



2026 NAFB Convention Detailed Agenda (as of 9-28-26, 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 p.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 Ripey, USDA Meteorologist, Office of the Chief Economist, World Agricultural Outlook Board
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 AI-interpreted drone data, satellite imagery, and remote sensors to deliver timely, hyper-local insights.

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 Cooperative
- 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
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 Buffett**, 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)

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| 8:00 a.m. – 9:00 a.m. | Young Professionals Inside Track: Meet NAFB and Tour the Action in the Newsroom and Trade Talk , Roanoke
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 B/C (ticketed event)
Sponsor: Bayer Crop Science (dinner)
Sponsor: Phospholutions (wine service)
Sponsor: National Oilseed Processors Association (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/C
Featuring: Tyler Richton and the High Bank Boys

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
- 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 Discussion, 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 Sheppard, Director of Farm and Ranch Programming, Radio Oklahoma Ag Network
Speaker: Delaney Howell, 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: Indigo Ag
- 6:45 p.m. – 9:00 p.m. **President's Banquet**, Benton's Prime (reservation required)
Sponsor: CROPLAN Seed