Hear what farmers have to say about the way health care and insurance costs impact risk management, enterprise growth, workforce vitality, succession planning and efforts to grow the next generation of young farmers. Take home tools to incorporate health insurance and health care into farm business and risk management decision-making. We will present research results and tools from the national “Health Insurance Rural Economic Development and Agriculture” (HIREDnAg.net) project funded by United States Department of Agriculture-Agriculture and Food Research Initiative (USDA-AFRI).

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP –**Business & Rural Development****Optimizing Your Estate Plan to Protect Your Family and Farm**

Tennessee Ballroom E

Steve Hamilton, Technical Director, Advanced Consulting Group, Nationwide

Have you optimized your estate plan by incorporating the five necessary elements? Just missing one of these easy-to-remember elements in the planning process could be a very costly mistake. Learn what these key elements are and why they are essential for developing and executing a successful estate plan.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP –**Consumer Engagement****Bridging the Gap between Farmers and Consumers**

Governors Ballroom B

Michelle Miller, Founder, Farm Babe

Michelle Miller, the Farm Babe, is one of commercial agriculture's biggest voices working to bridge the gap between farmers and consumers. With 60,000 social media followers, her messages have been shared with tens of millions of people all around the world. Michelle has made a name for herself as a social media expert and will share her tips on how to further spread the word of agriculture to the general public.

by giving listeners the tools they need to become their own AGvocates. For more information and to hear Michelle's story, visit www.thefarmbabe.com.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP – Leadership

Built for Legacy: Developing and Leading Teams That Matter

Tennessee Ballroom A

Pete Smith, President, SmithImpact

Successful teams and organizations are able to sustain high levels of performance year after year. This requires farm leaders and agribusiness professionals to understand and implement three crucial keys: 1) Cultivating organizational, team and individual identity is often the biggest determinant in hiring, retention and engagement success; 2) Low performance, decreasing morale and poisonous cultures are usually created by and evident in areas often viewed as “inconsequential”; and 3) Continued excellence requires an unwavering attack on complacency at every level. This presentation also provides tangible takeaways to begin making a significant difference immediately at work.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP – Member Engagement

Board Member Roles & Responsibilities

Tennessee Ballroom B

Margee Wolf, Executive Director, Organization, American Farm Bureau Federation

As a board member of a county or state Farm Bureau, you've got an important job. Come learn what's expected of you and how you can contribute your best to the organization. This session is designed for newer board members, but seasoned leaders looking for a refresher are welcome too.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy

What's the Latest on the Upcoming Farm Bill?

Governors Ballroom CD

Senator Jerry Moran (R-Kan.), U.S. Congress

The new farm bill likely will cost just shy of \$1 trillion over the next 10 years. Included in that amount is about \$200 billion worth of funding for programs affecting agriculture — crop insurance, commodity programs, conservation, rural development, livestock programs, research ... and the list continues. Come hear “the latest” about the progress in moving forward on the bill.

10:15 a.m.–11:00 a.m.

CONCURRENT WORKSHOP – Public Policy & Advocacy

From Grassroots to Elevator

Tennessee Ballroom D

Teresa Lindberg, Agriscience Teacher, Greensville County Public Schools, Virginia

In this session, participants will learn strategies to become stronger, more effective advocates and learn “success story” methods that influence the opinions and decisions of people, decision makers and organizations. Objectives of this session are to learn: 1) strategies to employ grassroots advocacy and expand your influence; 2) how to become a stronger, more effective advocate; 3) techniques to prepare for that “five-minute” elevator speech that leads to telling your story; and 4) why it is important to tell your story.

11:15 a.m.–12:45 p.m.

Closing General Session

Delta Ballroom

- Rural Entrepreneurship Challenge Awards
- YF&R Awards
- Keynote Speaker: Reba McEntire



Each 1st place YF&R winner receives a Ford Truck sponsored by:



**SOUTHERN FARM BUREAU
LIFE INSURANCE COMPANY**



2:00 p.m.

Foundation Auction Closes

Central Standard Time

biddingforgood.com/Foundation4Ag



1:00 p.m.–3:00 p.m.

Taste of America

Trade Show Floor, Ryman Exhibit Hall C

Is This the Next Green Revolution?

Forum Hosted by the AFBF Promotion & Education Committee

Curious about new and emerging gene editing techniques for breeding (e.g., CRISPR, TALENs, etc.)? This session will provide you information through a dialog with panelists about these techniques and their benefits in layman's terms, while also providing talking points for use when discussing these techniques with consumers and others.

2:00 p.m.–4:00 p.m.

AFBF Legal Information Networking Committee

Hermitage AB

By Invitation Only

4:00 p.m.–5:00 p.m.

Farm Bureau Monarch Initiative

Hermitage AB

Open to State Farm Bureau Staff

8:00 p.m.

Foundation Night Out

GRAND OLE OPRY® HOUSE

Admission: \$70

Doors Open at 7:00 p.m.

Join us for the American Farm Bureau Foundation for Agriculture's All-Star Jam featuring the famous Nashville house band Sixwire with country music stars Wynonna, Jerrod Niemann, Eric Paslay, Kecia Garland and Caylee Hammack. As seen on the television show "Nashville," Sixwire will carry the night as these country staples sing their hits throughout the evening. The night will be emceed by Great American Country (GAC) television host Nan Kelley.



Sponsored by:  **PURINA®**

Tuesday, January 9

8:00 a.m.

Tennessee Tours

Shuttles Depart from the Presidential Portico - Check your ticket for departure time.

For more information, visit <https://www.fb.org/events/afbf-annual-convention/tennessee-tours>

8:00 a.m.–5:00 p.m.

Annual Meeting of Voting Delegates

Delta Ballroom

Noon–1:00 p.m.

Voting Delegate Luncheon

Delta Lobby A

1:00 p.m.

Delegate Regional Caucuses

- Midwest, Presidential Ballroom A
- Northeast, Presidential Ballroom B
- Southern, Presidential Ballroom D
- Western, Presidential Ballroom C

Wednesday, January 10

7:00 a.m.–8:00 a.m.

AFBF Board of Directors Breakfast

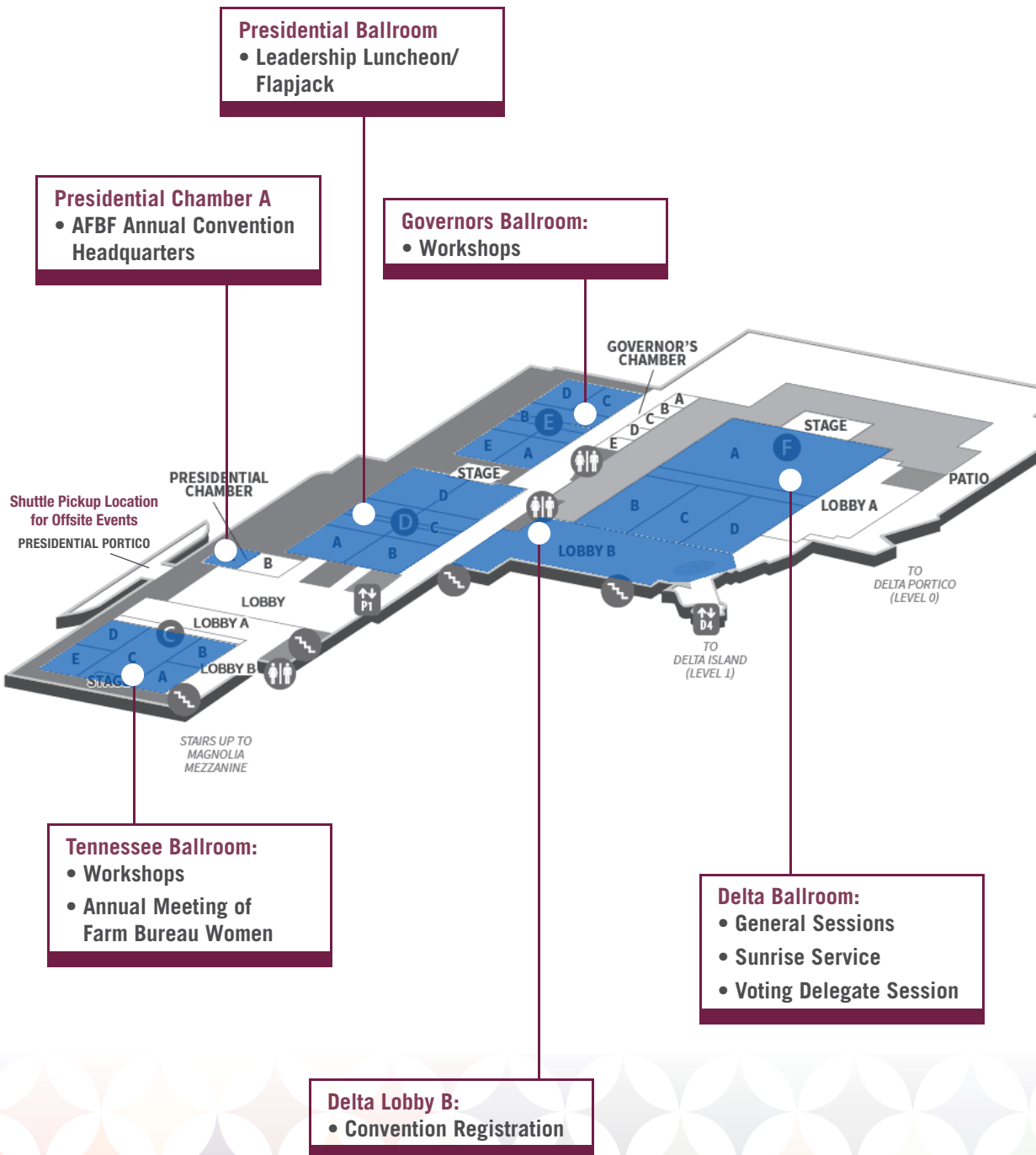
Jackson CD

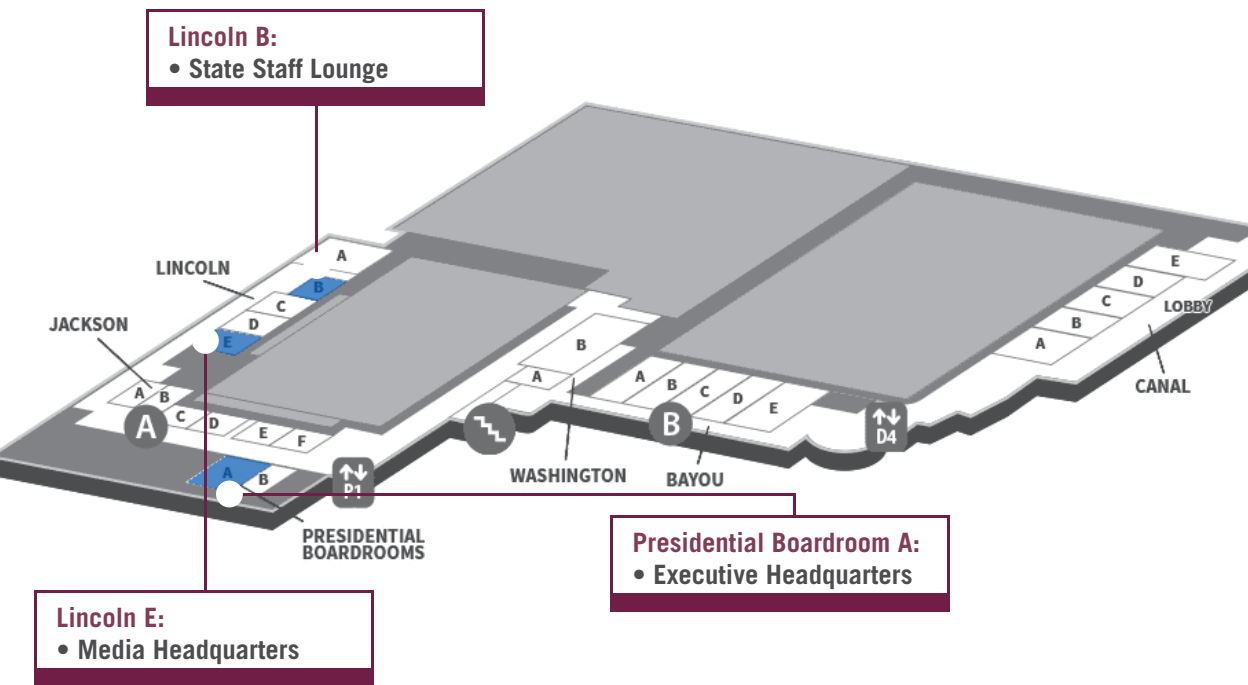
8:00 a.m.

AFBF Board of Directors Meeting

Jackson FE

PRESIDENTIAL CHAMBERS/DELTA LOBBY/ DELTA BALLROOM • Level 2— Gaylord Convention Center





our COMMON COMMITMENT



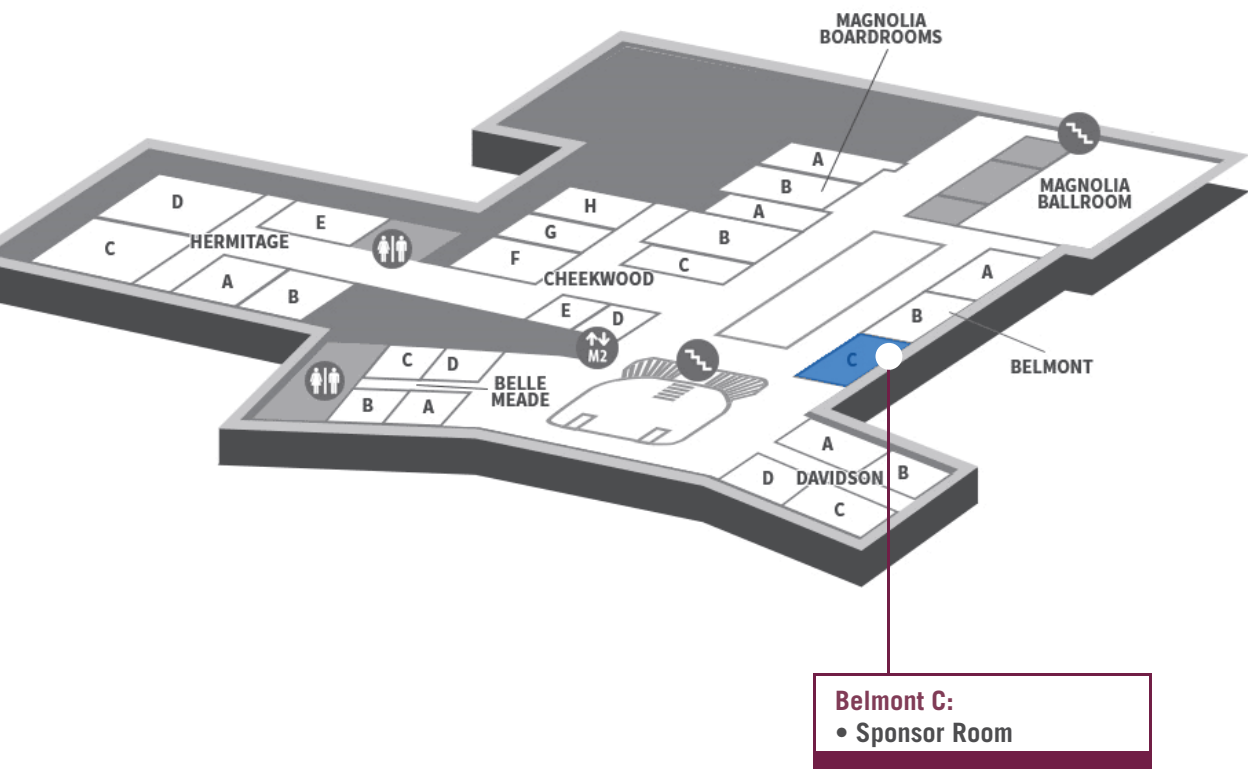
MONSANTO



“We believe in building a strong future for agriculture, and Farm Bureau is a key partner for us on every level – local, state and national. We’re arm-in-arm on a variety of key issues facing agriculture.”

Doug Rushing
Global Director, Industry Affairs
Monsanto

Farm Bureau®



our COMMON COMMITMENT



DU PONT®



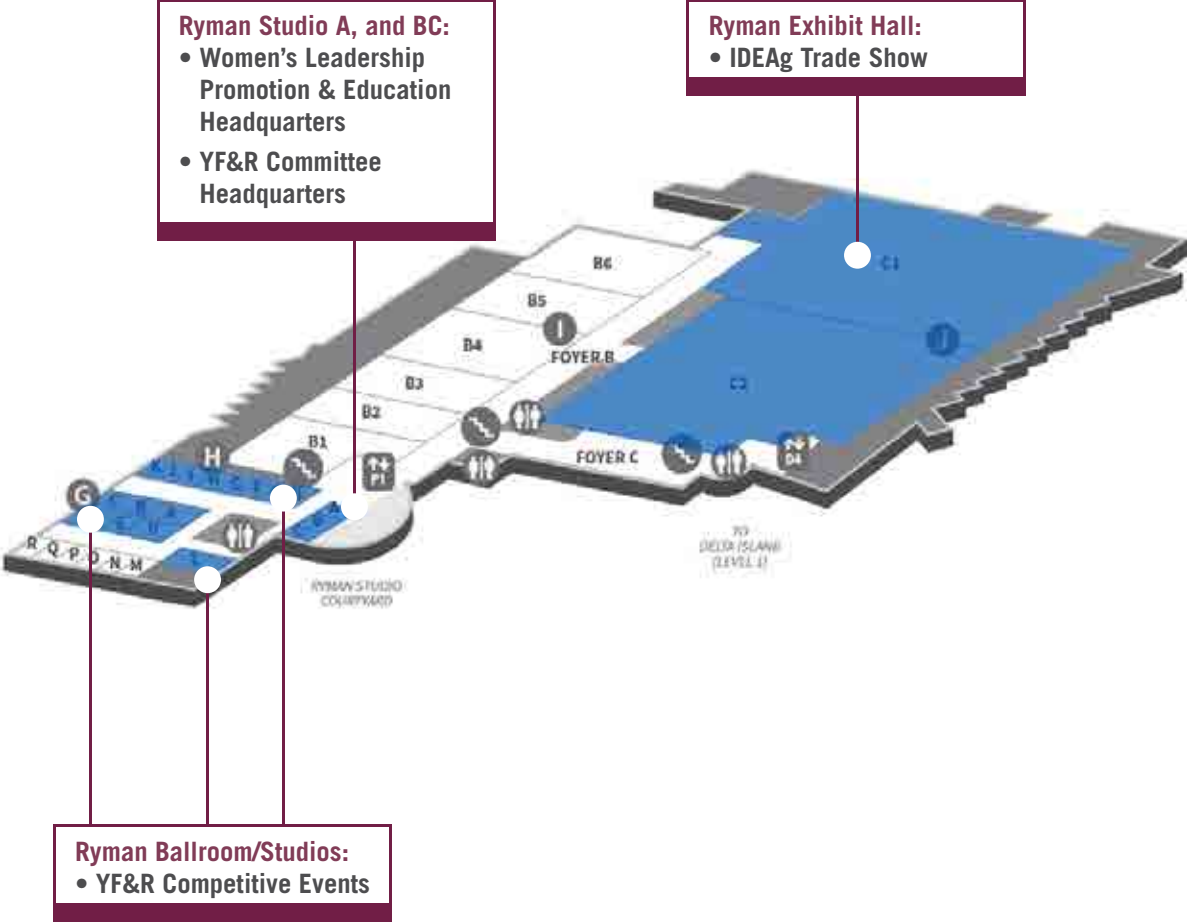
PIONEER®



We have an exciting story to tell young people and consumers related to agriculture! We at DuPont Pioneer are proud to partner with Farm Bureau; not only to tell Agriculture's story, but to also identify new and innovative approaches that have meaningful impact.

Bill Belzer
Global Stewardship Director
DuPont Pioneer

 **Farm Bureau®**



our COMMON COMMITMENT



CASE IH
AGRICULTURE



Farm Bureau and
Case IH share a history
of anticipating and
responding to the needs
of American agriculture.
It makes working together
an essential part of
who we are.

Dave Henderson
Livestock Marketing Manager,
North America
Case IH Agricultural Business



Farm Bureau®

Emergency & Hotel Information

Emergency

Gaylord Opryland Resort & Convention Center

Emergency Phone Number

Use any house phone and dial #5555

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METRO NASHVILLE POLICE DEPARTMENT

(615) 862-7600

East Precinct

936 E Trinity Ln

Nashville, TN 37207

Urgent Care Facilities

VANDERBILT HEALTH

GAYLORD OPRYLAND CLINIC

2821 Opryland Drive

Nashville, TN 37214

(615) 458-1911

Monday–Thursday: 8:00 a.m.–6:00 p.m.

Friday–Saturday: 9:00 a.m.–5:00 p.m.

Closed Sunday

WALGREENS PHARMACY

3500 Gallatin Pike

Nashville, TN 37216

(615) 228-2982

Healthcare Clinic Hours

Closed Monday

Tuesday–Friday: 8:30 a.m.–7:00 p.m.

Saturday: 9:00 a.m.–4:30 p.m.

Sunday: 9:30 a.m.–4:30 p.m.

Pharmacy Hours

Weekdays: 8:00 a.m.–10:00 p.m.

Saturday: 9:00 a.m.–6:00 p.m.

Sunday: 10:00 a.m.–6:00 p.m.

Closest 24-Hour Pharmacy

WALGREENS 24 HOUR PHARMACY

627 Gallatin Pike South

Madison, TN 37115

(615) 865-0010

Hotels

Gaylord Opryland Resort & Convention Center

(615) 889-1000

Nashville Airport Marriott

(615) 889-9300

Hilton Nashville Airport

(615) 883-9770

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