



CONVENTION GUIDE

NOVEMBER 18-20, 2026



NATIONAL ASSOCIATION OF FARM BROADCASTING
NAFB.com

CONVENTION INFORMATION

HOTEL

Westin Crown Center

One East Pershing Road
Kansas City, Missouri 64108
(816) 474-4400

REGISTRATION

The convention registration desk is located on the Ballroom Level in the Roanoke Foyer.

Wednesday, November 18

8 a.m.-6 p.m.

Thursday, November 19

6 a.m.-2 p.m.

Friday, November 20

8 a.m.-10 a.m.

In addition to providing registration services, NAFB staff are available to answer questions about Convention.

Sponsored by John Deere

NAME BADGES

Name badges must be worn for entry to all convention programs, events, and functions.

MEAL TICKETS

Tickets will be collected at the NAFB Foundation Celebration Luncheon, Welcome Reception, Night of Honors Celebration Banquet, and Awards Luncheon. Tickets can be found within your name badge.

DRINK TICKETS

Drink tickets will be collected at receptions throughout convention. If you need more drink tickets they are available at the registration desk.

Sponsored by Corn Refiners Association

MEETING ATTIRE

The NAFB Convention is "business casual," with the exception of the President's Banquet, which is "black-tie optional."

GUEST ROOM INTERNET

Internet service in your guest room is provided free of charge. Refer to the card you receive with your room key at check-in for the internet code.

Co-Sponsored by AMVAC and U.S. Custom Harvesters, Inc.

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction is open from 8 a.m.-4 p.m., Wednesday, November 18, and 8 a.m.-3 p.m., Thursday, November 19, in Pershing East. Items will be moved to Century A for final bidding at 5:45 p.m., Thursday; the Live Auction starts at 6 p.m. in Century A.

Silent Auction sponsored by ASTA

Live Auction sponsored by Illinois Soybean Association and Propane Education and Research Council

PORTRAIT PHOTOGRAPHY STUDIO

As a service to all convention attendees, a photography studio is available from 8 a.m.-3 p.m. both Thursday, November 19 and Friday, November 20 in the Westport Room. This is a great opportunity to have your professional headshot taken. Digital images will be available, at no cost, after convention.

Sponsored by Vive Crop Protection

MULT BOXES

Mult boxes will be stationed at newsmakers and programming sessions for broadcasters to connect their recorders into the sound system.

Sponsored by BASF

BOOSTER CLUB

Support the NAFB Foundation with a \$100 donation. For each \$100 donation, you are eligible for a chance at a \$500 buying credit for the NAFB Foundation Live Auction, Thursday evening, November 19. Booster Club donations can be made at the NAFB Foundation table in Pershing East or by scanning the QR code below to donate online.



2026 SOCIAL MEDIA CORPS

College students passionate about social media and digital storytelling will be sharing convention stories throughout the event. They will be guiding online conversations using the hashtag #NAFB26.

Co-Sponsored by: Farm Credit and Great Plains Ag

NAFB BROADCAST SERVICE CENTER

An extensive Broadcast Service Center is available for broadcasters to keep up on daily ag news stories, conduct interviews, and feed programs. Broadcast/interview tables, along with computer workstations and high-speed internet connections, are available for broadcasters. The center is located in Pershing Place.

Sponsored by BASF

PROFESSIONAL COACHING SESSIONS

Reserve your 50-minute session with Cheryl Bierman Mitchell, a speaker and author who helps people communicate more effectively, challenge assumptions, and navigate the conversations that shape how they work and lead. Raised on a dairy farm in Jasper County, Illinois, Cheryl brings a deep understanding of agriculture and the people and relationships behind the industry. Registration is required: see the registration desk for more details.

Sponsored by Firestone Ag

PROFESSIONAL VOICE COACHING SESSIONS

Interact with professional performance coach Candy Coleman, learning ways to identify and fix some of your specific presentation challenges in a 45-minute session. Dr. Candice Coleman's style is friendly and supportive, and she'll recommend practical suggestions, tips and exercises individualized for you. Whether you're a beginning broadcaster or have been at it a long time, if you want to improve, Candy's here to help. Registration is required: see the registration desk for more details.

Sponsored by Beck's

HEALTH SCREENINGS AND FLU SHOTS

A basic health screening will be available from 7:30 a.m.-12:30 p.m., Friday, November 20, in the Century Foyer. Services include blood pressure checks, cholesterol tests, and flu shots from healthcare professionals on-site. It is recommended to not eat before having your cholesterol levels checked.

Sponsored by Nutrien Ag Solutions



CONVENTION SOCIAL MEDIA

Post and follow the 2026 Convention on social media
with the official convention hashtag:

#NAFB26

WELCOME TO THE 83rd CONVENTION

Thank you for being here and for joining us as we Tune In to What's Next.

When we began thinking about this year's convention theme, I kept coming back to one idea: NAFB has an incredible legacy, but our responsibility is not only to celebrate where we've been. It is also to make sure we are ready for where agriculture, our audiences, and our professions are going next.

The way we communicate is changing quickly. Farm broadcasting will always be at the heart of NAFB, but today our members are also reaching audiences through podcasts, video, social media, digital platforms, newsletters, and channels that may not have even existed a few years ago. New technology, including Artificial Intelligence, continues to change how we gather information, tell stories, and connect with farmers.

At the same time, a new generation of broadcasters and agricultural communicators is stepping forward. I believe one of the most important things we can do as an organization is create space for their ideas, invest in their development, and give them opportunities to learn from one another and from the generations of broadcasters who built the foundation we stand on today.

That is what Tune In to What's Next means to me.

It is not about leaving our history behind. It is about carrying forward the things that have always made farm broadcasting valuable -- credibility, relationships, curiosity, and a commitment to serving farmers and rural America -- while being willing to evolve how we deliver on that mission.

Throughout this convention, I hope you will hear new perspectives, meet someone you haven't met before, learn something that challenges the way you think, and share some of your own experience with someone coming up behind you.

Most importantly, I hope we leave Kansas City excited about what comes next: for NAFB, for agricultural media, and for each of us individually.

Thank you for being part of it. I'm glad you're here, and I hope you'll join us as we Tune In to What's Next.

Sincerely,



Delaney Howell-Groth
2026 NAFB President-Elect



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NAFB NEWS SERVICE



The NAFB News Service connects you to current agricultural news from around the country and from fellow NAFB members.

The News Service provides Broadcast Council members with current news, information, commodity prices, and more in a single location. The News Service is located on NAFB.com. Once logged in, broadcasters find ready-to-use audio reports for daily broadcasts.

Stories available online are provided by NAFB members, industry partners, and NAFB News Service staff. Farm broadcasters from across the country submit audio and scripts for use by other broadcasters. Industry partners work with the News

Service to produce and distribute news and information on product updates, legislative issues, and association news, utilizing the News Service as an effective and efficient way to connect with more than 150 Broadcast Council members.

The NAFB News Service connects daily with more than 60 member stations and more than 42 networks. NAFB members can be heard daily on more than 1,500 radio, TV, and satellite stations throughout the United States.

For more information on how to access the NAFB News Service or how to utilize the News Service for your next product announcement, contact Gardner Hatch, NAFB executive director, at ghatch@nafb.com or 816.431.4032, ext. 101.

FUTURE NAFB NATIONAL CONVENTION DATES

84th NAFB Convention
November 16-18, 2027
Westin Crown Center
Kansas City, Missouri

85th NAFB Convention
November 14-16, 2028
Westin Crown Center
Kansas City, Missouri

2026 SCHEDULE

TUESDAY, NOVEMBER 17

9:30 a.m.–3:00 p.m.
NAFB Board of Directors Meeting
Penn Valley

4 p.m.–9 p.m.
NAFB Foundation Board Meeting and Dinner
Roanoke

WEDNESDAY, NOVEMBER 18

4 a.m.–6 p.m.
Broadcast Service Center Open
Pershing Place
SPONSOR: BASF

8 a.m.–6 p.m.
Registration
Roanoke Foyer
SPONSOR: John Deere

8 a.m.–4 p.m.
NAFB Foundation Silent Auction
Pershing East
SPONSOR: American Seed Trade Association

8 a.m.–4:50 p.m.
50-Minute One-on-One Professional Coaching Sessions (BY APPOINTMENT ONLY)
Union Hill West
SPONSOR: Firestone Ag

8:45 a.m.–4:45 p.m.
45-Minute Voice Coaching Sessions (BY APPOINTMENT ONLY)
Union Hill
SPONSOR: Beck's

8:30 a.m.–10:30 a.m.
Marketing & Promotion Advisory Committee Meeting and AI Workshop led by Hillary Ferry, Two Rivers Marketing
Roanoke
SPONSOR: AgriMarketing Magazine

8:30 a.m.–9:20 a.m.
Newsmaker Session: Fueling the Farm: Energy, Fertilizer and Key Inputs
Mike Castle, StoneX
Curt Covington, AgAmerica

Moderator: Susan Littlefield, *Farm and Ranch Media*
Shawnee Mission
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
Brad Rippey, *USDA Office of the Chief Economist*
Moderator: Riley Smith, *Iowa Agribusiness Radio Network*
Shawnee Mission
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
Joby Young, *American Farm Bureau*
Greg Brophy, *Renewable Energy Farmers of America*
Daniel Nibarger, *Google*
Moderator: Cyndi Young, *Brownfield Ag News*
Shawnee Mission
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 (ticketed event)
Washington Park Place
SPONSOR: CME Group

Noon–8 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
(Each session will be 10 minutes, select 3 tables from the 5 topics)
Moderator: Lori Hallowell, *Bader Rutter*

Table 1: AI in Ag Storytelling: Tools, Skills & Trust
Table Host: Erin Anderson, *Brownfield Ag News*

Table 2: Automation Without Losing Authenticity

Table Host: Sally Behringer, *VML*

Table 3: AI for Real-Time Field Intelligence

Table Host: Todd Gleason, *Illinois Extension* | *WILLAg.org*

Table 4: Ethics, Accuracy, and Transparency

Table Host: Meghan Grebner, *Brownfield Ag News*

Table 5: How AI Is Changing Media Planning and Discovery

Table Host: Bob Bruncker, *J.L. Farmakis, Inc.*

Shawnee Mission

SPONSOR: Syngenta North America

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

Garrett Janssen, Forward Group

Greg Ehm, MorganMyers

Moderator: Delaney Howell-Groth, *Ag News Daily*

Liberty

SPONSOR: Edge Dairy Farmer Cooperative

3:45 p.m.–5:00 p.m.

NAFB All-Member Business Meeting

Liberty

5 p.m.–6 p.m.

New Member and First Timer Mixer

Roanoke Foyer

SPONSOR: Nationwide Insurance

6:00 p.m.–7:30 p.m.

Welcome Reception (ticketed event)

Washington Park Place

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 a.m.–6 p.m.**

Broadcast Service Center Open

Pershing Place

SPONSOR: BASF

6 a.m.–8 a.m.

Trade Talk Breakfast Buffet

Garden Terrace

SPONSOR: American Coalition for Ethanol and CASE IH

6 a.m.–2 p.m.

Registration

Roanoke Foyer

SPONSOR: John Deere

7:00 a.m.–1:30 p.m.

Trade Talk

Century Ballroom and Foyer

SPONSOR: AARP and FMC

8 a.m.–9 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 a.m.–3 p.m.

Portrait Photography Studio

Westport

SPONSOR: Vive Crop Protection

8 a.m.–3 p.m.

NAFB Foundation Silent Auction

Pershing East

SPONSOR: American Seed Trade Association

8 a.m.–3 p.m.

50-Minute One-on-One Professional

Coaching Sessions

(BY APPOINTMENT ONLY)

Union Hill West

SPONSOR: Firestone AG

8:45 a.m.–4:45 p.m.

45-Minute Voice Coaching Sessions

(BY APPOINTMENT ONLY)

Union Hill

SPONSOR: Beck's

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

SPONSOR: National Oilseed Processors Association
(dessert)

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

5:45 p.m.–7:00 p.m.
NAFB Foundation Auction and Reception
Century A
SPONSORS: Propane Education & Research Council, and Illinois Soybean Association

7:00 p.m.–9:30 p.m.
Night of Honors Celebration Banquet
(ticketed event)
Century C
SPONSOR: Bayer Crop Science (dinner)
SPONSOR: Phospholutions (wine service)
SPONSOR: Renewable Energy Farmers of America (dessert)
SPONSOR: United Soybean Board (Hall of Fame videos)

9:30 p.m.–11:30 p.m.
Hall of Fame Reception and Live Music Featuring Tyler Richton and the High Bank Boys
Century B
SPONSOR: ReachAg PR

FRIDAY, NOVEMBER 20

4 a.m.–6 p.m.
Broadcast Service Center Open
Pershing Place
SPONSOR: BASF

6 a.m.–8 a.m.
Continental Breakfast
Garden Terrace
SPONSOR: Clean Fuels Alliance America

7 a.m.–8 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 a.m.–2 p.m.
50-Minute One-on-One Professional Coaching Sessions
(BY APPOINTMENT ONLY)
Union Hill West
SPONSOR: Firestone Ag

8 a.m.–10 a.m.
Registration
Roanoke Foyer
SPONSOR: John Deere

8 a.m.–3 p.m.
Portrait Photography Studio
Westport
SPONSOR: Vive Crop Protection

8:00 a.m.–8:50 a.m.
Professional Development Session: Growing Together: Young Professionals, Industry Wisdom and the Road Ahead Roundtable Discussions
(Each session will be 10 minutes, select 3 tables from the 5 topics)
Moderators:
Erica Irlbeck, Ed.D, Texas Tech and Dwayne Cartmell, Oklahoma State University

Table 1: Learning the Craft: What Young Broadcasters Need Most from Mentors
Table Host: Bob Quinn, *WHO Radio*

Table 2: Modern Skills for a Modern Audience
Table Host: Parker James, *Your Ag Network*

Table 3: Building Trust Across Generations of Listeners
Table Host: Taylor Brown, *Northern Ag Network*

Table 4: Career Pathways in Farm Broadcasting
Table Host: Lorrie Boyer, *KSIR Radio/National Farm Broadcaster*

Table 5: Working Together in the Newsroom

Table Host: Rita Frazer, *RFD Radio Network*

Shawnee Mission

SPONSOR: The Midwest Council on Agriculture

8:15 a.m.–11:45 a.m.

**45-Minute Voice Coaching Sessions
(BY APPOINTMENT ONLY)**

Union Hill

SPONSOR: Beck's

9:00 a.m.–9:50 a.m.

**Newsmaker Session: Protein Power Play:
Trends, Risks and Opportunities Across
Beef and Pork**

Mike Deering, Missouri Cattlemen's Association

Jennifer Tirey, Illinois Pork Producers Association

Joe Schuele, USMEF

Moderator: Andy Schwab, Northern Ag Network

Liberty

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**

KC Sheperd, Radio Oklahoma Ag Network

Delaney Howell-Groth, Ag News Daily

Moderator: Chase Kusel, National Farmers Union

Liberty

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**

Aaron Edwards, Santos Springs

Moderator: DeLoss Jahnke, RFD Radio Network

Liberty

SPONSOR: International Fresh Produce Association

Noon–1:30 p.m.

Awards Luncheon (ticketed event)

Century A

SPONSOR: Syngenta (lunch)

SPONSOR: Syngenta (Horizon Award and Farm
Broadcaster of the Year Award)

SPONSOR: John Deere (News Service Awards)

SPONSOR: PTx (Workhorse Achievement Award)

SPONSOR: Sumitomo Biorational Company
(Broadcaster Contest 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

(RESERVATION REQUIRED)

Benton's Prime

SPONSOR: CROPLAN Seed





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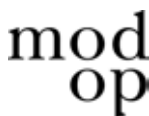
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A photograph of two men in a cornfield. One man, wearing a blue polo shirt and a blue baseball cap, is shaking hands with another man who is wearing a grey polo shirt and a dark baseball cap. They are standing in the middle of a lush green cornfield. The background shows a cloudy sky. The overall tone is positive and collaborative.

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2026 SPEAKERS

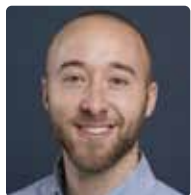


GREG BROPHY

*Farmer
Renewable Energy Farmers of America*

Greg Brophy is a political activist and fourth generation family farmer from Wray. He served nine years in the Colorado State Senate and three years in the Colorado House. Greg also spent a year as chief of staff in the U.S. House of Representatives. He is on the board of the

Renewable Energy Farmers of America as well as serving as the Colorado director for The Western Way. Greg grows corn, wheat, watermelons and beef cattle in northeast Colorado. Greg is especially adept at organizing rural, center-right and activist conservatives. He and Angela have been married for 35 years. They have three kids and five grandchildren.



MIKE CASTLE

*Senior Commodities Economist
StoneX*

With a farm background in central Missouri, Mike spent the first five years of his career trading cash grain and managing elevators across the U.S., building hands-on industry experience and market insight. After joining StoneX in 2021, he transitioned into fertilizer,

combining grain-market knowledge with agricultural fundamentals to strengthen the firm's consultancy offering. Today, as senior commodities economist, he brings those experiences together across a broader commodity focus. Mike graduated summa cum laude from the University of Nebraska-Lincoln with an M.S. in agricultural economics and a minor in business analytics, pairing analytical training with practical agricultural market expertise.



CURT COVINGTON

*Senior Director, Institution Credit and Manager, Special Assets
AgAmerica Lending*

Curt Covington is a senior director with AgAmerica Lending. He joined the team in March 2020. Curt earned a B.S. in finance at the University of Southern California and an M.B.A. in agribusiness at Santa Clara University. Curt began his career in agricultural banking

in 1979. Prior to AgAmerica, he was the executive vice president and chief credit officer of Farmer Mac. Before that, Curt held the senior vice president position at Bank of the West for nearly 12 years. He was an adjunct professor at California State University, Fresno's School of Agricultural Economics, where he taught ag finance and ag accounting for 26 years. Curt is also the owner and operator of The Agricultural Lending Institute headquartered in Fresno, California.

Throughout his professional career, Curt has held a variety of positions in agricultural organizations and has been a keynote speaker for various ag conferences for more than 40 years. He is a board member for Porterville Citrus, Inc., the largest citrus packer and shipper for Sunkist Growers. He was the former chairman of both the American Bankers Association, Ag and Rural Banking Committee as well as the Risk Management Associates Ag Credit Roundtable. Curt's agricultural roots run deep as he grew up farming in California and was a member of Future Farmers of America. Today, as senior director at AgAmerica Lending, Curt is responsible for managing a company-wide portfolio of non-performing assets to resolution.

2026 SPEAKERS



MIKE DEERING

*Executive Vice President
Missouri Cattlemen's Association*

Mike Deering is the executive vice president of the Missouri Cattlemen's Association. Formed in 1911, MCA is the oldest and largest organization in the state solely representing the interests of Missouri's cattlemen and cattlemen.

Originally from Savannah, Mo., Deering took the lead of MCA in 2012 after spending nearly a decade in Washington, D.C. Prior to returning to Missouri, Deering was the head of policy communications for the National Cattlemen's Beef Association and formerly worked for the U.S. Grains Council and American Farm Bureau Federation.

MCA is based in Columbia, Missouri, and Deering resides in Montgomery City, Missouri, where he raises beef cattle and sheep with his wife, Julie, and three kids.



AARON EDWARDS

*Co-Founder
Santos Springs LLC*

Co-founder of Santos Springs, Aaron Edwards has spent his career between production agriculture and grain marketing in both the U.S.A. and Brazil. He has work experience in farm and ranch management, cooperatives management, market research, brokerage and consulting.

From internships at the CBOT and origination desks in Brazil to earning a master's in agricultural economics from Purdue University, Aaron has spent the last 20 years interacting with the corn and soybean markets from a wide range of vantage points. This experience gives him a unique ability to separate the signal from the noise, helping farmers make solid, confident decisions.



GREG EHM

*Senior Vice President of Agriculture
MorganMyers, a G&S Agency*

Greg Ehm is a senior marketing and communications leader with more than 30 years of experience in agriculture, animal health, nutrition, and ag technology. As senior vice president at MorganMyers, a G&S Agency, he leads client growth, strategic planning, and business development while helping organizations strengthen their brands and market position. Throughout his career, Greg has partnered with leading companies including AGCO, Cargill, Elanco, Diamond V, and Vermeer to develop go-to-market strategies, market research programs, thought leadership initiatives, and integrated communications campaigns. He is known for translating complex challenges into clear strategies that deliver measurable business results.

2026 SPEAKERS



DELANEY HOWELL-GROTH
President
Agricultural News Daily

Delaney Howell is an entrepreneur, farm broadcaster, and rural business advocate working at the intersection of agriculture, media, and community development. Delaney and her husband own and operate five businesses spanning media, marketing, agriculture, and real estate.



GARRETT JANSSEN
Managing Partner
Forward Group

Garrett Janssen is a managing partner at Forward Group, a marketing research provider, and has spent his career helping agricultural companies navigate an evolving industry. He remains actively engaged in his family’s corn, soybean, and beef cattle operation, giving him firsthand experience with the decisions and challenges producers face every day. This combination of industry expertise and on-farm involvement helps Garrett build stronger connections with clients, understand agriculture from multiple perspectives, and deliver insights grounded in real-world experience.



DANIEL NIBARGER
Strategic Negotiator | Former U.S. Diplomat | Global Partnerships Leader
Google

Daniel Nibarger is a strategic negotiator at Google, where he leads high-stakes partnerships critical to the company’s data center development and global energy infrastructure. A specialist in forging complex cross-sector alliances, Daniel has a proven track record of engaging senior stakeholders across Fortune 100 corporations, foreign governments, and U.S. federal agencies to drive large-scale strategic initiatives.

Before joining the technology sector, Daniel served with distinction as an Economic and Commercial Officer for the U.S. Department of State. Throughout his tenure, he managed diverse interagency portfolios encompassing agriculture, energy security, sanctions, and defense trade. Notably, as the embassy lead for Artificial Intelligence, he spearheaded negotiations with the Moroccan government that were instrumental in the historic, unanimous adoption of the first-ever United Nations global resolution on AI.

Daniel holds a Master of Operational Science in strategic studies from the U.S. Army Command and General Staff College, along with a Master of Arts and a Bachelor of Science in economics from Kansas State University. He has also earned certifications in AI applications and fundamentals from UPenn’s Wharton School.

2026 SPEAKERS



BRAD RIPPEY

Chief Meteorologist

U.S. Department of Agriculture's Office of the Chief Economist

Brad Rippey, chief meteorologist in USDA's Office of the Chief Economist, is the managing editor of the Weekly Weather and Crop Bulletin and an original member of the authorship team for the weekly U.S. Drought Monitor and the monthly North American Drought Monitor. Mr. Rippey provides operational agrometeorological intelligence for North America in support of USDA's World Agricultural Supply and Demand Estimates. He also facilitates long-standing partnerships between USDA and other federal and academic groups, including the National Integrated Drought Information System (NIDIS), the Interagency Council for Advancing Meteorological Services (ICAMS), and the National Drought Mitigation Center (NDMC). Prior to joining the U.S. Department of Agriculture in 1998, Mr. Rippey worked for 10 years at the U.S. Department of Commerce.



JOE SCHUELE

Senior Vice President of Communications

U.S. Meat Export Federation

Joe Schuele is senior vice president of communications for the U.S. Meat Export Federation (USMEF), where he oversees daily communications with exporter members, producer communications and media relations. He joined USMEF in 2008 after holding similar responsibilities with the National Cattlemen's Beef Association. Schuele is a native of central Nebraska, where he grew up on a diversified farming and livestock operation. He has a master's degree in economics from the University of Nebraska-Lincoln.



KC SHEPERD

Director of Farm and Ranch Programming

Radio Oklahoma Ag Network

KC Sheperd is farm director for the Radio Oklahoma Ag Network and OklahomaFarmReport.com, where she covers the people, policies and issues shaping Oklahoma agriculture. A longtime agricultural broadcaster and radio personality, KC grew up in western Oklahoma on her family's wheat and cattle operation and brings both a journalist's perspective and firsthand agricultural experience to her work. She is passionate about telling the stories of Oklahoma farmers and ranchers, supporting agricultural youth, and keeping rural Oklahoma informed. KC lives in Edmond with her husband, Jordan, and their twin daughters.



2026 SPEAKERS



JENNIFER TIREY
Executive Director
Illinois Pork Producers Association

Jennifer Tirey, a Southern Illinois native, earned her B.A. in political science from Eastern Illinois University. She began her career in Illinois state government and went on to serve in leadership roles with the Illinois House of Representatives, Illinois Department of Central Management Services, and Abraham Lincoln Presidential Library and Museum. In 2011, she joined the Illinois Department of Agriculture as bureau chief of marketing and promotions. Tirey became executive director of the Illinois Pork Producers Association in 2015, where she leads advocacy, public outreach, consumer education, and producer engagement efforts. Outside of work, she enjoys running, teaching yoga, and spending time with her husband, Kevin, their two children, and their goldendoodles.



JOBY YOUNG
Executive Vice President
American Farm Bureau Federation

Joby Young serves as the executive vice president of the American Farm Bureau Federation. He leads the AFBF staff, managing across all departments to achieve the goals of the president and board of directors and fulfill AFBF’s mission.

Joby has more than 15 years of experience in food and agriculture policy, which includes leadership positions in the halls of Congress and the executive branch. He served as chief of staff to U.S. Agriculture Secretary Sonny Perdue after serving in that same role for the deputy secretary and several USDA offices. He also previously served as chief of staff in the House of Representatives and as a consultant in the private sector.

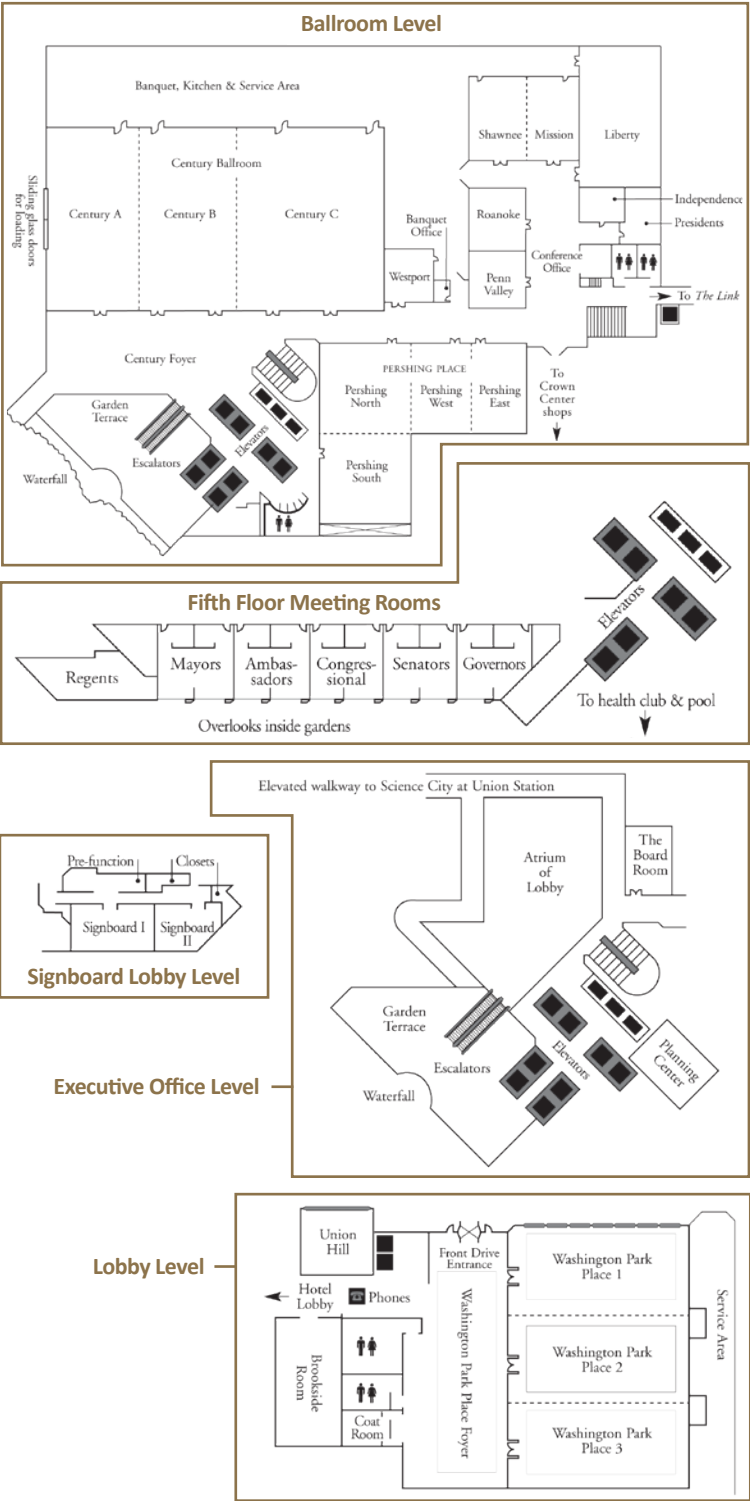
Joby is a graduate of the University of Georgia, with degrees in history and communications, and he holds a law degree from the UGA School of Law. He is also a civil affairs officer in the U.S. Army Reserve.



NOTES

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HOTEL MAP



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