



CONVENTION GUIDE

NOVEMBER 13-15, 2024

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 13
8 a.m.-6 p.m.

Thursday, November 14
6 a.m.-2 p.m.

Friday, November 15
8-10 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 may be found within your name badge.

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

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction is held from 8 a.m.-4 p.m., Wednesday, November 13, and 8 a.m.-3 p.m., Thursday, November 14, 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.

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 14 and Friday, November 15 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 newsmaker-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 14. Booster Club donations may be made at the NAFB Foundation table in Roanoke Foyer or by scanning the QR code below to donate online.



2024 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 #NAFB24.

Co-sponsors: Farm Credit and Great Plains Manufacturing



CONFERENCE SOCIAL MEDIA

Post and follow the 2024 Convention on social media
with the official convention hashtag:

#NAFB24

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 work stations and high-speed internet connections, are available for broadcasters. The center is located in Pershing Place.

Sponsored by BASF

PROFESSIONAL DEVELOPMENT SESSIONS

Sit down with Whitney Kinne, a leadership and professional development coach, for a 50-minute session on how to make your work and life more fulfilling. She will give you the tools and expertise needed to accomplish your goals. Session registration is required. See registration desk for more details.

Sponsored by Firestone Ag

PROFESSIONAL VOICE COACHING

Farm broadcasters have the opportunity to improve their on-air vocal performances by attending voice coaching lessons with Dr. Candice Coleman. Coleman has more than 40 years experience coaching broadcasters, businesspeople, and professional actors and speakers. She's very effective in pin-pointing individual challenges and sharing exercised-based solutions. Coleman has presented and coached at numerous organizations such as RTNDA, the USDA, and the National Speakers Association on communication, voice, and presentation skills.

Sponsored by Beck's

HEALTHY LIVING WELLNESS CHECKS

A basic health screening is available from 7:30 a.m.-12:30 p.m., Friday, November 15, in the Century Foyer. Services include blood-pressure checks, cholesterol-level tests, and flu shots from health-care professionals on-site. It is recommended to not eat before having your cholesterol levels checked.

Sponsored by Nutrien Ag Solutions



WELCOME TO THE 81ST CONVENTION

Dear Friends,

Welcome to the 81st gathering of the National Association of Farm Broadcasting. On behalf of the Executive Committee, the NAFB Board and our talented staff, we're truly glad you have chosen to be part of this event.

Our society is overrun with people who talk about one thing or another to get attention.

NAFB is different.

All the members of our association make up a chorus of individuals speaking from a platform of understanding the delicate balance of nature, the innovation of generations and the faith that guides us to new frontiers.

Our collective voice represents the many skill sets of individuals who partner with stewards who shoulder a yoke of both sustainability and productivity.

Ours is the purpose of working equally together to be the voice of reason, wisdom, and respect bridging the gap between industry, producer and consumer.

Eight decades ago, one employee at a country elevator discovered radio was more effective than the telephone in delivering market information. Today those invisible airwaves represent a magnificent bridge solidifying the generational bond of trust between our industry and the calloused hands in the field.

Those airwaves and the voice it carries are the gateway to the global digital highway, the cutting edge of technology, the news of the industry and the truth of where food comes from and the hands that nurtured it. Those transparent sound waves harbor a bond of trust few can ever imagine because of the voice it carries.

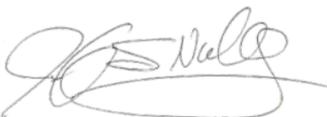
Regardless of your place in this industry, you are a part of The Voice that serves this industry.

I hope you are able to spend time with old friends and make new ones.

Everyone is welcome to take part in our many Newsmaker sessions. Visit the NAFB Newsroom. Enjoy the excitement of Trade Talk. Listen to the latest NAFB research and share insight as we map strategy for revenue growth, industry cooperation and the next generation of NAFB.

Welcome to Kansas City!

Sincerely,



Jeff Nalley
2024 NAFB President Elect



NAFB BOARD OF DIRECTORS



PRESIDENT

Carah Hart
Brownfield Ag News



EAST REGION VICE PRESIDENT

Brent Adams
Rural Strong Media



PRESIDENT ELECT

Jeff Nalley
*Cromwell Ag Radio
Network*



SOUTH REGION VICE PRESIDENT

KC Sheperd
*Radio Oklahoma
Ag Network*



VICE PRESIDENT

DeLoss Jahnke
*RFD Radio Network®,
FarmWeekNow.com*



MANAGEMENT SALES COUNCIL REPRESENTATIVE

Kelly Bogard
*Texas Farm Bureau Radio
Network*



ALLIED INDUSTRY COUNCIL REPRESENTATIVE

Shannon Yokley Reenan
Incarnate Consulting



MANAGEMENT SALES COUNCIL REPRESENTATIVE

Amy Biehl-Owens
KRVN Rural Radio Network



ALLIED INDUSTRY COUNCIL REPRESENTATIVE

Jesse Harding Campbell
Marsh Wren Creative



MARKETING & PROMOTIONS COMMITTEE CHAIR

Anita Vanderwert
Brownfield Ag News



WEST REGION VICE PRESIDENT

Stephanie Hoff
*Mid-West Farm Report
Radio Network*

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 180 Broadcast Council members.

The NAFB News Service connects daily with more than 70 member stations and more than 40 networks. NAFB members may 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 Seth Ruff at sruff@nafb.com or by phone at 816-431-4032.

FUTURE NAFB NATIONAL CONVENTION DATES

82nd NAFB Convention

November 19-21, 2025
Westin Crown Center
Kansas City, Missouri

83rd NAFB Convention

November 18-20, 2026
Westin Crown Center
Kansas City, Missouri

2024 SCHEDULE

TUESDAY, NOVEMBER 12

9 a.m.-3 p.m.

**NAFB Board of
Directors Meeting**
Penn Valley

12-1 p.m.

**NAFB Board of
Directors Meeting and NAFB
Foundation Board of Directors
Lunch**
Mission

1-4 p.m.

**NAFB Foundation Board of
Directors Meeting**
Roanoke

4:30-6:30 p.m.

Livestock Disease Training
Liberty

WEDNESDAY, NOVEMBER 13

4 a.m.-6 p.m.

Broadcast Service Center
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

8 a.m.-4:50 p.m.

**50-Minute One-on-One
Professional Development
Sessions**
Union Hill West
(BY APPOINTMENT ONLY)
SPONSOR: Firestone Ag

8:45 a.m.-4:45 p.m.

45-Minute Voice Coaching Lessons
Union Hill
(BY APPOINTMENT ONLY)
SPONSOR: Beck's

8:30-11:30 a.m.

**Marketing & Promotion Advisory
Board Committee Meeting**
Roanoke
Continental breakfast sponsored by
AgriMarketing magazine

8:30-9:15 a.m.

**Ask the Experts - U.S Ag Export
Outlook**
Dan Halstrom, *U.S. Meat Export
Federation*

Andrew Brandt, *U.S. Grains Council*
Shawna Morris, *National Milk Producers
Federation*

Kim Atkins, *U.S. Soybean Export Council*
Shawnee Mission
SPONSOR: Agoro Carbon Alliance

9:25-10:10 a.m.

**Ask the Experts - The Ag Labor
Crisis**
RJ Karney, *National Association of State
Departments of Agriculture*
Julie Anna Potts, *The Meat Institute*
Chuck Conner, *National Council of
Farmers Cooperatives*

Shawnee Mission
SPONSOR: POET

10:20-11:20 a.m.

**Ask the Experts - Environmental
Issues**
Mary Kay Thatcher, *Syngenta*
Rod Snyder, *Former EPA Sr. Advisor*
Courtney Briggs, *American Farm Bureau
Federation*
Mary-Thomas Hart, *National
Cattlemen's Beef Assoc.*
Lori Stevermer, *National Pork Producers
Council*
Shawnee Mission
SPONSOR: Pharmgate Animal Health

11:30 a.m.-1:30 p.m.

NAFB Foundation Celebration Luncheon

Washington Park Place

SPONSOR: CME Group

1:40-2:30 p.m.

Newsmaker Session: The Future of Renewable Fuel

Donnell Rehagen, *Clean Fuels Alliance America*

Geoff Cooper, *Renewable Fuels Association*

Kailee Tkacz Buller, *National Oilseed Processors Association*

Neil Caskey, *National Corn Growers Association*

Shawnee Mission

SPONSOR: Edge Dairy Cooperative

2-3:30 p.m.

Allied Industry Council Meeting and Election

Liberty

2:30-3:30 p.m.

Management Sales Council Meeting and Election

Roanoke

2:40-3:30 p.m.

Newsmaker Session: Post Election

Ethan Lane, *National Cattlemen's Beef Association*

Sam Kieffer, *American Farm Bureau Federation*

Rob Larew, *National Farmers Union*

Jon Doggett, *Camas Creek LLC*

John Newton, *Terrain*

Shawnee Mission

SPONSOR: Tessengerlo Kerley

4-5 p.m.

Validating the Power of Ag Radio

Shawnee Mission

Kyle Bauer, *KFRM Radio*

Susan Littlefield, *KRVN Radio*

Pat Reese, *Rooster Strategic Solutions*

Cindy Cunningham, *Woodruff*

Brad Aust, *Aust Farms*

5-6 p.m.

New Member and Past Presidents Reception

Brookside

6-7:30 p.m.

Welcome Reception

Washington Park Place

7-9 p.m.

NAFB Past Presidents Dinner

Skies at the Sheraton

SPONSOR: Growth Energy

7:30-9 p.m.

"Name That Tune"

Brookside

SPONSOR: GROWMARK

THURSDAY, NOVEMBER 14

4 a.m.-6 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

6-8 a.m.

Trade Talk Breakfast Buffet

Garden Terrace

CO-SPONSORS: American Coalition for Ethanol and Case IH

6 a.m.-2 p.m.

Registration

Roanoke Foyer

SPONSOR: John Deere

7 a.m.-1:30 p.m.

Trade Talk

Century Ballroom & Foyer

CO-SPONSORS: AARP and FMC

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

2024 SCHEDULE

THURSDAY, NOVEMBER 14

8 a.m.-4:50 p.m.

50-Minute One-on-One Professional Development Sessions

Union Hill West

SPONSOR: Firestone Ag

8:-9:30 a.m.

Young Professionals Roundtable & Orientation

Liberty

SPONSOR: Novonesis

8:45 a.m.-4:45 p.m.

45-Minute Voice Coaching Lessons

Union Hill

SPONSOR: Beck's

10-11:30 a.m.

Trade Talk Beef Carving Century Ballroom

SPONSOR: Cattlemen's Beef Board

11:30 a.m.-2 p.m.

Lunch Buffet

Garden Terrace

CO-SPONSORS: Corteva Agriscience/
Pioneer, Dessert sponsored by UPL

1:30-3 p.m.

Trade Talk Teardown

Century Ballroom & Foyer

2-3 p.m.

Refreshment Break

Roanoke Foyer

SPONSOR: Pivot Bio

2:30-4:30 p.m.

NAFB All-Member Meeting & Broadcast Council Election

Liberty

4-5 p.m.

Young Professionals Workshop
Whitney Kinne

Shawnee Mission

SPONSOR: Novonesis

4:30-5 p.m.

Regional Member Annual Meetings

(EAST) Penn Valley (SOUTH) Roanoke
(WEST) Liberty

5:45-7 p.m.

NAFB Foundation Auction and Reception

Century A

CO-SPONSORS: Propane Education
and Research Council & Illinois
Soybean Association

7-9:30 p.m.

Night of Honors Celebration Banquet

Century B/C

SPONSORS: Dinner sponsored by
Bayer, Dessert sponsored by Livestock
Marketing Association, Hall of Fame
videos sponsored by United Soybean
Board

9:30-10:30 p.m.

Hall of Fame Reception

Century A

SPONSOR: Phospholutions

FRIDAY, NOVEMBER 15

4 a.m.-5 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

7-9 a.m.

Continental Breakfast

Garden Terrace

SPONSOR: Clean Fuels Alliance
America

7:30 a.m.-12:30 p.m.

Healthy Living - Wellness Checks

Century Foyer

SPONSOR: Nutrien Ag Solutions

8-11:50 a.m.

50-Minute One-on-One Professional Development Sessions

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

8:15 a.m.-12 p.m.

45-Minute Voice Coaching Lessons

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Beck's

8-10 a.m.

Registration

Roanoke Foyer

SPONSOR: John Deere

8 a.m.-3 p.m.

Portait Photography Studio

Westport

SPONSOR: Vive Crop Protection

8-9 a.m.

Professional Improvement Session: Work/Life Balance, How to Avoid Burnout

Brian Winnekins, *WRDN Radio*

Susan Littlefield, *KRVN Rural Radio Network*

Brent Barnett, *Brownfield Ag News*

Shawnee Mission

SPONSOR: Missouri Soybeans

9-9:50 a.m.

Newsmaker Session: Hunger in America

Claire Babineaux-Fontenot, *Feeding America*

Kevin Lussier, *American Farm Bureau Federation*

Mary Boote, *Global Farmer Network*

Shawnee Mission

SPONSOR: BigIron

10-10:50 a.m.

Newsmaker Session: Food Is Medicine

Mollie Van Lieu, *International Fresh Produce Association*

Shawnee Mission

SPONSOR: The Fertilizer Institute

11-11:50 a.m.

Newsmaker Session: Agriculture Under Attack

Jack Hubbard, *Berman and Company*

Shawnee Mission

SPONSOR: Benson Hill

12:30-2 p.m.

Awards Luncheon

Century A

CO-SPONSORS: Luncheon sponsored by Syngenta; News Service Awards sponsored by John Deere; Workhorse Achievement Award sponsored by PTx; Broadcaster Contests Awards sponsored by Valent BioSciences

6-6:45 p.m.

President's Reception

Benton's

SPONSOR: Indigo Ag

6:45-9 p.m.

President's Banquet

Benton's

SPONSOR: CROPLAN





2023 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2023:

PLATINUM LEVEL (\$1,000+)

Max Armstrong
Joe Gill
Chris Novak
Lyle Orwig
Orion Samuelson

GOLD LEVEL (\$500-\$999)

Gale Cunningham
Jim and Marlene Evans
Tom and Beth Brand
Ron and Jan Hays
Gene Millard
Larry & Christine Quinn

SILVER LEVEL (\$250-\$499)

Jennifer Anderson
Taylor Brown
Brownfield Ag News
Barbara Campbell Determan
Meghan and Brian Conant
Joe and Connie Cornely
Terry Henne
Pam Jahnke
Mark V Media Group
Kathy Patton Strunk
Don and Kolleen Wick
Cyndi Young-Puyear

BRONZE LEVEL (\$100-\$249)

Ag Media Research Inc.
Agri-Pulse Communications, Inc.
Augie Aga
Greg Akagi
Denny Banister
Bob Bosold
Colleen Callahan Consultancy
Colorado Potato Administrative Cmte
Cindy Cunningham
Jim Ehrlich
Chip Flory
John Gooding
Bruce Herz
Troy and Karen Leininger
Susan Littlefield
Steven Mercer
Michael Orso
Roddy Peeples
Bill Mann Rittman
Kelly Schwalbe
Dan Skelton
Angie Skochdopole
Christine Tew
Vroom Leigh Agriculture, LLC

BOOSTERS (UP TO \$99)

Colter Brown
Janice Keene
Courtney Kibblewhite
Carey Martin
Mike & Erin Nash
John Perkins
Don Schultz

CONVENTION SPONSORS



Trade Talk Co-Sponsorship

Sean Voskuhl
126 N. Bryant Ave
Edmond, OK 73034
swvoskuhl@aarp.org



AG MEDIA RESEARCH®
STUDIES

Slide Show Presentations

Ron Claussen
P.O. Box 1486
Sioux Falls, SD 57101
agmedia@agmedia.com

AgSwag



Convention Pop-up Retail Shop

Jordan Van Trump
100 Locust St.
Kansas City, MO 64108
jordan@agswag.com



Convention Programming Session

Ashley Bruner
100 N. Tampa St., Suite 3200
Tampa, FL 3602
ashley.bruner@agorocarbon.com



Lobby Coffee Bar

Ashley Davenport
1122 E 169th St.
Westfield, IN 46074
ashley.davenport@
agreliantgenetics.com



Marketing & Promotion

Meeting Break

Lynn Henderson
P.O. Box 396
Adel, IA 50003
lynnh@agrimarketing.com



american coalition for
ethanol™

Trade Talk Breakfast Co-Sponsor

Katie Muckenhirn
5000 S. Broadband Ln., Suite 224
Sioux Falls, SD 57108
kmuckenhirn@ethanol.org



An American Vanguard Company

Guest Room Internet Co-Sponsor

Mark Foster
4695 MacArthur Ct. #1200
Newport Beach, CA 92660
markwf@amvac.com



We create chemistry

Broadcast Service Center

Chip Shilling
2 TW Alexander Dr.
Research Triangle Park, NC 27709
chip.shilling@basf.com



Night of Honors Celebration Banquet

Kyel Richard
800 North Lindbergh
St. Louis, MO 63167
kyel.richard@bayer.com

CONVENTION SPONSORS



Professional Voice Coaching Lessons
Hannah Fussner
6767 E 276th St.
Atlanta, IN 46031
hannah.fussner@beckshybrids.com



Convention Programming Session
Katie Pfeffer
1001 North Warson Rd.
St. Louis, MO 63132
kpfeffer@bensohill.com



Convention Programming Session
Tyson Hellbusch
213 Beaver St.
St. Edward, NE 68660
tyson.hellbusch@bigiron.com



Hotel Lobby Branding
Myra Verslues
505 Hobbs Rd.
Jefferson City, MO 65109
mverslues@learfield.com



Trade Talk Breakfast Co-Sponsor
Rebecca Ivey
621 State St.
Racine, WI 53402
rebecca.ivey@caseih.com



Funded by
the Beef Checkoff

Trade Talk Carving Stations
Cattlemen's Beef Board
Sarah Metzler
7555 E. Hampden Ave., Suite 610
Denver, CO 80231
smetzler@beefboard.org



**Certified™
Agriculture
Dealership**

Elevator Door Branding
Patrick Driscoll
1965 Rock House Rd.
Westfield, NC 27053
pat@certifiedagdealer.com



Restaurant Branding/Draft Beer Vouchers
John Schofield
8401 South 132nd St.
Omaha, NE 68138
john.schofield@claas.com



**Clean Fuels
ALLIANCE AMERICA**

Friday Continental Breakfast
Paul Winters
605 Clark Ave., PO Box 104898
Jefferson City, MO 65110
pwinters@cleanfuels.org



**NAFB Foundation Luncheon
Escalator Branding**
Molly Dubnow
molly.dubnow@cmegroup.com
20 S. Wacker
Chicago, IL 60606



Convention Drink Tickets

Spencer Chase
1701 Pennsylvania Ave. NW Suite 400
Washington, DC 20006
schase@corn.org



Convention Programming Session

Kristen Greiner
2763 Manitowoc Rd.
Green Bay, WI 54311
kgreiner@voiceofmilk.com



Trade Talk Luncheon

Lori Hallowell
151 N 8th St.
Lincoln, NE 68508
lallowell@bader-rutter.com



Convention Photo Op

Kate Hayes
500 Centregreen Way Suite 400
Cary, NC 27513
khayes@hlkagency.com



Early Bird Registration Giveaway & Presidents Banquet Sponsor

Molly Weaver
800 N Washington Ave., Suite 203
Minneapolis, MN 55401
mweaver@curiousplot.agency



Social Media Corps Co-Sponsor

Morgan Anderson
50 F St. NW
Washington, DC 20001
morgan.anderson@fccouncil.com



Trade Talk Water Stations Sponsor

Todd Martin
2337 N College Ave. Suite 2
Fayetteville, AR 71703
todd.martin@earthoptics.com



Mobile Device Charging Station

Lori Wohletz
388 El Camino Real
San Carlos, CA 94070
lwohletz@farmersbusinessnetwork.com



Event Photography Co-Sponsor

Abbey Flury
3030 Travel Plaza Way
Pasco, WA 99301
abbey.flury@ecorobotix.com



One-on-One Professional Coaching

Maggie Goeke
411 N Washington Ave., Suite 500
Minneapolis, MN 55401
mgoeke@broadheadco.com

CONVENTION SPONSORS



Trade Talk Co-Sponsor
Charlie O'Brien
800 N Washington Ave., #203
Minneapolis, MN 55401
cobrien@curiousplot.agency



Hotel Vestibule Branding
Sarah Ferguson
4001 Lexington Ave. N
Areden Hills, MN 55126
sferguson@landolakes.com



Social Media Corps Co-Sponsorship &
Convention Program
Marcus Squier
3510 South First Ave. Circle
Sioux Falls, SD 57105
marcus.squier@paulsen.ag



GROWMARK

"Name That Tune" Reception
Sabrina Burkiewicz
1705 Towanda Ave.
Bloomington, IL 61701
sburkiewicz@growmark.com



growth energy™
America's Ethanol Supporters

Past Presidents Dinner
Jacob Barron
1401 I St. Suite 1220
Washington, DC 20005
jbarron@growthenergy.org



Foundation Auction Reception
Co-Sponsor
Michael Whitmer
1108 Trinity Ln.
Bloomington, IL 61704
michael.whitmer@ilsoy.org



President's Banquet Reception
Lauren Riensche
500 Rutherford Ave.
Boston, MA 02129
lriensche@indigoag.com



JOHN DEERE

NAFB & Foundation Board of
Directors Luncheon,
News Service Awards,
Registration & Convention Bags
Jenni Badding
Brian Torrey
10789 S Ridgeview Rd.
Olathe, KS 66061
baddingjenniferj@johndeere.com
torreybrianl@johndeere.com



Night of Honors Banquet Dessert
Kristen Parman
11501 Outlook St., Suite 250
Overland Park, KS 66211
kparman@lmaweb.com



Convention Video Display Wall

Susan Moriarty
9020 Jackrabbit Rd
Houston, TX 77041
moriarty.susan@mahindra.com



Guest Room Keycards

John Robinson
9110 E Nichols Ave., Suite 300
Centennial, CO 80112
jrobinson@beef.org



Convention Programming Session

Madelyn Warren
734 South Country Club
Jefferson City, MO 65109
mwarren@mosoy.org



Welcome Reception Sponsor

Bryan Goodman
632 Cepi Drive
Chesterfield, MO 63005
goodman@ncga.com



MISSOURI
WINES®

Night of Honors Banquet Wine

Madison Moll
1616 Missouri Blvd.
Jefferson City, MO 65109
madison.moll@mda.mo.gov



National Crop Insurance Services

Registration Giveaway

Laurie Langstraat
8900 Indian Creek Pkwy., Suite 600
Overland Park, KS 66210
lauriel@ag-risk.org

mod
op

**Convention Photography
Co-Sponsor**

Leigh Ann Cleaver
1525 Locust St.
Kansas City, Missouri 64108
leighann.cleaver@modop.com



Convention Chronicles

Phillip Hayes
1400 Crystal Dr., Suite 260
Arlington, VA 22202
phayes@ffcommunications.com



Pre-Convention Mailing

Kristin Zipperlen
1776 NW 114th St.
Clive, IA 50325
kzipperlen@pork.org



Hotel Front Desks Branding

Mikayla Dolch
10676 Justin Drive
Urbandale, IA 50322
dolchm@nppc.org

CONVENTION SPONSORS



NewLeaf
symbiotics

Convention Survival Kits

Nicole Phillips
1005 N Warson Rd.
St. Louis, MO 63132
nphillips@newleafsym.com



Pharmgate
ANIMAL HEALTH

Convention Programming Session

Erin Hilke-Wicker
1101 W River Parkway
Minneapolis, MN 55415
erin.hilkewicker@padillaco.com

novonesis

Young Professionals Programming

Michele Egan
9015 W Maple St.
Milwaukee, WI 53214
mieg@novonesis.com



NAFB Hall of Fame Reception

Bradlee Consevage
101 Innovation Blvd., Suite 206
State College, PA 16803
bconsevage@phospholutions.com

Nutrien
Ag Solutions

Friday Wellness Checks Hand Sanitizer Stations

Katelyn Maass
3005 Rocky Mountain Ave.
Loveland, CO 80538
katelyn.maass@nutrien.com



Thursday Afternoon Refreshment Break

Erin Loesing
1019 Lafayette Ave.
St. Louis, MO 63104
eloesing@pivotbio.com

Nutrien
*Premium Fertilizer
Technologies*

Wednesday Room Drop

Mackenzie Argent
140 Quarry Park Blvd. SE, Suite 130
Calgary, ABT2C 3G3
mackenzie.argent@adfarm.com



Convention Programming Session

Erin Branick
4615 North Lewis Ave.
Sioux Falls, SD 57104
erin.branick@poet.com

PAULSEN

Convention Photography Co-Sponsor

Sara Steever
3510 S. First Ave. Circle
Sioux Falls, SD 57105
sara.steever@paulsen.agency



Mezzanine Level Projection

Elizabeth Wilhelm
1615 Golden Aspen Dr.
Ames, IA 50010
elizabeth.wilhelm@practicalfarmers.org



NAFB Foundation Auction Reception

Co-Sponsor

Brooke Behrendt
1202 P St.
Lincoln, NE 68508
brookeb@swansonrussell.com



Convention Coffee Cart

Convention Welcome Banner

Ken Colombini
16024 Manchester Rd., Suite 101
Elisville, MO 63011
kcolombini@ethanolrfa.com



Workhorse Achievement Award

Jenny Ring
23207 Townline Rd.
Tremont, IL 61568
jenny.ring@precisionplanting.com



Awards Luncheon

Horizon Award

Farm Broadcaster of the Year

Leah Sailovic
410 Swing Rd.
Greensboro, NC 27409
lsailovic@gscommunications.com



Door Hangers Sponsor

Sarah Ferguson
4001 Lexington Ave. N
Arden Hills, MN 55126
sferguson@landolakes.com



The lay of the land, from agriculture's leading experts.

Convention Attendee Registration List

Heather Stettner
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Palmer, NE 68864
hstettner@terrainag.com



Hotel Check-In Giveaway

Annie Kramer
807 Broadway St. NE Suite 240
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Convention Programming Session

Stacy Dill
2910 N 44th St. Suite 100
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CONVENTION SPONSORS



Convention Programming Session

Chris Glen
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U.S. CUSTOM HARVESTERS, INC.

Guest Room Internet Co-Sponsor

Mandi Sieren
PO Box 97
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NAFB Hall of Fame Awards & Schedule at a Glance

Paul Murphy-Spooner
16305 Swingley Ridge Rd., Suite 150
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pmurphyspooner@unitedsoybean.org



Trade Talk Luncheon Dessert Sponsor

Luke Kujath
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Minneapolis, MN 55401
lkujath@curiousplot.agency



Farm Broadcaster Contests and Critiques

Emily Stoutenborough
1910 Innovation Way
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emily.stoutenborough
@valentbiosciences.com



Portrait Photographer

Emily Roden
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eroden@vivecrop.com

2024 SPEAKERS



KIM ATKINS
U.S. SOYBEAN
EXPORT COUNCIL
DIRECTOR-
STRATEGIC
PARTNERSHIPS

Kimberly Atkins is the director-strategic partnerships at the U.S. Soybean Export Council (USSEC). In this role, she leads engagement with many of USSEC's key partners and cultivates those relationships, ensuring continued collaboration across the entities while helping connect their global network with these partners for the advancement of U.S. Soy and U.S. agricultural interests. Kim has nearly two decades of experience working to promote U.S. agriculture overseas.

Kim served as manager of membership and engagement at the American Feed Industry Association (AFIA). Prior to that she was vice president of public affairs and policy at Laura Wood Peterson (LWP) Consulting, and vice president and chief operating officer for the U.S. Grains Council (USGC).

Kim originally hails from northern Montana where she grew up on her family's barley, wheat and canola farm. She earned a Bachelor of Arts Degree in Political Science with an emphasis in American Politics and Public Law.



**CLAIRE
BABINEAUX-
FONTENOT**
FEEDING AMERICA
CHIEF EXECUTIVE
OFFICER

Claire Babineaux-Fontenot is a leader and advocate dedicated to combating hunger and strengthening communities. Her decades-long service in social justice and humanitarian efforts

is emblematic of her unwavering commitment to working alongside people experiencing food insecurity to create sustainable, equitable solutions in the movement to end hunger.

Since 2018, Claire has served as the chief executive officer of Feeding America, a network of food banks, statewide food bank associations, food pantries and meal programs, and the largest charity in the United States since 2022, according to Forbes. Prior to joining Feeding America, Claire has been entrusted to lead effective teams for three decades, including 13 years on Walmart's leadership team, most recently as executive vice president and global treasure where she had global responsibility for tax, treasury operations, capital markets, investor relations, global risk management, casualty, and self-insurance, leading teams across 28 countries and over 1,000 associates worldwide.

A Louisiana native, Claire holds a Bachelor of Science from the University of Louisiana in Lafayette, a Juris Doctor from Southern University Law Center in Baton Rouge, La.; and a Master of Laws in Taxation from Southern Methodist University Dedman School of Law in Dallas, Texas.



BRENT BARNETT
BROWNFIELD AG
NEWS
ANCHOR/REPORTER

Brent Barnett joined Brownfield Ag News as Anchor/Reporter in April, 2022. He majored in mass media at Northwest Missouri State University. Prior to joining Brownfield, Brent worked with KMA in Shenandoah, Iowa and the Iowa Agribusiness Radio

2024 SPEAKERS

Network in Des Moines, Iowa. In his spare time, he enjoys bowhunting, podcasting about the outdoors, and spending time with his family at the lake. Brent lives in Pella, Iowa with his wife, Regan, and three children, Quinn, Harlan, and Lennox.



ANDREW BRANDT
U.S. GRAINS COUNCIL
DIRECTOR OF TRADE POLICY

Andrew Brandt serves as the director of trade policy for the U.S. Grains Council, a non-profit organization that promotes the global use of U.S. barley, corn, sorghum and related products including ethanol and distiller's dried grains with solubles (DDGS). In this capacity, Brandt works with U.S. and foreign government officials as well as members and coalition partners to address policy issues related to the export of U.S. feed grains and their co-products. Prior to the Council, Brandt worked for the U.S. Senate Committee on Finance, where he served as an international trade policy advisor, counseling the Committee on international trade policy related to agriculture, biotech, energy and other matters.

Brandt also previously served as legislative assistant to Sen. Chuck Grassley (R-Iowa), offering guidance on agriculture, energy, international trade, banking and environmental policy.

Before working for Sen. Grassley, Brandt worked as legislative director for U.S. Representative Randy Neugebauer (R-Texas), as press assistant for U.S. Sen. Jim Talent (R-Missouri) and in the U.S. Department of Agriculture's Risk Management Agency (USDA RMA), where he helped implement provisions of the 2008 Farm Bill. Brandt holds an MBA from the

University of Virginia and a degree in agribusiness management from the University of Missouri.



COURTNEY BRIGGS
AMERICAN FARM BUREAU FEDERATION
SNR. DIRECTOR, GVT. AFFAIRS

Courtney Briggs serves as the American Farm Bureau Federation's senior director of government affairs. Her issues portfolio encompasses Clean Water Act and conservation issues. Courtney's work focuses on specific issues such as Waters of the United States, nutrient reduction strategies and NRCS conservation compliance.

Courtney came to the American Farm Bureau Federation in November 2021. Prior to joining AFBF she served as senior federal legislative director of government affairs at the National Association of Home Builders (NAHB). For over a decade, Courtney directed their federal lobbying on environment, transportation, and land use policies. Courtney currently serves as Chair of the Waters Advocacy Coalition, a multi-industry coalition that focuses on Clean Water Act issues. Prior to joining NAHB, she spent 5 years on Capitol Hill working for Senator Richard Burr (R-North Carolina) and Senator Lindsey Graham (R-South Carolina).

Courtney grew up outside of Winston-Salem, North Carolina and graduated from Villanova University with a degree in political science. She lives on Capitol Hill with her husband and two young children.



MARY BOOTE
GLOBAL FARMER
NETWORK
CHIEF EXECUTIVE
OFFICER

Mary Boote serves as chief executive officer of the Global Farmer Network. Raised on a northwest Iowa dairy, pork, corn, and soybean family farm, she had the privilege of serving as agriculture adviser to Iowa Governor Terry E. Branstad from 1997 - 1999 and was recognized as one of the Worldview 100: Global Industry's top 100 Visionaries and Leaders in Biotechnology by Scientific American Worldview in 2015.

Through the Global Farmer Network, Mary works with farmers around the world to develop and deliver an outcome-focused communication and leadership development platform that engages the farmers' perspective and voice as an integral part of the dialogue regarding the global agri-food system, embracing technology and the application of science within agriculture for the benefit of society. The mission: To amplify the farmers' voice in promoting trade, technology, sustainable farming, economic growth, and food security.



NEIL CASKEY
NATIONAL
CORN GROWERS
ASSOCIATION
CEO

Neil Caskey serves as chief executive officer of the National Corn Growers Association, a farmer-led trade association with offices in St. Louis and Washington D.C. In this role, Neil not only manages the organization's day-to-day operations but also works in concert with the NCGA officer team and the board of directors to

establish NCGA's strategic goals and direction.

Prior to becoming CEO, Neil served as NCGA's vice president of communications and industry relations for over four years and spent over a decade promoting agricultural issues as executive vice president at OBP Agency, a leading advertising and public relations firm. His professional background also includes work for the American Soybean Association and as a legislative aide for a U.S. member of Congress.

Neil holds a B.A. in political science from the University of Missouri-Columbia and an MBA from Webster University.



**CHARLES
CONNER**
NATIONAL COUNCIL
OF FARMER
COOPERATIVES

Charles F. (Chuck) Conner became president & CEO of the National Council of Farmer Cooperatives (NCFC) on January 22, 2009. As president of NCFC, Conner oversees the organization's work to promote and protect the business and public policy interests of America's farmer-owned cooperatives.

Prior to joining NCFC, Conner served as the Deputy Secretary at the U.S. Department of Agriculture. In this capacity, he was the Chief Operating Officer (COO) overseeing day-to-day operations of the department. Conner interacted directly with President George W. Bush and his senior staff to formulate domestic and international food, trade, security and energy policy.

From August 2007 to January 2008, Conner served as both USDA Secretary and Deputy

2024 SPEAKERS

Secretary. He played a key role in developing the Administration's immigration policy including important changes to the H-2A program.

Conner's experience also includes the assignment of Special Assistant to the President, Executive Office of the President, from October 2001 to May 2005, working on the 2001/02 Farm Bill to develop the strategy behind the transfer of several USDA agency functions to the newly formed Department of Homeland Security.

From May 1997 to October 2001 Conner served as president of the Corn Refiners Association. He also served for 17 years as an advisor to U.S. Senator Richard Lugar (R-Indiana).

Conner is a graduate of Purdue University, with a Bachelor of Science degree and is the recipient of Purdue's Distinguished Alumni Award. He and his wife Dru have four grown children and ten grandchildren.



GEOFF COOPER
RENEWABLE FUELS
ASSOCIATION
PRESIDENT & CEO

Since October 2018, Geoff Cooper is president and CEO of the Renewable Fuels Association (RFA), the leading trade association for America's ethanol industry.

Previously he served as RFA executive vice president, where in addition to overseeing market analysis and policy research, he provided regulatory support and strategic planning for the association and its members. Geoff has also focused on issues related to lifecycle analysis, sustainability and ethanol co-products.

He has served as an appointed member of the California Air Resources Board's Low Carbon Fuel Standard Program Advisory Panel, as well as the Oregon Clean Fuels Program Rulemaking Advisory Committee. Geoff was also appointed to the Midwest Governors Association's (MGA) Advanced Transportation Fuels Advisory Group, as well as MGA's Low Carbon Fuels Policy Advisory Group. He also serves on the Commodity Futures Trading Commission (CFTC) Agricultural Advisory Committee and was named to the U.N. Expert Roundtable on Biofuels & Food by the Commissioner for Human Rights. He has testified on behalf of RFA before state and federal legislative and regulatory bodies.

Geoff has discussed ethanol, energy, and agricultural issues on CNBC, Fox News, Fox Business News, and National Public Radio, and has been quoted by the Associated Press, Reuters, Bloomberg, Wall Street Journal, USA Today, and numerous other print and online media outlets. He received the ethanol industry's prestigious "High Octane Award" in 2017, and has twice been selected as one of "Top 100 People in the Bioeconomy" by the readers of Biofuels Digest.

Prior to joining RFA, Geoff served as director of Ethanol Programs for the National Corn Growers Association. A Wyoming native, Geoff graduated from Drake University in Des Moines, Iowa. He earned his master's degree at Webster University in St. Louis.



JON DOGGETT
CAMAS CREEK LLC

Jon Doggett is the former CEO of the National Corn Growers

Association (NCGA). He retired from NCGA in 2023 after 20 years with the organization, first in its public policy office before four years as CEO. Previously, he was with the American Farm Bureau Federation and the National Cattlemen's Beef Association and Public Lands Council.

Doggett also worked on Capitol Hill as senior legislative assistant for Rep. Ron Marlenee, (R-Montana). In addition to his public policy experience, he was a stockbroker for Dean Ritter Reynolds and a district manager for Allis Chalmers Corp. Doggett attended the University of Montana, where he majored in finance and journalism.



DAN HALSTROM
U.S. MEAT EXPORT
FEDERATION
PRESIDENT & CEO

Dan Halstrom joined the U.S. Meat Export Federation (USMEF) in 2010 after 27 years in the meat industry – with most of that time spent in international sales and marketing. He became USMEF president and CEO in 2017, after seven years as senior vice president of marketing. A graduate of the University of Iowa, Halstrom was born and raised near Cherokee, Iowa, on a 1,000-acre grain farm with a 3,000-head cattle backgrounding operation.



JACK HUBBARD
BERMAN AND
COMPANY
OWNER

Jack provides advice and counsel to CEOs and senior executives seeking to “Change the Debate” on key industry issues.

Jack regularly delivers speeches to industry groups and provides insights on managing public opinion, legislative strategies and crisis communications.

Jack previously served as chief marketing officer and later chief operating officer at American Humane, where he helped drive unprecedented growth in revenue and program impact. He was later honored with the organization's prestigious National Humanitarian Medal.

He studied political science at Davidson College in North Carolina and has served on several Boards including the U.S. Roundtable for Sustainable Poultry & Eggs.



RJ KARNEY
NASDA
SENIOR DIRECTOR
OF PUBLIC POLICY

RJ Karney joined the National Association of State Departments of Agriculture (NASDA) in 2020 as senior director of public policy. In this role, he leads the organization's public policy team to achieve sound policy outcomes that grow and enhance agriculture between state departments of agriculture, the federal government, and consumers.

Prior to joining NASDA, RJ had a 16-year career with the American Farm Bureau Federation. RJ has been recognized by his peers as one of “The Hill's Top Lobbyists” for multiple years. RJ earned a bachelor's degree in history from the Catholic University of America in Washington, D.C., and a master's degree in public policy from George Mason University in Virginia. RJ is from Pennsylvania; he enjoys coaching his kids' sports teams and finds relaxation in smoking meats, fish and cheese to share with friends.

2024 SPEAKERS



SAM KIEFFER
AFBF
VICE PRESIDENT,
PUBLIC POLICY

Sam Kieffer serves as the American Farm Bureau Federation's vice president, public policy. In this role, he leads the AFBF government affairs, advocacy and economics teams.

Prior to joining the American Farm Bureau Federation staff, Kieffer served as chief administrative officer of Pennsylvania Farm Bureau. Kieffer also oversaw operations within PFB Members' Service Corporation; the Pennsylvania Friends of Agriculture Foundation; and the Farmers Allied for Responsive, More Effective Representation (FARMER) PAC.

Joining the PFB team in 2005, Kieffer first worked as a regional director, before becoming PFB's national government relations director. In 2013, he became manager of the government affairs & communications division.

Kieffer is a 12-year veteran of the Pennsylvania Army National Guard where he served as a logistics officer. In 2009, Kieffer was presented the Theodore Roosevelt Leadership Award by the National Guard Association of the United States for his outstanding leadership and professionalism in his service to country and community.

Kieffer earned his bachelor's degree in political science from Dickinson College, a master's in public administration from Widener University and a master's in business administration from Delaware

Valley University.

Kieffer grew up on a family grain and beef farm in Northumberland County, Pennsylvania.



WHITNEY KINNE
ALLIGNED
DEVELOPMENT
GROUP

Whitney Kinne has been coaching professionals to reach career and leadership goals for more than a decade. No matter your age, season, industry, or goal she will help you make a plan and work the plan. Her motto is "career success, with less stress."

Whether you are facing a job search, or looking to be more intentional right where you are, she will help you grow in a way that makes both your work and life more fulfilling. She gives you the professional tools and expertise you need to accomplish your goals. When working with Whitney, one thing is certain: she will give you the confidence to take each next step toward the dreams of your future.



ETHAN LANE
NCBA
VICE PRESIDENT,
GOVERNMENT
AFFAIRS

Ethan leads National Cattlemen's Beef Association's (NCBA) Washington office as the vice president of government affairs. He is a fifth generation Arizonan with more than two decades of experience in natural resources, land use issues, and advocacy on behalf of the cattle industry. Prior to his current role, he was the executive director for the Public Lands Council, and

senior executive director of the NCBA Federal Lands portfolio. Ethan has also operated a consulting firm where he worked on multiple high-profile political campaigns and advised clients in a variety of industries on regulatory and legislative issues. Before moving to Washington, Ethan spent 10 years managing and helping to grow a large real estate and ranch portfolio in Arizona.



ROB LAREW
NATIONAL FARMERS
UNION
PRESIDENT

Rob Larew was elected National Farmers Union's 15th president during the organization's 118th anniversary convention in 2020. He previously served as NFU's senior vice president of public policy and communications, advocating for family farmers, ranchers, and rural communities in Congress and the executive branch.

Prior to his employment with NFU, Larew spent more than 22 years in public service working on agricultural policy. Most recently he was the staff director of the House Committee on Agriculture, where he oversaw the committee's efforts during the 2008 and 2014 Farm Bills. He previously served as the director of congressional and public affairs at the Food Safety and Inspection Service at USDA and worked as an agricultural aide to Rep. Collin Peterson (D-Minnesota) and the late Sen. Paul Wellstone (D-Minnesota). Larew was raised on a dairy farm in Greenville, West Virginia.

He graduated from Virginia Polytechnic Institute and State University with a Bachelor of Science in Dairy Science and completed graduate work in agronomy at Pennsylvania State University.



**SUSAN
LITTLEFIELD**
KRVN/THE RURAL
RADIO NETWORK
FARM DIRECTOR

Susan has been on air reporting farm news since 1990. Farm broadcasting plays a vital role with connecting farmers to important news and information that shapes their daily business decisions. Susan joined the National Association of Farm Broadcasting (NAFB) in 1996, and has been active in the association holding numerous leadership positions, including national president in 2015.

Her duties as a farm broadcaster allow her the opportunity to connect with listeners and producers outside the studio walls. Susan spends countless hours reporting on events that matter to her listeners, bringing stories to producers and consumers.

Her family also farms, raising Columbia sheep for wool and meat along with dairy goats and a small feed lot. Littlefield Family Farms has been raising sheep for more than 50 years. The family takes great pride in showing animals at the state and county fair, which creates yet another touch point for industry outreach. In her spare time Susan is a 4H leader along with a volunteer firefighter and EMT.

She is a 1994 graduate of University of Wisconsin-River

2024 SPEAKERS

Falls with a degree in Broadcast journalism and is currently the farm director at KRVN/The Rural Radio Network.



KEVIN LUSSIER
AFBF
YOUNG FARMERS
AND RANCHERS
COMMITTEE CHAIR

Kevin Lussier is a fifth-generation dairy farmer from Hawthorne, Florida.

After returning home from attending Jacksonville University and receiving a business management degree, Kevin and his wife, Shelby, started a 150-cow dairy farm and an artisan creamery in 2020 where they produce handcrafted cheese. In addition to the dairy and creamery they operate a commercial cow/calf herd as well as sell excess hay produced on leased land.

Kevin and Shelby have been married since 2018. Shelby is the vice president at Conference Catalysts, a conference management company in Gainesville, Florida.

Kevin and Shelby are the Florida Farm Bureau's 2021 Achievement in Agriculture award winners and Kevin was selected to serve on the 2023 – 2025 AFBF YF&R Committee, and currently serves as chair. Kevin has served as the vice president of his county Farm Bureau, State YF&R chair as well as on the state board of directors for the past two years.



SHAWNA DANIELLE MORRIS
NATIONAL MILK
PRODUCERS
FEDERATION

Shawna Morris is the executive vice president for trade policy and global affairs for the National Milk Producers Federation and the U.S. Dairy Export Council in Arlington, Virginia. In this capacity, she works to achieve the best possible results for NMPF and USDEC members on matters related to international trade and related government policies.

She also holds the role of senior director for the Consortium for Common Food Names (CCFN), spear-heading CCFN's global efforts to preserve the rights of all to use common food names. Morris has as a private sector role with the Office of the U.S. Trade Representative on the Industry Technical Advisory Committee for Intellectual Property Issues and the Agricultural Trade Advisory Committee for Processed Foods.

Shawna earned a B.A. in Economics from the College of William & Mary and has been with NMPF and USDEC since 2003. Prior to joining the dairy industry to handle trade issues, she worked in the field of economic analysis.





JOHN NEWTON
TERRAIN
EXECUTIVE HEAD

Dr. Newton is the executive head of Terrain, an exclusive market intelligence platform provided by partner Farm Credit Associations. Terrain is designed to supply industry-leading agricultural market perspectives and analyses to help the associations' customers make informed business decisions for their farm and ranch operations. In this new role, Newton is responsible for Terrain's short- and long-term strategic direction and leverages two decades of experience on Capitol Hill, in academia, and government servicing the food and agriculture sectors. Partner Farm Credit Associations include AgCountry Farm Credit Services, American AgCredit, Farm Credit Services of America, and Frontier FarmCredit.

Previously, as Republican chief economist for the U.S. Senate Committee on Agriculture, Nutrition & Forestry for Ranking Member John Boozman (R-Arkansas), Dr. Newton focused on conducting and communicating economic and policy analyses that informed critical decisions on policy issues affecting the food and agriculture sectors.

Newton has served agriculture for two decades including as chief economist at the American Farm Bureau Federation, several roles within the U.S. Department of Agriculture, and as a two-time award-winning faculty member at the University of Illinois. Newton is a native of Kentucky and holds two master's degrees and a Ph.D. from The Ohio State University. In 2021, Newton was awarded the Distinguished

Alumni award from The Ohio State University. Newton, his wife, and daughter live in Washington, D.C.



JULIE ANNA POTTS
MEAT INSTITUTE
PRESIDENT & CEO

Julie Anna Potts is the president and CEO of the Meat Institute, where she leads the institute in the implementation of all programs and activities for the association. An agriculture veteran, Potts previously served the American Farm Bureau Federation as its executive vice president and treasurer. Potts first joined AFBF in 2004, serving as general counsel until 2009. In 2009, she was named chief counsel of the Senate Agriculture Committee, serving under then-Chairman Blanche Lincoln (D-Arkansas). Earlier in her career, Potts was an associate in the environmental law groups of the Washington, D.C., law firms Mayer Brown, LLP, and Sonnenschein, Nath & Rosenthal, now Dentons. She also clerked for U.S. Magistrate Judge John M. Facciola in the U.S. District Court for the District of Columbia from 1997-1998.

Potts earned her law degree at the George Washington University Law School in Washington, D.C., and her bachelor of arts in English at Bryn Mawr College in Bryn Mawr, Pennsylvania. She is a trustee of the Pennsylvania State University and serves on the boards of Nationwide Mutual Insurance Company and the International Meat Secretariat. Potts has recently

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concluded service on the boards of Agriculture Future of America and the International Stockmen's Educational Foundation. In January 2021, Potts was appointed to USDA's Agricultural Policy Advisory Committee.



DONNELL REHAGEN
CLEAN FUELS ALLIANCE
CHIEF EXECUTIVE OFFICER

As chief executive officer, Donnell works closely with Clean Fuels Alliance America's board of directors to ensure the industry has a clear, sharp vision of the future – full of growth and opportunity for the members it serves. Donnell joined the National Biodiesel Board in 2004 as its chief operating officer and assumed the role of chief executive officer in 2016, leading the association's rebranding as Clean Fuels. Donnell has master's in public administration from the University of Missouri – Columbia and a bachelor's in computer information systems from Missouri State University. Rod Snyder served in the



ROD SNYDER
FORMER SENIOR ADVISOR FOR AGRICULTURE TO THE EPA ADMINISTRATOR

Biden-Harris Administration from October 2021 through August 2024 as senior advisor for Agriculture to the Administrator of the U.S. Environmental Protection Agency (EPA). In March 2024, he was named as the director of EPA's newly established Office of Agriculture and Rural Affairs. Snyder is recognized for more than two decades of leadership at the

intersection of agricultural and environmental policy. From 2014-2021, he served as president of Field to Market: The Alliance for Sustainable Agriculture, which is the largest multi-stakeholder initiative working to advance the sustainability of commodity crop farming in the United States. In this role, he forged science-based consensus among diverse stakeholders across the food and agriculture value chain on complex issues such as climate change, water quality, biodiversity, and pest management. In 2015, Snyder co-founded the Sustainable Agriculture Summit, which has grown to be the largest and most prominent annual sustainable agriculture conference in North America.

Prior to his time at Field to Market, Snyder held positions as Public Policy Director for the National Corn Growers Association and Government Affairs Leader for CropLife America.

Snyder holds a B.A. in Political Science from Eastern University in St. Davids, Pennsylvania. He resides on his family farm in Shenandoah Junction, West Virginia.



LORI STEVERMER
ALLTECH CUSTOMER SUCCESS MANAGER

Lori Stevermer and her husband, Dale, operate a pig and crop farm near Easton, Minnesota and are proud parents to three adult children: Brett and his wife Tressa; Adam; and Beth.

With over 30 years of experience in sales and marketing within the animal nutrition industry, Lori currently holds the position of customer success manager for Alltech's U.S. Pork Business.

Lori serves as president of the National Pork Producer Council's Executive Board and previously spent nine years on the Executive Board of the Minnesota Pork Producers Association, including two years as president, as well as participating in various state and national committees.

She graduated from the University of Minnesota with a bachelor's degree in animal science.

Passionate about advocating for the swine industry, Lori engages in local, state, and national events. Her favorite volunteer activities with Minnesota Pork include Oink Outings, Grandma's Marathon in Duluth, and the Minnesota State Fair.



**MARY KAY
THATCHER**
SYNGENTA
FEDERAL GOV'T.
& INDUSTRY
RELATIONS
SR. MANAGER

Mary Kay Thatcher joined the Government Relations team for Syngenta in 2018. In her role as Federal Government and Industry Relations Senior Manager, Mary Kay supports the company's strategic federal government relations activities including outreach and advocacy. Based in Washington, D.C., she continually meets with legislators to advocate for policies that support U.S. agriculture and Syngenta. She also manages the work of the Syngenta Political Action Committee (PAC), generating internal support and

providing direction for the work of the PAC.

Prior to that, she was a lobbyist for the American Farm Bureau Federation for 31 years.

She also served as president of the Ag Data Transparency Evaluator, a tool developed by agtech providers and farm/commodity groups to help farmers understand the contracts they sign to share their farm data. Mary Kay also served as Secretary of the Ag Data Coalition, a group of 14 members consisting of farm groups, land grant universities, ag equipment manufacturers and technology companies and providers.

Mary Kay served in the first Bush Administration as a political appointee, as the director of congressional and public affairs of the Farm Credit Administration. In that capacity, she was Mary Kay began her career as a legislative assistant for agriculture and trade to Senator Roger Jepsen (R-Iowa). She is a graduate of Iowa State University where she earned degrees in animal science and agricultural economics.

A fifth-generation Iowa farmer, Mary Kay grew up on a 500-acre Iowa beef, hay and corn farm.

She now manages a farm in Iowa producing corn and soybeans, as well as a cow/calf operation.

2024 SPEAKERS



MARY-THOMAS HART
NCBA
CHIEF COUNSEL

Mary-Thomas Hart is the National Cattlemen's Beef Association's (NCBA) chief counsel. She advocates and represents the interests of U.S. cattle producers on issues such as the Clean Water Act, Clean Air Act, and voluntary conservation programs. She graduated from Berry College before receiving a Master of Science in Environmental Management and Juris Doctorate from Samford University.



KAILEE TKACZ BULLER
NATIONAL OILSEED PROCESSORS
PRESIDENT & CEO

Kailee Tkacz Buller is the president & CEO of the National Oilseed Processors, (NOPA), a D.C. based national trade association, that represents the U.S. soybean, canola, and sunflower seed crushing industries responsible for making U.S. feed, food, and fuel. Prior to NOPA she served as the president & CEO of the Edible Oil Producers Association (EOPA), an organization she rebranded formally known as the Institute of Shortening and Edible Oils.

Prior to EOPA, she served in various leadership roles at the U.S. Department of Agriculture (USDA) including as the chief of staff to the Deputy Secretary. Prior to USDA, Kailee served in a variety of legislative and

regulatory leadership roles at the Corn Refiners Association, SNAC International, and the National Grocers Association.



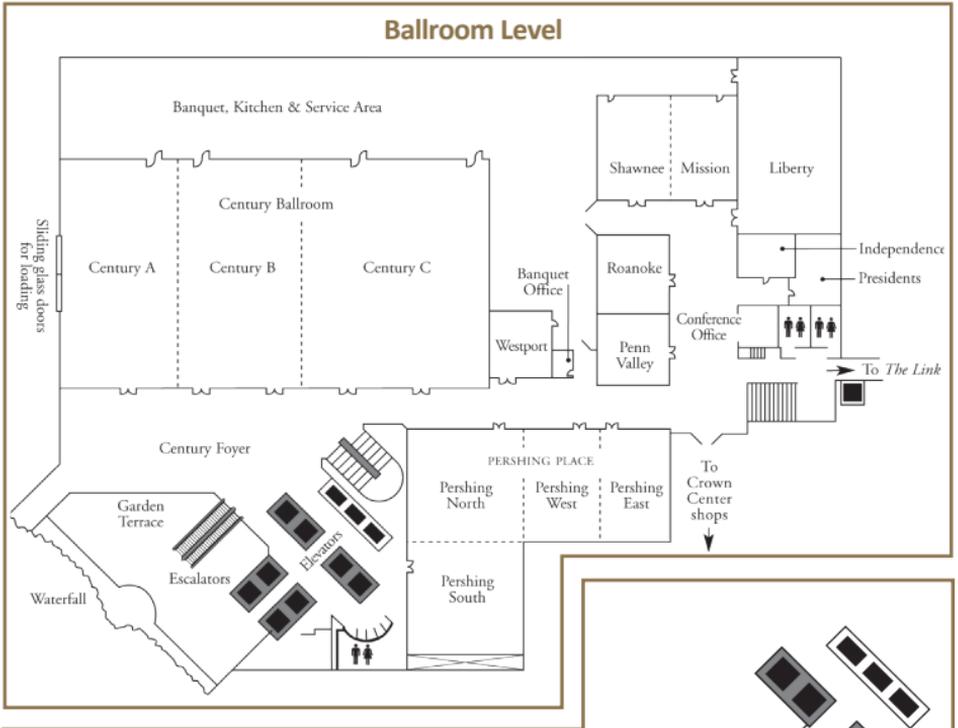
MOLLIE VAN LIEU
INTERNATIONAL FRESH PRODUCE ASSOCIATION
VP, NUTRITION AND HEALTH

Mollie Van Lieu currently serves as vice president of nutrition and health for the International Fresh Produce Association. IFPA is the largest and most diverse trade association representing the full global fresh produce supply chain.

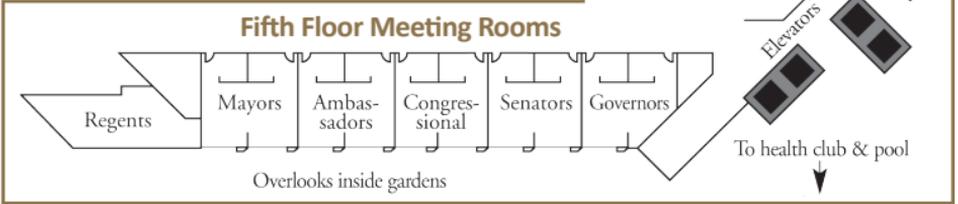
Mollie's work centers on increasing access and consumption of fruits and vegetables and improving overall dietary quality through federal policy including school meals, SNAP, WIC, USDA purchasing programs, produce prescriptions, and FDA nutrition policy. Prior to her work in the fresh produce industry, Mollie worked on nutrition, health and education policy at the Pew Charitable Trusts, the National PTA, and on Capitol Hill.

HOTEL MAP

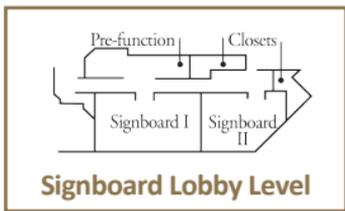
Ballroom Level



Fifth Floor Meeting Rooms

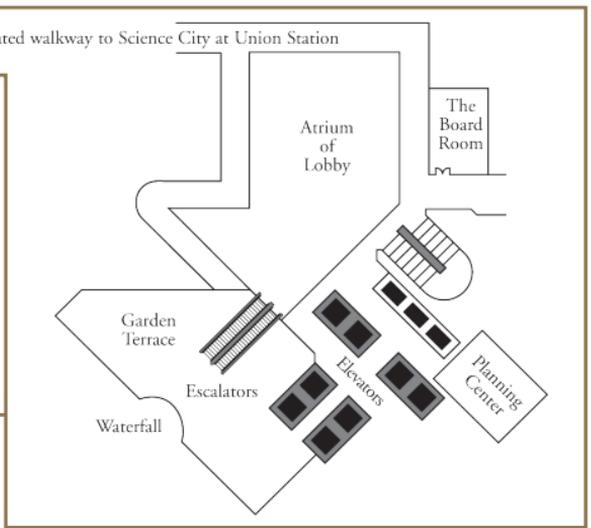


Elevated walkway to Science City at Union Station

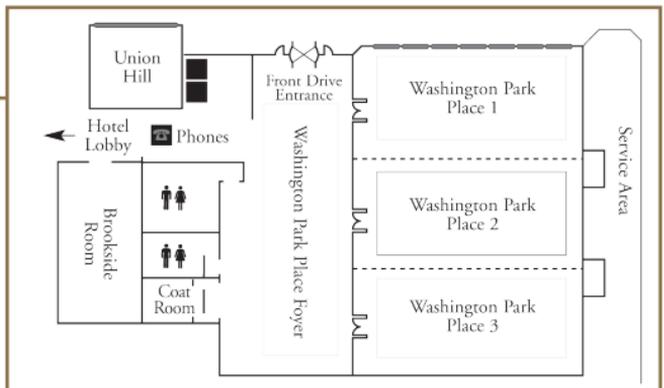


Signboard Lobby Level

Executive Office Level



Lobby Level



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James Shurts

President, Ag Division



Tony Wisker

Vice President of
Sales & Marketing,
Ag Division

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