



2026 NAFB Convention at a Glance (updated 10-6-26, subject to change)

Tuesday, November 17

9:30 a.m. – 3:00 p.m.	NAFB Board of Directors Meeting, Penn Valley
4:00 p.m. – 9:00 p.m.	NAFB Foundation Board of Directors Meeting and Dinner, Roanoke

Wednesday, November 18

4:00 a.m. – 6:00 p.m.	Broadcast Service Center Open, Pershing Place
8:00 a.m. – 6:00 p.m.	Registration, Roanoke Foyer
8:00 a.m. – 4:00 p.m.	NAFB Foundation Silent Auction, Pershing East
8:00 a.m. – 4:50 p.m.	50-minute One-on-One Professional Coaching Sessions, Union Hill West
8:45 a.m. – 4:45 p.m.	45-minute Voice Coaching Sessions, Union Hill
8:30 a.m. – 10:30 p.m.	Marketing & Promotion Advisory Committee Meeting, Roanoke
8:30 a.m. – 9:20 a.m.	Newsmaker Session: <i>Fueling the Farm: Energy, Fertilizer and Key Inputs</i> , Shawnee Mission
9:30 a.m. – 10:20 a.m.	Newsmaker Session: <i>The Ag Weather Outlook: Forecasts, Risks and Climate Drivers Farmers Need to Watch</i> , Shawnee Mission
10:30 a.m. – 11:20 a.m.	Newsmaker Session: <i>At a Crossroads: How Data Centers, Solar, Wind and Land Use Are Reshaping U.S. Agriculture</i> , Shawnee Mission
10:40 a.m. – 11:20 a.m.	Management Sales Council Meeting and Election, Roanoke
11:30 a.m. – 1:30 p.m.	NAFB Foundation Celebration Luncheon, Washington Park Place (ticketed event)
Noon – 8:00 p.m.	Trade Talk Setup, Century Ballroom and Foyer
1:40 p.m. – 2:30 p.m.	Newsmaker Session: <i>AI in the Farm Studio: Real-World Tools, Tips and Talk</i> Roundtable Discussions, Shawnee Mission
2:30 p.m. – 3:30 p.m.	Allied Industry Council Meeting and Election, Roanoke
2:40 p.m. – 3:30 p.m.	Newsmaker Session: <i>Voices of the Future: AI Trends Every Farm Radio Pro Should Know</i> , Liberty
3:40 p.m. – 5:00 p.m.	NAFB All-Member Business Meeting, Liberty
5:00 p.m. – 6:00 p.m.	New Member and First Timer Mixer, Brookside
6:00 p.m. – 7:30 p.m.	Welcome Reception, Washington Park Place (ticketed event)
6:30 p.m. – 9:00 p.m.	Past Presidents' Reception and Dinner, Shawnee Mission
7:30 p.m. – 9:30 p.m.	Casino Night, Washington Park Place Foyer, and Brookside

Thursday, November 19

4:00 a.m. – 6:00 p.m.	Broadcast Service Center Open, Pershing Place
6:00 a.m. – 8:00 a.m.	Trade Talk Breakfast Buffett, Garden Terrace
6:00 a.m. – 2:00 p.m.	Registration, Roanoke Foyer
7:00 a.m. – 1:30 p.m.	Trade Talk, Century Ballroom and Foyer
8:00 a.m. – 9:00 a.m.	Young Professionals Inside Track: Meet NAFB and Tour the Action in the Newsroom and Trade Talk, Liberty
8:00 a.m. – 3:00 p.m.	Portrait Photography Studio, Westport
8:00 a.m. – 3:00 p.m.	NAFB Foundation Silent Auction, Pershing East
8:00 a.m. – 3:00 p.m.	50-Minute One-on-One Professional Coaching Sessions, Union Hill West
8:45 a.m. – 4:45 p.m.	45-Minute Voice Coaching Sessions, Union Hill
10:00 a.m. – 11:30 a.m.	Trade Talk Beef Carving, Century Ballroom
11:30 a.m. – 2:00 p.m.	Lunch Buffet, Garden Terrace
1:30 p.m. – 2:30 p.m.	Trade Talk Teardown, Century Ballroom and Foyer
1:30 p.m. – 3:00 p.m.	Refreshment Break, Roanoke Foyer
1:45 p.m. – 2:30 p.m.	Brooke L. Rollins, USDA Secretary of Agriculture (invited), Liberty
2:30 p.m. – 4:30 p.m.	Broadcast Council Meeting and Election, Liberty
4:30 p.m. – 5:00 p.m.	Regional Member Annual Meeting (immediately following Broadcast Council meeting), East, Penn Valley - South, Roanoke - West, Liberty
5:45 p.m. – 7:00 p.m.	NAFB Foundation Auction and Reception, Century A
7:00 p.m. – 9:30 p.m.	Night of Honors Celebration Banquet, Century B/C (ticketed event)
9:30 p.m. – 11:30 p.m.	Hall of Fame Reception and Live Music, Century A

Friday, November 20

4:00 a.m. – 6:00 p.m.	Broadcast Service Center Open, Pershing Place
6:00 a.m. – 8:00 a.m.	Continental Breakfast, Garden Terrace
7:00 a.m. – 8:00 a.m.	Board member breakfast (current and newly elected), Roanoke
7:30 a.m. – 12:30 p.m.	Health Screenings and Hearing Checks, Century Ballroom Foyer
8:00 a.m. – 2:00 p.m.	50-Minute One-on-One Professional Coaching Sessions, Union Hill West
8:15 a.m. – 11:45 a.m.	45-Minute Voice Coaching Sessions, Union Hill
8:00 a.m. – 10:00 a.m.	Registration, Roanoke Foyer
8:00 a.m. – 3:00 p.m.	Portrait Photography Studio, Westport
8:00 a.m. – 8:50 a.m.	Professional Development Session: <i>Growing Together: Young Professionals, Industry Wisdom and the Road Ahead</i> Roundtable Discussion, Shawnee Mission
9:00 a.m. – 9:50 a.m.	Newsmaker Session: <i>Protein Power Play: Trends, Risks and Opportunities Across Beef and Pork</i> , Liberty
10:00 a.m. – 10:50 a.m.	Professional Development Session: <i>Tune In to Your Frequency - Using Personality Insights and Generational Awareness to Build Stronger Teams and Careers</i> , Liberty
11:00 a.m. – 11:50 a.m.	Newsmaker Session: <i>The Ag Economy Ahead: Market Trends, Financial Signals and What Producers Should Expect</i> , Liberty
Noon – 1:30 p.m.	Awards Luncheon, Century A (ticketed event)
6:00 p.m. – 6:45 p.m.	President's Reception, Benton's Prime
6:45 p.m. – 9:00 p.m.	President's Banquet, Benton's Prime (reservation required)