2026 NAFB Convention Detailed Agenda

(as of 10-20-26, 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 Sponsor: BASF
8:00 a.m. – 6:00 p.m.	**Registration**, Roanoke Foyer Sponsor: John Deere
8:00 a.m. – 4:00 p.m.	**NAFB Foundation Silent Auction**, Pershing East Sponsor: American Seed Trade Association
8:00 a.m. – 4:50 p.m.	**50-minute One-on-One Professional Coaching Sessions**, Union Hill West Coach: Cheryl Mitchell, Cheryl B. Mitchell Sponsor: Firestone Ag (BY APPOINTMENT ONLY)

Wednesday, November 18 (continued)

8:45 a.m. – 4:45 p.m.	**45-minute Voice Coaching Sessions**, Union Hill Coach: Candice Coleman, Say It Well Sponsor: Beck's (BY APPOINTMENT ONLY)
8:30 a.m. – 10:30 a.m.	**Marketing & Promotion Advisory Committee Meeting**, Roanoke **AI Workshop** led by Hillary Ferry, Two Rivers Marketing Sponsor: *AgriMarketing* Magazine
8:30 a.m. – 9:20 a.m.	Newsmaker Session: ***Fueling the Farm: Energy, Fertilizer and Key Inputs*****,** Shawnee Mission Speakers: Mike Castle, Sr. Commodities Economist, StoneX Speaker: Curt Covington, Sr. Director, AgAmerica Moderator: Susan Littlefield, Farm and Ranch Media Sponsor: Novonesis
9:30 a.m. – 10:20 a.m.	Newsmaker Session: ***The Ag Weather Outlook: Forecasts, Risks and Climate Drivers Farmers Need to Watch***, Shawnee Mission Speaker: Brad Rippey, Chief Meteorologist for USDA's Office of the Chief Economist Moderator: Riley Smith, Iowa Agribusiness Radio Network Sponsor: Poet
10:30 a.m. – 11:20 a.m.	Newsmaker Session: ***At a Crossroads: How Data Centers, Solar, Wind and Land Use Are Reshaping U.S. Agriculture***, Shawnee Mission Speaker: Joby Young, Executive VP, American Farm Bureau Speaker: Greg Brophy, farmer, Renewable Energy Farmers of America Speaker: Daniel Nibarger, Strategic Negotiator, Google Moderator: Cyndi Young, Brownfield Ag News Sponsor: Agoro Carbon Alliance
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) Sponsor: CME Group

Wednesday, November 18 (continued)

Noon – 8:00 p.m. **Trade Talk Booth Setup,** Century Ballroom and Foyer

1:40 p.m. – 2:30 p.m. Newsmaker Session**: *AI in the Farm Studio: Real-World Tools, Tips and Talk* Roundtable Discussions**, Shawnee Mission
(Each session will be 10 minutes, select 3 tables from the 5 topics)
Moderator: Lori Hallowell, Bader Rutter
Sponsor: Syngenta North America

Table 1: **AI in Ag Storytelling: Tools, Skills & Trust** — How farm broadcasters can use AI to turn complex information into clearer, more actionable stories — while building the skills needed to use these tools responsibly, including prompting, verification, and data literacy.
Table Host: Erin Anderson, Brownfield Ag News

Table 2: **Automation Without Losing Authenticity** — Where to draw the line between helpful automation (captioning, indexing, summarization) and the human voice that builds trust with rural audiences.
Table Host: Sally Behringer, VML

Table 3: **AI for Real-Time Field Intelligence** — How to use A.I. to create a hyper-local weather forecast, tailored to pair directly with grain farm related tasks.
Table Host: Todd Gleason, Illinois Extension | WILLAg.org

Table 4: **Ethics, Accuracy, and Transparency** — How to responsibly use AI-generated scripts, summaries, or translations without misleading audiences or spreading errors.
Table Host: Meghan Grebner, Brownfield Ag News

Table 5: **How AI Is Changing Media Planning and Discovery** — How AI tools are pulling, summarizing, and surfacing information for media planners, agencies, and advertisers; and what broadcasters, networks, and station owners need to understand to stay relevant, discoverable, and competitive.
Table Host: Bob Brunker, J.L. Farmakis, Inc.

Wednesday, November 18 (continued)

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: ***Voices of the Future: AI Trends Every Farm Radio Pro Should Know***, Liberty Speaker: Garrett Janssen, Managing Partner, Forward Group Speaker: Greg Ehm, Sr. Vice President of Agriculture, MorganMyers Moderator: Delaney Howell, Ag News Daily Sponsor: Edge Dairy Farmer Cooperative
3:45 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**, Roanoke Foyer Sponsor: Nationwide Insurance
6:00 p.m. – 7:30 p.m.	**Welcome Reception**, Washington Park Place (ticketed event) Sponsor: National Corn Growers Association
6:30 p.m. – 9:00 p.m.	**Past Presidents' Reception and Dinner**, Shawnee Mission Sponsor: Growth Energy
7:30 p.m. – 9:30 p.m.	**Casino Night,** Washington Park Place Foyer and Brookside Sponsor: GROWMARK

Thursday, November 19

4:00 a.m. – 6:00 p.m.	**Broadcast Service Center Open**, Pershing Place Sponsor: BASF
6:00 a.m. – 8:00 a.m.	**Trade Talk Breakfast Buffet**, Garden Terrace Sponsors: American Coalition for Ethanol and CASE IH
6:00 a.m. – 2:00 p.m.	**Registration**, Roanoke Foyer Sponsor: John Deere
7:00 a.m. – 1:30 p.m.	**Trade Talk**, Century Ballroom and Foyer Sponsors: AARP and FMC

Thursday, November 19 (continued)

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 Sponsor: International Fresh Produce Association
8:00 a.m. – 3:00 p.m.	**Portrait Photography Studio**, Westport Sponsor: Vive Crop Protection
8:00 a.m. – 3:00 p.m.	**NAFB Foundation Silent Auction**, Pershing East Sponsor: American Seed Trade Association
8:00 a.m. – 3:00 p.m.	**50-Minute One-on-One Professional Coaching Sessions**, Union Hill West Coach: Cheryl Mitchell, Cheryl B. Mitchell Sponsor: Firestone (BY APPOINTMENT ONLY)
8:45 a.m. – 4:45 p.m.	**45-Minute Voice Coaching Sessions**, Union Hill Coach: Candice Coleman, Say It Well Sponsor: Beck's (BY APPOINTMENT ONLY)
10:00 a.m. – 11:30 a.m.	**Trade Talk Beef Carving**, Century Ballroom Sponsor: Cattlemen's Beef Board
11:30 a.m. – 2:00 p.m.	**Lunch Buffet**, Garden Terrace Sponsor: Corteva Agriscience Dessert Sponsor: National Oilseed Processors Association
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 Sponsor: Pivot Bio
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

Thursday, November 19 (continued)

5:45 p.m. – 7:00 p.m.	**NAFB Foundation Auction and Reception**, Century A Sponsors: Propane Education and Research Council, and Illinois Soybean Association
7:00 p.m. – 9:30 p.m.	**Night of Honors Celebration Banquet**, Century C (ticketed event) Sponsor: Bayer Crop Science (dinner) Sponsor: Phospholutions (wine service) Sponsor: Renewable Energy Farmers of America (dessert) Sponsor: United Soybean Board (Hall of Farm videos)
9:30 p.m. – 11:30 p.m.	**Hall of Fame Reception and Live Music**, Century B Featuring: Tyler Richton and the High Bank Boys Sponsor: ReachAg PR

Friday, November 20

4:00 a.m. – 6:00 p.m.	**Broadcast Service Center Open**, Pershing Place Sponsor: BASF
6:00 a.m. – 8:00 a.m.	**Continental Breakfast**, Garden Terrace Sponsor: Clean Fuels Alliance America
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 Flu Shots**, Century Ballroom Foyer Sponsor: Nutrien Ag Solutions
8:00 a.m. – 2:00 p.m.	**50-Minute One-on-One Professional Coaching Sessions**, Union Hill West Coach: Cheryl Mitchell, Cheryl B. Mitchell Sponsor: Firestone Ag (BY APPOINTMENT ONLY)
8:00 a.m. – 10:00 a.m.	**Registration**, Roanoke Foyer Sponsor: John Deere
8:00 a.m. – 3:00 p.m.	**Portrait Photography Studio**, Westport Sponsor: Vive Crop Protection

Friday, November 20 (continued)

8:00 a.m. – 8:50 a.m.

Professional Development Session: ***Growing Together: Young Professionals, Industry Wisdom and the Road Ahead***
Roundtable Discussions, Shawnee Mission
(Each session will be 10 minutes, select 3 tables from the 5 topics)
Sponsor: The Midwest Council on Agriculture
Moderators: Erica Irlbeck, Ed.D, Texas Tech & Dwayne Cartmell, Oklahoma State University

Table 1: **Learning the Craft: What Young Broadcasters Need Most from Mentors** — A conversation about writing, interviewing, and the "unwritten rules" of farm broadcasting that only experience teaches.
Table Host: Bob Quinn, WHO Radio

Table 2: **Modern Skills for a Modern Audience** — How younger professionals bring strengths in digital storytelling, social media, audio editing, and AI tools; and how these skills complement traditional reporting.
Table Host: Parker James, Your Ag Network

Table 3: **Building Trust Across Generations of Listeners** — What seasoned broadcasters know about credibility with farmers, and how younger voices can earn that same trust while bringing fresh energy.
Table Host: Taylor Brown, Northern Ag Network

Table 4**: Career Pathways in Farm Broadcasting** — Veterans share how they built long, meaningful careers; young professionals share what they hope the next decade in the industry looks like.
Table Host: Lorrie Boyer, KSIR Radio/National Farm Broadcaster

Table 5: **Working Together in the Newsroom** How mixed-experience teams collaborate on deadlines, divide responsibilities, and learn from each other's strengths.
Table Host: Rita Frazer, RFD Radio Network

8:15 a.m. – 11:45 a.m.

45-Minute Voice Coaching Sessions, Union Hill
Coach: Candice Coleman, Say It Well
Sponsor: Beck's
(BY APPOINTMENT ONLY)

Friday, November 20 (continued)

9:00 a.m. – 9:50 a.m.	Newsmaker Session: ***Protein Power Play: Trends, Risks and Opportunities Across Beef and Pork,*** Liberty Speaker: Mike Deering, Executive Vice President, Missouri Cattlemen's Association Speaker: Jennifer Tirey, Executive Director, Illinois Pork Producers Association Speaker: Joe Schuele, Senior Vice President of Communications, USMEF Moderator: Andy Schwab, Northern Ag Network Sponsor: The Fertilizer Institute
10:00 a.m. – 10:50 a.m.	Professional Development Session: ***Tune In to Your Frequency - Using Personality Insights and Generational Awareness to Build Stronger Teams and Careers***, Liberty Speaker: KC Sheperd, Director of Farm and Ranch Programming, Radio Oklahoma Ag Network Speaker: Delaney Howell-Groth, President, Ag News Daily Moderator: Chase Kusel, National Farmers Union Sponsor: BigIron
11:00 a.m. – 11:50 a.m.	Newsmaker Session: ***The Ag Economy Ahead: Market Trends, Financial Signals and What Producers Should Expect***, Liberty Speaker: Aaron Edwards, Co-founder, Santos Springs Moderator: DeLoss Jahnke, RFD Radio Network Sponsor: International Fresh Produce Association
Noon – 1:30 p.m.	**Awards Luncheon**, Century A (ticketed event) Sponsor: Syngenta (lunch) Sponsor: Syngenta (Horizon Award) Sponsor: John Deere (News Service Awards) Sponsor: Workhorse Achievement Award (PTx) Sponsor: Sumitomo Biorational Company (Broadcaster Contests Awards)
6:00 p.m. – 6:45 p.m.	**President's Reception**, Benton's Prime Sponsor: ENAI
6:45 p.m. – 9:00 p.m.	**President's Banquet**, Benton's Prime (reservation required) Sponsor: CROPLAN Seed