



2026 NAFB Convention Detailed Agenda (as of 8-25-26, 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
- 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
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
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
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: American Farm Bureau
Speaker: Greg Brophy, farmer, Renewable Energy Farmers of America
Speaker: Daniel Nibarger, Strategic Negotiator, Google
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
- Noon until 6:30 a.m.
Thursday **Trade Talk Booth Setup**, Century Ballroom and Foyer

Wednesday, November 18 (continued)

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)

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 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 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 4: **Ethics, Accuracy, and Transparency** — How to responsibly use AI-generated scripts, summaries, or translations without misleading audiences or spreading errors.

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.

2:30 p.m. – 3:30 p.m.

Allied Industry Council Meeting and Election, Penn Valley

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, MorganMeyers

Wednesday, November 18 (continued)

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| 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' 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

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| 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 |
| 8:00 a.m. – 9:00 a.m. | Young Professionals Session , Shawnee Mission
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 |

Thursday, November 19 (continued)

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| 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 |
| 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 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

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| 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) , Penn Valley |
| 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
Sponsor: The Midwest Council on Agriculture

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 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 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 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 5: **Working Together in the Newsroom** How mixed-experience teams collaborate on deadlines, divide responsibilities, and learn from each other’s strengths.

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: Colin Woodall, CEO, NCBA
Speaker: Jennifer Tirey, Executive Director, Illinois Pork Producers Association
Speaker: Joe Schuele, Senior Vice President of Communications, USMEF
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
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
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