



# CONVENTION GUIDE

## NOVEMBER 19-21, 2025

NATIONAL ASSOCIATION OF FARM BROADCASTING  
[NAFB.com](http://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 19**  
**8 a.m.-6 p.m.**

**Thursday, November 20**  
**6 a.m.-2 p.m.**

**Friday, November 21**  
**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.

## 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 held from 8 a.m.-4 p.m., Wednesday,

November 19, and 8 a.m.-3 p.m., Thursday, November 20, 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 20 and Friday, November 21 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 20. Booster Club donations may be made at the NAFB Foundation table in Pershing East or by scanning the QR code below to donate online.



## 2025 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 #NAFB25.

Co-Sponsored by: Farm Credit and Great Plains Ag



## CONVENTION SOCIAL MEDIA

Post and follow the 2025 Convention on social media  
with the official convention hashtag:

**#NAFB25**

### 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 COACHING 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 SESSIONS

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

### HEALTH SCREENINGS AND HEARING CHECKS

A basic health screening and hearing checks will be available from 7:30 a.m.-12:30 p.m., Friday, November 21, 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 82ND CONVENTION

Thank you for being here. I hope you have a fantastic time. And thank you for helping to make this The Place to Be.

Two years ago, I was driving home from KC with my mind racing, already thinking about this convention. What would be some of the hot topics? What can we do for professional development? What will the theme be?

About twenty minutes from home, it hit me so clearly: The Place to Be. It fits so well. It's the place for tons of content. It's the place to promote products, issues, services, and causes. It's the place to establish and strengthen sales contacts. And on and on.

It's also the place to celebrate agriculture and to reaffirm our important place in this industry. I am continually grateful and honored to communicate with farmers and rural America. There is a so much "noise" today. Farmers are flooded with emails, calls, and solicitations. Social media is certainly filled with information. But what's accurate? What can be trusted?

The need for farm broadcasters to serve as a trusted resource is as important as ever. If not more so. We need to be on top of the issues, and we need to communicate with timely, clear information. It is up to each of us to demonstrate that the NAFB logo still has value. And we need to position our organization so that it's built to last in a rapidly changing environment.

I'm glad that you're here. This is one of my favorite events of the year, and it's mostly because of the people that comprise this convention. I hope this event is as special to you as it is to me. Thank you for making NAFB The Place to Be.

Sincerely,



DeLoss Jahnke  
2025 NAFB President Elect



## NAFB BOARD OF DIRECTORS



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*J.L. Farmakis, Inc.*



### **MARKETING & PROMOTIONS COMMITTEE CHAIR**

Anita Vanderwert  
*Brownfield Ag News*

## 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](mailto:sruff@nafb.com) or by phone at 816-431-4032.

## FUTURE NAFB NATIONAL CONVENTION DATES

### **83rd NAFB Convention**

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

### **84th NAFB Convention**

November 17-19, 2027  
Westin Crown Center  
Kansas City, Missouri

# 2025 SCHEDULE

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## TUESDAY, NOVEMBER 18

**11 a.m.-3 p.m.**

**NAFB Board of Directors Meeting**

Penn Valley

**4-9 p.m.**

**NAFB Foundation Board Meeting and Dinner**

Roanoke

**8:30-9:20 a.m.**

**Newsmaker Session: Trade in Trump 2.0**

**Gregg Doud**, *National Milk Producers Federation*

**Andrew Brandt**, *U.S. Grains and BioProducts Council*

**Joe Schuele**, *U.S. Meat Export Federation*

**Janna Fritz**, *U.S. Soybean Export Council*

Shawnee Mission

SPONSOR: Novonesis

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## WEDNESDAY, NOVEMBER 19

**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 Coaching Sessions**

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

**8:30-10:30 a.m.**

**Marketing & Promotion Advisory Board Meeting and Election**

Roanoke

Continental breakfast sponsored by *AgriMarketing Magazine*

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

**45-Minute Voice Coaching Sessions**

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Beck's

**9:30-10:20 a.m.**

**Newsmaker Session: Market Outlook**

**Naomi Blohm**, *Total Farm Marketing*

**Jim McCormick**, *AgMarket.net*

**Mike Zuzolo**, *Global Commodity Analytics*

Shawnee Mission

SPONSOR: POET

**10:30-11:20 a.m.**

**Newsmaker Session: The Future of Water**

**Val Dolcini**, *Syngenta*

**Gina Gigot**, *Southwest Kansas Farmer*

**Billy Howe**, *Texas Farm Bureau*

Shawnee Mission

SPONSOR: Syngenta

**10:40-11:20a.m.**

**Management Sales Council Meeting and Election**

Roanoke

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

**NAFB Foundation Celebration Luncheon**

Washington Park Place

SPONSOR: CME Group

**1:40-2:30 p.m.**

**Professional Development: AI - the Good, the Bad, and the Ugly**

**Doug Johnson**, *Johnson Ag Outlook LLC*

**Delaney Howell**, *Ag News Daily, Corp*

Shawnee Mission

SPONSOR: Agoro Carbon

**2:30-4 p.m.**

**Allied Industry Council Meeting  
and Election**

Liberty

**2:40-3:30 p.m.**

**Newsmaker Session: MAHA**

**John Bode, Corn Refiners Association**

**Leah Wilkinson, American Feed**

*Industry Association*

**Mollie Van Lieu, International Fresh**

*Produce Association*

Shawnee Mission

SPONSOR: Edge Dairy Farmer

Cooperative

**5-6 p.m.**

**New Member and First Timer  
Mixer**

Brookside

**6-7:30 p.m.**

**Welcome Reception**

Washington Park Place

SPONSOR: National Corn Growers

Association

**7-9 p.m.**

**NAFB Past Presidents Dinner**

Shawnee Mission

SPONSOR: Growth Energy

**7:30-9 p.m.**

**“Name That Tune”**

Brookside

SPONSOR: GROWMARK

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## **THURSDAY, NOVEMBER 20**

**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

**8 a.m.-3 p.m.**

**50-Minute One-on-One Profes-  
sional Coaching Sessions**

Union Hill West

SPONSOR: Firestone Ag

**8-9:30 a.m.**

**Young Professionals Session: Say  
It So It Lands**

**Cheryl Mitchell, Cheryl B. Mitchell**

*Company*

Shawnee Mission

SPONSOR: International Fresh Produce  
Association

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

**45-Minute Voice Coaching  
Sessions**

Union Hill

SPONSOR: Beck's

**9-11:30 a.m.**

**Trade Talk Snacks**

Ballroom Foyer

SPONSOR: National Sorghum Checkoff  
Program

**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 Session:  
Make It Stick**

**Cheryl Mitchell, Cheryl B. Mitchell  
Company**

Shawnee Mission

SPONSOR: International Fresh Produce  
Association

**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, Wine service sponsored by  
Phospholutions, 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: UPL

**FRIDAY, NOVEMBER 21**

**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.**

**Health Screenings and Hearing  
Checks**

Century Foyer/Pershing East

SPONSOR: Nutrien Ag Solutions

**8 a.m. - 2 p.m.**

**50-Minute One-on-One Profes-  
sional Coaching Sessions**

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

**8:15 a.m.-11:45 a.m.**

**45-Minute Voice Coaching  
Sessions**

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

**8-8:50 a.m.**

**Professional Development:  
Women in AgriBusiness**

**Meghan Grebner, Brownfield Ag News**

**Meagan Kaiser, Perry Agricultural  
Laboratory**

**Chelsea Good, Good & Associates**

**Jackie McClaskey, American Royal  
Association**

Shawnee Mission

SPONSOR: Missouri Soybeans

**9-9:50 a.m.**

**Newsmaker Session: Facets of the Economy**

**Jody Lawrence**, *Helena*

**Glynn Tonsor**, *Kansas State University*

**Austin Gellings**, *Association of Equipment Manufacturers*

*Shawnee Mission*

SPONSOR: The Fertilizer Institute

**10-10:50 a.m.**

**Professional Development: "Hey, Whatcha Got There?"**

**Dustin Hoffmann**, *Iowa AgriBusiness Radio Network*

**Mick Kjar**, *Ag Central Radio Network*

**Jim Taylor**, *RFD Radio Network*

**Eliza Petry**, *Sinclair Television of Illinois*

*Shawnee Mission*

SPONSOR: BigIron

**11-11:30 a.m.**

**Newsmaker Session: Weather Outlook**

**Drew Lerner**, *World Weather, Inc.*

*Shawnee Mission*

SPONSOR: Mahindra

**12:00-1:30 p.m.**

**Awards Luncheon**

*Century A*

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 Seed



## CONVENTION SPONSORS



### Trade Talk Co-Sponsor

Sean Voskuhl  
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Edmond, OK 73034  
swvoskuhl@aarp.org



AG MEDIA RESEARCH

### Slide Show Presentations Sponsor

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Tampa, FL 3602  
ashley.bruner@agorocarbon.com



### Lobby Coffee Bar Branding Sponsor

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### NAFB Retail Shop and Branded Giveaways Sponsor

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Kansas City, MO 64108  
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### Marketing & Promotions Meeting Breakfast Sponsor

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lynnh@agrimarketing.com



### Convention Photo Op Sponsor

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sgrano@aba.com



### Trade Talk Breakfast Co-Sponsor

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### Convention Video Display Wall Sponsor

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markwf@amvac.com



### Broadcast Service Center

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chip.shilling@basf.com

## CONVENTION SPONSORS



### Night of Honors Celebration Banquet

Kyel Richard  
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kyel.richard@bayer.com



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### Hotel Lobby Restaurant Branding & German Beer Vouchers Sponsor

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### Friday Convention Programming Session Sponsor

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Tyson.hellbusch@bigiron.com



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POWERED BY **LEARFIELD**

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### Trade Talk Breakfast Co-Sponsor

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Racine, WI 53402  
hannah.mack@caseih.com



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### Convention Drink Tickets Sponsor

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### Trade Talk Beef Carving Stations Sponsor

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Denver, CO 80231  
smetzler@beefboard.org



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### Trade Talk Luncheon Sponsor

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Lincoln, NE 68508  
lhallowell@bader-rutter.com

# CONVENTION SPONSORS



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4001 Lexington Ave. N  
Arden Hills, MN 55126  
jdelucero@curiousplot.agency



**Hotel Lobby Entry Door Branding Sponsor**  
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29 East Ave. Box 1250  
New Canaan, CT 6840  
bob@jlfarmakis.com



**Event Photography Co-Sponsor**  
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Pasco, WA 99301  
chrissy.wozniak@ecorobotix.com



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440 Wells St. #101  
Delafield, WI 53018  
mking@broadheadco.com



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Green Bay, WI 54311  
kgreiner@voiceofmilk.com



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Minneapolis, MN 55401  
jdelucero@curiousplot.agency



**Wednesday Evening Room Drop Sponsor**  
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Indianapolis, IN 46222  
leandro.diniz@elancoah.com



**Hotel Vestibule Branding Sponsor**  
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Arden Hills, MN 55126  
sferguson@landolakes.com



**Social Media Corps Co-Sponsor**  
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Washington, DC 20001  
morgan.anderson@fccouncil.com



**Social Media Corps Co-Sponsor & Convention Program Sponsor**  
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1525 E. North Street  
Salina, KS 67401  
marcus.squier@paulsen.ag

## CONVENTION SPONSORS



### **"Name That Tune" Sponsor**

Sabrina Burkiewicz  
1705 Towanda Ave.  
Bloomington, IL 61701  
sburkiewicz@growmark.com



### **NAFB Past Presidents Dinner Sponsor**

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



### **Foundation Auction Reception Co-Sponsor**

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1108 Trinity Ln.  
Bloomington, IL 61704  
betsy.osman@ilsoy.org



### **President's Banquet Reception**

Raj Iragavarapu  
500 Rutherford Ave.  
Boston, MA 02129  
tiragavarapu@indigoag.com



### **Young Professionals Programming Sponsor**

Sarah Gonzalez  
601 Pennsylvania Ave. NW Suite 850  
Washington, DC 20004  
sgonzalez@freshproduce.com



**JOHN DEERE**

### **NAFB Foundation Board of Directors Dinner, News Service Awards, Registration & Convention Bags Sponsor**

Jenni Badding  
Brian Torrey  
10789 S Ridgeview Rd.  
Olathe, KS 66061  
baddingjenniferj@johndeere.com  
torreybrianl@johndeere.com



### **Convention Lanyards Sponsor**

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4111 E 37th St. N  
Wichita, KS 67220  
dorothy.tate@kochind.com



### **Night of Honors Banquet Dessert Sponsor**

Kristen Parman  
11501 Outlook St., Suite 250  
Overland Park, KS 66211  
kparman@lmaweb.com



### **Convention Programming Session Sponsor**

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



### **Convention Programming Session Sponsor**

Samantha Turner  
734 South Country Club  
Jefferson City, MO 65109  
sturner@mosoy.org

## CONVENTION SPONSORS



### Night of Honors Banquet Wine Sponsor

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madison.moll@mda.mo.gov



### Event Photography Co-Sponsor

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### Hotel Guest Room Key Cards Sponsor

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jrobinson@beef.org



### NAFB Convention Welcome Reception Sponsor

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Chesterfield, MO 63005  
goodman@ncga.com



### Registration Giveaway Sponsor

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Overland Park, KS 66210  
lauriel@ag-risk.org



### Convention Chronicles Sponsor

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Arlington, VA 22202  
communications@ngfa.org



### Pre-Convention Mailing Sponsor

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Clive, IA 50325  
kzipperlen@pork.org



### Hotel Front Desks Branding Sponsor

Mikayla Dolch  
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Urbandale, IA 50322  
dolchm@nppc.org



### Convention Tech Kits Sponsor

Nicole Phillips  
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nphillips@newleafsym.com



### Convention Programming Session Sponsor

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mieg@novonesis.com



### Early Bird Registration, Sanitizer Stations, Friday Health Screenings and Hearing Checks Sponsor

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katelyn.maass@nutrien.com

## CONVENTION SPONSORS



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# 2025 SPEAKERS



## JOHN BODE

*President & CEO  
Corn Refiners Association*

John Bode is president & CEO of the Corn Refiners Association, the trade association representing the corn milling industry.

Bode was chosen by his peers as the chair of the Agricultural Policy Advisory Committee leading a select group of senior ag community representatives to provide advice to the Administration on matters of trade policy.

Bode has been involved in every significant change in federal food law since the 1981 Farm Bill. In private practice, he counseled leading food and agriculture trade associations and companies regarding legislative and regulatory policy advocacy, regulatory compliance and congressional investigations. He has also served as lead counsel for several of the nation's largest food recalls and general counsel for leading food trade associations.

Bode served in three Presidential appointments at the U.S. Department of Agriculture, including Assistant Secretary of Agriculture for Food and Consumer Services. Before joining the USDA in 1981, he was on the staff of the U.S. Senate Committee on Agriculture, Nutrition, and Forestry, and served on the staff of then-Governor of Oklahoma David L. Boren.

Born in Oklahoma City, Bode was educated at the United States Naval Academy and the University of Oklahoma, receiving his B.A. in 1977. He received his J.D. from George Mason University School of Law in 1983.



## ANDREW BRANDT

*Director Of Trade Policy  
U.S. Grains & BioProducts Council*

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.

# 2025 SPEAKERS



## VAL DOLCINI

*Head Of Public Affairs  
Syngenta Crop Protection*

A fifth-generation Californian, Dolcini's career spans more than two decades of agricultural policy and management experience in the state, federal and nonprofit sectors.

Currently, Val oversees Syngenta's sustainability and corporate affairs activities in North America.

Earlier in his career, Dolcini held senior staff positions in the U.S. House of Representatives, the California State Legislature and the California Governor's Office. He has also worked for Fortune 500 companies, helping to develop successful policy and business strategies in the state and local government marketplace and has served on many volunteer boards and commissions in his community. He was appointed by the President to serve as the administrator of the USDA Farm Service Agency.

Prior to joining Syngenta, he was director of the Department of Pesticide Regulation in California. He also served as the deputy secretary for Agriculture at the California Environmental Protection Agency (CalEPA), where he worked with agricultural organizations, farmers, environmentalists, state agencies, and other stakeholders.

Dolcini earned his Bachelor of Arts degree in history at San Francisco State University and a Juris Doctor degree from Golden Gate University School of Law. He also attended the University of Uppsala in Sweden.



## GREGG DOUD

*President & CEO  
National Milk Producers Federation*

Gregg Doud is president and chief executive officer of the National Milk Producers Federation (NMPF). Before arriving at NMPF, he served as the chief agricultural negotiator in the Office of the United States Trade Representative from 2018 until 2021; before that, he served as the president of the Commodity Markets Council, representing commodities exchanges before Congress and federal agencies. He also has served as a staff member for the United States Senate Committee on Agriculture, Nutrition and Forestry, where he helped draft the 2012 Farm Bill, and as chief economist for the National Cattlemen's Beef Association. Most recently, he worked at Aimpoint Research as its vice president of global situational awareness and chief economist.

A native of Mankato, KS, where he grew up raising cattle, Doud earned a Bachelor of Science degree in animal science and a Master of Science in agricultural economics from Kansas State University. He was awarded the Outstanding Young Alumnus of the Kansas State University Agriculture Alumni Association in 2012 and also received the Outstanding Alumnus award from the Department of Agricultural Economics at Kansas State in 2017. He currently lives with his family on their horse farm in Lothian, MD.

# 2025 SPEAKERS



## DREW LERNER

*President  
World Weather, Inc.*

Drew Lerner is president and senior agricultural meteorologist of World Weather, Inc. He has been forecasting international weather for 47 years.

He began his meteorology career in 1978 as he participated in an international effort to collect data and improve weather forecasting for the Asian Monsoon. Since then, Lerner has been supporting the agricultural industry by providing detailed short- and long-range weather predictions for each major crop area in the world. His daily assessments of crop and weather expectations support commodity market trade, farmers and helps many companies make better agricultural business decisions.

He started World Weather, Inc., in 2001 after leading Global Weather Services in the late 1990s. World Weather, Inc. is based in the Kansas City area and supports an expanding group of clientele residing in North and South America, India, Europe, Africa and Australia.



## JANNA FRITZ

*USSEC Chair  
American Soybean Association*

Fritz and her husband, Joel, produce soybeans, corn, wheat, triticale and dry edible beans on their sixth-generation family farm in Michigan. In addition, she serves as president of DF Seeds, LLC. Prior to this role, she was the CEO of the Michigan Soybean Committee and the Michigan Soybean Association.

She earned a bachelor's degree from Michigan State University in Agriculture & Natural Resources Communications and a master's degree from Concordia University in Organizational Leadership. She has served on various boards and committees, including the American Soybean Association, Michigan Farm Bureau, the U.S. Grains Council, Michigan FFA Foundation and the Michigan Corn Growers Association.



## MEGHAN GREBNER

*Broadcast Supervisor  
Brownfield Ag News*

Meghan Grebner grew up on a diversified, sixth-generation family farm in central Illinois. Prior to joining Brownfield in 2011, she served as the agri-business director at her local radio station. She is a graduate of the Illinois Ag Leadership Program and is a past recipient of the National Association of Farm Broadcasting (NAFB) Horizon Award.

Grebner has served as president of the NAFB Foundation since 2021. She sits on the University of Kentucky Southeast Center's External Advisory Board and is treasurer of the PTO at her sons' school. She and her husband, Brian, reside in central Kentucky with their twin boys, Hank and Ronan, and their multiple rescue animals. Most weekends you'll find her on the sidelines of the soccer pitch or the basketball court watching the boys' games, and on the trails, exploring nature.

# 2025 SPEAKERS



## DUSTIN HOFFMANN

*Supervising Editor & Farm Broadcaster  
Iowa Agribusiness Radio Network*

Dustin Hoffmann has been in radio since 2007 and a farm broadcaster since 2014. In that short amount of time, his work has been recognized at the local, state and national levels.

Hoffmann was the 2016 Minnesota Farmer's Union Ag Communicator of the Year and the 2017 recipient of the NAFB Doan Award. His listeners have appreciated that he tells agriculture's story from a personal and relatable point of view.

Hoffmann is the Iowa Agribusiness Network's supervising editor and oversees all day-to-day programming functions.

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## BILLY HOWE

*Associate Director of Government Affairs  
Texas Farm Bureau*

Billy Howe is the associate director of government affairs for Texas Farm Bureau. He began his career with Texas Farm Bureau in September 1999. Before coming to Texas Farm Bureau, he worked in the Texas House of Representatives for six years. In total, he has over 30 years of legislative experience.

Howe assists in coordinating political activities and advocating on priority issues at the federal and state level. He leads the Austin lobby team and has the individual responsibility of advocating on water issues in Austin for Texas Farm Bureau.

Howe grew up in the farming community of Itasca on the Blackland Prairie of north-central Texas. He spent two years at Hill College in Hillsboro, TX, and then, earned his bachelor's degree in political science from Louisiana State University.

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## MEAGAN KAISER

*Farmer, Soil Scientist  
Perry Agricultural Laboratory*

Meagan Kaiser grows soybeans and corn with her husband and his family on their farm in Carrollton, MO. In addition to farming, she is a soil scientist at Perry Agricultural Laboratory and owns and operates a precision agriculture soil sampling service. This is her eighth year on the United Soybean Board, and she is the ex-officio on the executive committee. She previously served as chair, vice chair, treasurer and strategic plan task force chair, among other roles.

Kaiser enjoys spending time with her young children, traveling for business and pleasure, and boating on the Mississippi River.

Kaiser believes some of our biggest opportunities are waterway infrastructure and utilizing soy oil to create green alternatives to many plastics currently made with fossil fuels.

# 2025 SPEAKERS



## DELANEY HOWELL

*Farm Broadcaster & Entrepreneur  
Ag News Daily, AgCulture Marketing*

Delaney Howell, M.S., is a seasoned farm broadcaster and media entrepreneur whose career bridges agricultural storytelling, marketing innovation, technology adoption, and the people who live it every day. Raised on a grain and livestock farm in southeast Iowa, she brings firsthand producer insight to her roles both behind the mic and in business leadership.

In 2017, she launched *Ag News Daily*, one of the first daily digital podcasts in ag, and has since produced hundreds of hours of audio and video programming for producers, ag businesses, and rural audiences. Her on-air experience media experiences include: hosting PBS' Market to Market, reporting for This Week in AgriBusiness, radio work with Your Ag Network, and freelance writing for outlets including Agri-Pulse and Successful Farming.

In addition to her work as a broadcaster, Howell also owns a boutique marketing agency, AgCulture Marketing. She remains rooted in production agriculture, working alongside her husband on their fifth-generation family farm in Tama County, Iowa.

A committed industry volunteer, Howell has been a member of NAFB since 2016 and currently serves as a national vice president and a member of the executive council. She is an alum of the Iowa Cattlemen's Young Leadership Program, a graduate of the Iowa Corn Growers Association's I LEAD leadership class, a member of the Iowa Corn Growers Association, and a volunteer with Variety – the Children's Charity. In 2020, she was named to AgGrad's "30 Under 30" for entrepreneurship in agriculture.



## JIM MCCORMICK

*Co-Founder, COO  
Ag Market.Net*

Jim McCormick is the co-founder and chief operating officer of AgMarket.Net, the Farm Division of John Stewart & Associates. He has worked in the industry for three decades as a registered commodity representative, servicing both commercial and individual trading and hedging customers.

McCormick specializes in designing effective hedging and trading strategies using a combination of forward contracting, futures and options and consulting for both grain farmers and livestock producers. His analysis and commentary can be found on local and national broadcast platforms.

The Purdue University graduate was employed as a grain merchandiser before entering the brokerage industry.

McCormick is married to his wife, Stacy. They have two grown children.

# 2025 SPEAKERS



## **DOUG JOHNSON**

*CEO*

*Johnson Ag Outlook, LLC*

Doug Johnson, CEO of Johnson Ag Outlook, LLC, has dedicated over three decades to the agricultural industry. With a deep-rooted passion for supporting ag lenders and producers, Johnson focuses on identifying potential disruptors and uncovering opportunities to ensure the sustainability and future viability of agriculture. Growing up on a fourth-generation family farm and with a background in teaching, Johnson offers a unique perspective that enables him to adeptly navigate the cyclical and volatile nature of agricultural markets. His ultimate goal is to empower farmers, ranchers, and ag lenders in their vital roles within Rural America.

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## **JODY LAWRENCE**

*Founder, Strategic Trading Advisors*  
*HELENA*

Jody Lawrence has been in the commodity brokerage and agriculture marketing business since 1992 and started Strategic Trading Advisors in 1999. He runs it today with his son Brady.

The daily market comment his company publishes has over 7,000 subscribers in 33 states and 3 countries and provides a concise overview of the world markets with ideas on farm hedging and marketing. Lawrence also travels the country giving 60-70 marketing meetings a year through his 22-year strategic partnership with Helena Agri-Enterprises.

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## **CHERYL B. MITCHELL**

*Keynote Speaker, Author, and Consultant*  
*Cheryl B. Mitchell Company*

Cheryl Mitchell was raised on a dairy farm in Jasper County, Illinois, where the values of grit, stewardship, and generational connection first took root. With over 30 years of experience in leadership development and public speaking, she's known for her ability to connect across generations and inspire meaningful growth.

At NAFB, Mitchell brings her signature warmth and clarity to "Rooted & Resonate," a session designed to equip young professionals in ag communications with tools for trust-building, relevance, and lasting impact. Her work spans industries, but her heart remains rooted in agriculture and the people who power it.



# 2025 SPEAKERS



## NAOMI BLOHM

*Senior Market Advisor  
Total Farm Marketing*

Naomi Blohm is a specialist at helping farmers understand how to manage their cash marketing needs. In addition, she helps them understand the importance of managing basis, delivery point considerations, cash flow needs and storage capacity. She also assists with explaining, implementing, and managing futures and options strategies for clients.

Blohm earned her Bachelor of Arts in Political Science with a minor in agriculture business at the University of Wisconsin in Platteville. She has a Master of Science in Adult Education with an emphasis in ag economics, University of Wisconsin, Platteville, and a Master Certificate in Global Education, University of Wisconsin, Oshkosh.

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## ELIZA PETRY

*News Anchor and Agriculture Reporter  
Sinclair Television, Fox Illinois*

Eliza Petry is a dedicated news anchor and agriculture reporter who brings a passion for storytelling and a deep connection to rural life to Fox Illinois, a central Illinois news station. Growing up on a grain production farm in northern Illinois, she understands the challenges and triumphs that shape farming communities and has a passion for educating audiences across both urban and rural areas.

She credits multiple past endeavors to leading her to this role as she served as an Illinois FFA State officer, worked for the Illinois Farm Bureau as their radio/video intern, and graduated from the University of Illinois with a degree in agriculture education. Whether she's reporting live from the field, covering national ag policy, or anchoring in the studio, her goal is to keep viewers informed, connected, and inspired.

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## JOE SCHUELE

*Senior Vice President, 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 operation. He has a master's degree in economics from the University of Nebraska-Lincoln.

# 2025 SPEAKERS



**GLYNN TONSOR**

*Professor, Dept. of Agricultural Economics  
Kansas State University*

Glynn Tonsor is a professor in the Department of Agricultural Economics at Kansas State University (KSU). He grew up on a farrow-to-finish swine farm in Monroe City, MO. Tonsor obtained a B.S. from Missouri State University and Ph.D. from KSU. He was a faculty member at Michigan State University from May 2006 to March 2010 when he joined the KSU faculty.

Tonsor has broad interests and experiences which span many issues throughout the meat-livestock supply chain. Through active research, engaged outreach with industry, and first-hand knowledge with livestock production, he has economic expertise in an array of topics of economic importance to Kansas, U.S. and global stakeholders.

Tonsor has over 135 peer-reviewed publications, provided over 350 presentations to an in-person audience exceeding 40,000 attendees, conducted numerous educational webinars, and written a multitude of non-technical publications. He created and oversees the Meat Demand Monitor (MDM) project based at Kansas State University. Tonsor has testified to both state and federal governmental bodies.

Tonsor and his wife, Shauna, live in Saint George, KS, with their children Ethan, Levi, and Aubree.



**MOLLIE VAN LIEU**

*Vice President, Nutrition and Health  
International Fresh Produce Association*

Mollie Van Lieu currently serves as vice president of nutrition and health for the International Fresh Produce Association (IFPA). IFPA is the largest and most diverse trade association representing the full global fresh produce supply chain. Her 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, she worked on nutrition, health and education policy at the Pew Charitable Trusts, the National PTA, and on Capitol Hill.



# 2025 SPEAKERS



## LEAH WILKINSON

*Chief Policy Officer  
American Feed Industry Association*

Leah Wilkinson is the chief policy officer at the American Feed Industry Association (AFIA) where she interacts with the administration, Congress, the Association of American Feed Control Officials, the U.S. Food and Drug Administration and other federal agencies on behalf of the animal feed and pet food industry.

Wilkinson grew up on a Minnesota swine farm and graduated from the University of Minnesota with a bachelor's degree in animal and plant systems. She previously worked for the National Pork Producers Council, the National Cattlemen's Beef Association and ViaGen, Inc.

Founded in 1909, the AFIA, based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. AFIA's members manufacture more than 75% of the feed and 70% of the non-whole grain ingredients used in the country.



## MIKE ZUZOLO

*President & Founder  
Global Commodity Analytics & Consulting LLC*

Having been an NFA reg. commodities rep since 1995, Mike Zuzolo's independent analysis has become well-known in the commodity industry. His research spotlights the commodity sector as having both characteristics of an asset as well as a commodity with supply-demand fundamentals; this helps him develop a commodity analysis that strives to bridge the "macro-" & "micro-" divide of agriculture commodities being influenced both by investment flows as well as global supply-demand factors. This research helps guide his hedge recommendations with his clients and subscribers; it has also allowed to develop in late 2025 an investment-related strategy involving micro-energy and financial futures.

Zuzolo appears every Tuesday morning on RFD-TV, to share his analysis & commentary; he is also a regular guest on AOA with Jesse Allen & Susan Littlefield, as well as AgDay TV and This Week in Agribusiness. Mike has been the long-time Friday market analyst with Todd Gleason for WILL-Media/Univ. of IL; he can also be heard on RRFN, KBUF, and WLDS frequently. In addition, he is the midday market commentator on the Rural Radio Network; he also works with many ag radio stations across the country. His comments are also seen in foreign media, including AFP and Japan News Service, along with most of the domestic newswires.

In 2024, Global Commodity Analytics & Consulting LLC celebrated its 15th year. Zuzolo has resided in northeast Kansas since 2012, with his wife and five children. He is a 1989 graduate of Miami University of Ohio, with a political science degree, as well as minors in history and American studies.

# 2025 SPEAKERS



## CHELSEA GOOD

*Founder & CEO  
Good and Associates*

Chelsea Good is a respected advocate, strategist, and attorney with deep roots in the cattle industry and a proven record of shaping agricultural policy at the state and federal levels. She founded Good and Associates to help agriculture clients navigate complex issues, strengthen stakeholder relationships, and turn challenges into strategic wins.

Prior to launching the firm, Good served as vice president of government and industry affairs and legal at the Livestock Marketing Association (LMA) for over a decade. At LMA, she successfully led policy efforts resulting in major legislative wins, including the creation of the Dealer Statutory Trust (2020) and modernizations to the Packers and Stockyards Act (2016). She built coalitions, navigated challenging issues, advised on regulatory compliance, and cultivated grassroots engagement across the industry.

Earlier in her career, Good served at the Kansas Department of Agriculture as both communications director and later staff attorney, where she strengthened laws protecting producers and helped shape public messaging around key ag issues.

She holds a J.D. from Washburn University School of Law, a Masters in communication studies, and three bachelor's degrees — in agricultural communications and journalism, political science, and public relations — from Kansas State University.



## JIM TAYLOR

*Network Anchor  
RFD Radio Network*

Jim Taylor is a Network Anchor for the RFD Radio Network where he covers commodity markets, ag policy, and rural issues.

A native of western Illinois, Taylor's career in broadcasting dates back to 1990. A graduate of Southern Illinois University, Taylor's first job in broadcasting was with WRMJ Radio in Aledo, IL, where he "basically did everything—news, sports, ag." That early experience planted the seeds for a lifelong connection to agriculture.

Later, he began working with the RFD Radio Network, first as an independent contractor covering overnight commodity markets. Over time, his role grew to half-time, and then to full-time employment with the Illinois Farm Bureau. In his current role, Taylor connects with agricultural groups statewide, including the Illinois Corn Growers Association.

Currently, Taylor hosts RFD Today, a daily one-hour long form program. In addition, he produces many daily shortform programs for the network, which includes 80-plus affiliates across Illinois.

# 2025 SPEAKERS



## MICK KJAR

*Farm Director, Meteorologist  
AgNews 890/Ag Central Radio Network*

Mick Kjar is farm director and meteorologist at AgNews 890 and the Ag Central Radio Network, which broadcasts throughout the Dakotas. He hosts “Farm Talk with Mick Kjar” every weekday afternoon and also broadcasts agriculture weather to the networks’ listeners.

Born and raised on a farm and ranch in southeast North Dakota, Kjar started in radio in 1973. A self-described “radio migrant,” he worked in markets in Sioux City, IA, Rockford, IL, and Rapid City, SD before moving to Fargo, ND. He began doing farm news for TV and morning weather and news while serving as the assistant farm director for the American Ag Network. He spent 10 years in both roles and 27 years as the morning meteorologist and farm director for the local NBC station and also CBS TV stations. During that time, he did morning weather for local radio stations.

Today, his Farm Talk show focuses on farm topics ranging from agronomy and animal health to advocating for agriculture, farm policy and politics.



## AUSTIN GELLINGS

*Senior Director of Agricultural Services  
Association of Equipment Manufacturers (AEM)*

Austin Gellings is the senior director of Agricultural Services for the Association of Equipment Manufacturers (AEM). Gellings is a Wisconsin native that grew up on his family farm where he still helps raise hay and livestock today. He graduated from the University of Wisconsin-Stevens point with a major in marketing. He then attended the University of Wisconsin-Milwaukee where he received an MBA. In his role with AEM, Austin serves the secretary for the Ag Industry Electronics Foundation and as the liaison for AEM’s ag technology, dairy, water management, specialty crops, and sprayer equipment groups. He also works with agricultural members to help address and solve various industry issues.



## GINA GIGOT

*Southwest Kansas Farmer  
Circle Land and Cattle Corp.*

Gina Gigot, along with her brother Marc, are the fourth generation on their family’s western Kansas farm. Fifty years ago, the family used a center pivot to pump water from an aquifer 80-feet deep. Today, they have to go about 200 feet to find water. The Gigots have made dramatic changes to the farm to maintain their water supply while still being productive farmers. They apply the latest research to ensure that every drop counts.

# 2025 SPEAKERS



## JACKIE MCCLASKEY

*President and CEO  
American Royal Association*

Jackie McClaskey, former Kansas secretary of agriculture, is president and CEO of the American Royal Association and also co-founder of Roots & Legacies, a coaching and consulting firm. McClaskey has worked in agriculture throughout her life. Her leadership and service include local, state, and national roles, from 4-H and FFA to Kansas State University to Washington, D.C.

A native Kansan, McClaskey grew up on a diversified family farm near Girard, KS. She earned a bachelor's degree in agriculture economics from Kansas State University and graduated from Texas A&M University with a Master of Science in Agricultural Economics. She also earned a Ph.D. in animal science from Kansas State University.

McClaskey's experiences as Kansas secretary of agriculture and president and CEO of the American Royal Association make her a strong leader in professional development, influence building and association management.

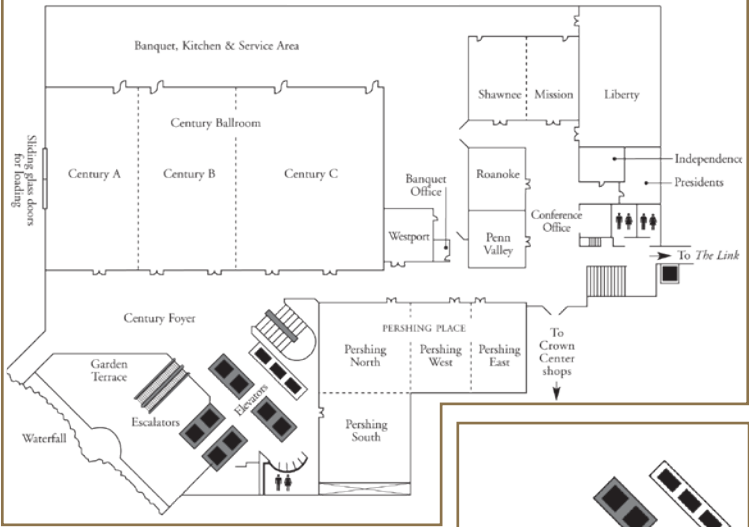
She takes great pride in mentoring others who are committed to leadership development and service, and her devotion to helping people grow — both in the agriculture industry and beyond — helps professionals get on the fast track to achieving their goals.

## NOTES

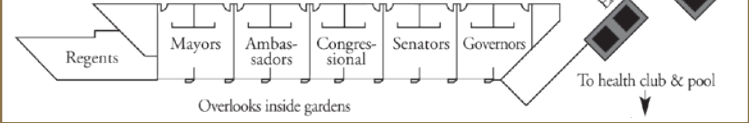
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HOTEL MAP

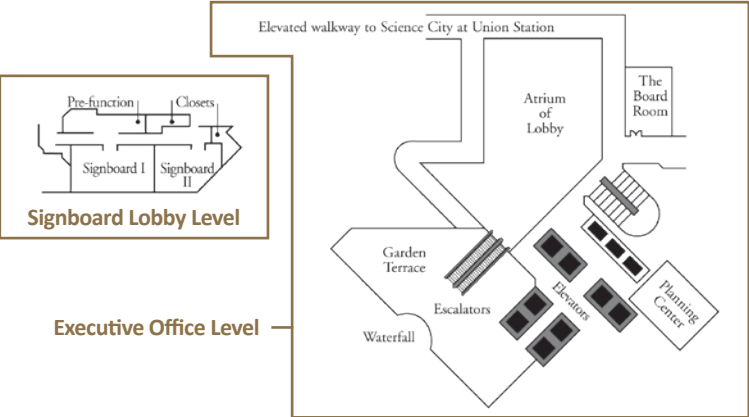
Ballroom Level



Fifth Floor Meeting Rooms

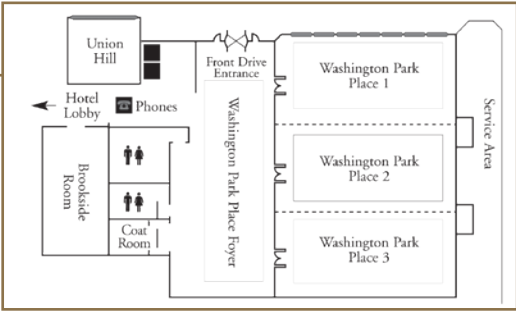


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