

NAFB 70TH CONVENTION
NOVEMBER 13-15, 2013

**FARM BROADCASTING:
INTRUSIVE
SUCCESS**



NATIONAL ASSOCIATION OF FARM BROADCASTING
WWW.NAFB.COM



CONFERENCE INFORMATION

HOTEL

Westin Crown Center
One East Pershing Road
Kansas City, MO 64108
816.474.4400

NAFB

1100 Platte Falls Road
Platte City, MO 64079
816.431.4032
www.nafb.com

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 a.m. – 10 a.m.

In addition to providing registration services, NAFB staff members are available in the registration area to answer your questions about any convention details. Sponsored by John Deere.

NAME BADGES

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

MEAL TICKETS

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

MEETING ATTIRE

The NAFB Convention is business casual.

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction will open in Pershing East on Wednesday at 1:30 p.m., following the Foundation Scholarship Luncheon, and closes at 4 p.m. that day. It will re-open on Thursday at 9 a.m. and close at 3 p.m., at which time it will be moved to Century A for final bidding at 5:45 p.m. The live auction will begin at 6 p.m. in Century A. Sponsored by Alltech and Grain Systems, Inc.

MOBILE APP

Keep up with the latest activities at Convention with the Convention Mobile App. Download the app at nafb.com. View schedules, create your own itinerary, message attendees, and read speaker biographies and session descriptions all in one place using your smartphone or tablet. The free Convention Mobile App is available for iPhone and Android users.

GUEST ROOM INTERNET

Internet Service in your guest room is provided free of charge. Refer to the card you received with your room key when checking in to the hotel. Sponsored by AMVAC Chemical Corporation and US Custom Harvesters Inc.

E-MAIL CENTER

The E-Mail Center is located in The Westport Room. Several computers are available. The E-Mail Center is open Wednesday and Thursday from 7 a.m. to 6 p.m. and Friday from 7 a.m. to 5 p.m. Sponsored by BASF.

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 with telephones are provided. A copy and fax machine, as well as high-speed internet, are available for broadcasters. The center is located in Pershing Place. Sponsored by BASF.

CONFERENCE INFORMATION

MULT BOXES

Mult boxes will be stationed at professional improvement and programming sessions for broadcasters to connect their own recorders into the sound system. Sponsored by BASF.

VIDEO TAPING NEWS SERVICE

A video camera and operator is provided for NAFB broadcasters to tape video interviews. If you would like to use this free service, simply coordinate with the on-site representative and/or camera operator outside of the Broadcast Service Center. This service is available on a first-come first-served basis from 7 a.m. until 1:30 p.m. on Thursday. Sponsored by National Rural Electric Cooperative Association.

HEALTH SCREENING

A basic health screening is available in Penn Valley on Friday from 7 a.m. to noon. Have your blood pressure checked, glucose/cholesterol levels tested, and receive a flu shot from the health care professionals on site. You will also receive a packet of preventative health literature and a small gift. Sponsored by the National Bison Association.

PORTRAIT PHOTOGRAPHER

As a service to ALL NAFB members attending Convention, a portrait photographer is available Thursday from 8 a.m. to 3 p.m. in the Century Foyer and Friday from 8 a.m. to 3 p.m. in the Roanoke Foyer. This is a great opportunity to have your professional picture taken! Digital images will be sent to members, at no cost, after the convention. Sponsored by AdFarm Public Relations, BCS Communications, OsbornBarr, and Paulsen Marketing.

SCHEDULE AT A GLANCE

TUESDAY, NOVEMBER 12

11 a.m. – 4 p.m.	NAFB Board of Directors Meeting Penn Valley	8:30 a.m. – 9:30 a.m.	Has the Pendulum Swung on U.S. Agriculture? Roanoke
5 p.m. – 9 p.m.	NAFB Foundation Board of Directors Meeting Roanoke	9:30 a.m. – 10 a.m.	Refreshment Break Roanoke Foyer
		10 a.m. – 11:30 a.m.	Managing Change from the Inside Out Shawnee/Mission

WEDNESDAY, NOVEMBER 13

4 a.m. – 6 p.m.	Broadcast Service Center Pershing Place	11:30 a.m. – 1:30 p.m.	NAFB Foundation Luncheon (Ticketed Event) Liberty
8 a.m. – 6 p.m.	Registration Roanoke Foyer	Noon – 10 p.m.	Trade Talk Setup Century Ballroom
8:30 a.m. – 11:30 a.m.	Marketing & Promotion Advisory Board Meeting Penn Valley	1:30 p.m. – 4 p.m.	NAFB Foundation Silent Auction Pershing Place East

SCHEDULE AT A GLANCE

2 p.m. - 4 p.m.	Six Ways to Remain Relevant in a Changing Media Landscape Shawnee/Mission	9:30 a.m. - 10:30 a.m.	Trade Talk Refreshment Break Century Foyer
4 p.m. - 5:30 p.m.	Management & Sales Council Meeting and Election Roanoke	11:30 a.m. - 2 p.m.	Trade Talk Lunch Buffet & Dessert Garden Terrace
4 p.m. - 5:30 p.m.	Allied Industry Council Meeting and Election Liberty	1:30 p.m. - 3 p.m.	Trade Talk Teardown Century Ballroom
5 p.m. - 6 p.m.	New Members' and Past Presidents' Reception (Invitation Only) Brookside	2 p.m. - 2:45 p.m.	NAFB Planner Media Tool Introduction Shawnee/Mission
6 p.m. - 7:30 p.m.	Welcome Reception (Ticketed Event) Washington Park Place	2 p.m. - 3 p.m.	Refreshment Break Roanoke Foyer
7:30 p.m. - 9 p.m.	NAFB Past Presidents' Dinner (Invitation Only) Union Station - Pierponte	3 p.m. - 4 p.m.	NAFB All Member Meeting Liberty
7:30 p.m. - 9 p.m.	President-Elect's 'Name That Tune' Intrusion Brookside	4 p.m. - 5 p.m.	Broadcast Council Meeting and Election Liberty
		5 p.m. - 5:30 p.m.	Regional Member Meetings East Region (Shawnee) South Region (Mission) West Region (Liberty)
		5:45 p.m. - 7 p.m.	NAFB Foundation Auction and President Elect Reception Century A
		7 p.m. - 9:30 p.m.	Night of Honors Celebration Banquet (Ticketed Event) Century B/C

THURSDAY, NOVEMBER 14

4 a.m. - 6 p.m.	Broadcast Service Center Pershing Place		
6 a.m. - 2 p.m.	Registration Roanoke Foyer		
6 a.m. - 8 a.m.	Trade Talk Breakfast Buffet Garden Terrace		
7 a.m. - 1:30 p.m.	Trade Talk Century Ballroom		
8 a.m. - 3 p.m.	Portrait Photographer Century Foyer		
9 a.m. - 3 p.m.	NAFB Foundation Silent Auction Pershing Place East		

FRIDAY, NOVEMBER 15

4 a.m. - 5 p.m.	Broadcast Service Center Pershing Place
7 a.m. - 9 a.m.	Continental Breakfast Century Foyer
7 a.m. - Noon	Health Screening Penn Valley

SCHEDULE AT A GLANCE

8 a.m. - 10 a.m.	Registration Roanoke Foyer	1:30 p.m. - 5:30 p.m.	Candice M. Coleman, Ph.D 20 Minute Voice Coaching Sessions By appointment only Crossroads
8 a.m. - 3 p.m.	Portrait Photographer Roanoke Foyer		
9 a.m. - Noon	Agriculture's Evolving Brandscape. A Powerful New Paradigm Shawnee	3 p.m. - 3:30 p.m.	Refreshment Break Roanoke Foyer
9 a.m. - Noon	Broadcast Voice and Delivery Best Practices Mission	3:15 p.m. - 4 p.m.	30 Ideas in 30 minutes Pershing Place East
9 a.m. - Noon	Improving Backpack Journalism Skills Pershing Place East	6 p.m. - 6:45 p.m.	President's Reception Benton's
9 a.m. - Noon	Making Mountains Out of Molehills: Crafting Captivating Stories for Your Audience Roanoke	6:45 p.m. - 9 p.m.	President's Banquet Benton's
Noon - 1:30 p.m.	Awards Luncheon (Ticketed Event) Century A		
1:30 p.m. - 3 p.m.	State Ag Directors Forum Liberty		

SATURDAY, NOVEMBER 16

7 a.m.	NAFB 5k Walk for Health Meet in Roanoke Foyer
9 a.m.	NAFB Board of Directors Meeting Penn Valley

WELCOME FROM THE CONVENTION CHAIR



Janet Adkison
2013 NAFB President Elect
RFD-TV/RURAL TV

Seventy years ago, farm broadcasters from across the country came together in the spirit of collaboration to advance their work and heighten awareness of the importance of agriculture. On November 13, the National Association of Farm Broadcasting will host its 70th annual Convention in Kansas City.

I'm proud to have played a role in planning this significant gathering. Along with our traditional educational sessions and the invaluable networking opportunities, attendees will also glimpse pieces of NAFB history. An anniversary display will pay tribute to our achievements and those who've played an important role along the way. Join us to be a part of this annual gathering and celebration.

Wednesday Highlights

On Wednesday morning we'll kick off the convention with a dual focus on news and professional improvement. The morning includes Federal Reserve Assistant Vice President Nathan Kauffman who will provide an economic outlook for agriculture. Our student scholarship winners take center stage during the NAFB Foundation lunch. We're also expecting another group of student attendees this year. That branch of our membership continues to grow, so we'll have a special agenda set aside for them. That evening dinner is on your own, but if you're looking for more networking opportunities, join us for a casual gathering of food and fun after the opening night reception. (HINT: brush up on earworms as well as gotcha phrases and taglines.) There will be prizes!

Thursday Highlights

On Thursday, Trade Talk brings a wealth of interview opportunities as well as limitless networking. That afternoon you can get acquainted with our NAFB Mapping Project, a member benefit that's been under construction for the past couple years. The tool will streamline media buying and highlight our NAFB broadcast outlets. That afternoon it's the membership meetings and the election of officers. Thursday evening is the annual NAFB Foundation Auction followed by the Night of Honors Banquet, where we'll recognize those who've contributed to our industry.

Friday Highlights

Friday is full of more newsmakers and professional improvement. US Secretary of Agriculture Tom Vilsack has been invited to address our membership first thing in the morning. The morning also includes mini sessions focused on bettering ourselves and our broadcast outlets. Vocal Coach Dr. Candice Coleman will conduct one of those gatherings. She'll also offer 20-minute voice coaching sessions during the afternoon. Appointments are limited, so request a session through the NAFB office prior to convention. Another newsmaker opportunity is also on tap that afternoon. Several agriculture leaders, representing a variety of states, will participate in a panel discussion. With the ongoing market volatility, differences of opinion from one end of the country to the other, this will be an interesting conversation.

On Friday night it's the annual president's banquet, when we'll honor NAFB President Mark Oppold. Be sure to join us to roast, toast him, and thank him for his leadership. A special Saturday activity will send members home reinvigorated. It's a 5K run/walk planned by Executive Director Tom Brand. The event is an expansion of the health fair offering we started last year. So don't forget to pack your walking shoes! These are just some of the highlights. Check the complete agenda for more details on all of the Convention activities and if you haven't already registered, do so today!

NAFB Board of Directors

President
Mark Oppold
RFD-TV/Rural-TV

President Elect
Janet Adkison
RFD-TV/Rural-TV

National Vice President
Susan Littlefield
KZEN Radio

East Region VP
Gale Cunningham
WYXY Radio

South Region VP
Kyle Bauer
KFRM Radio

West Region VP
Brian Winnekins
WRDN Radio

Management & Sales Council Rep.
John Baker
Brownfield Ag News

Management & Sales Council Rep.
Bill Holst
WNAX Radio

Allied Industry Rep.
Lisa Adams
Sage Virtual Communications

Allied Industry Rep.
Chase Adams
National Cattlemen's Beef Association

NAFB Executive Director
Tom Brand

TUESDAY, NOVEMBER 12

11 a.m. - 4 p.m.

NAFB Board of Directors Meeting
Penn Valley

5 p.m. - 9 p.m.

NAFB Foundation Board of Directors Meeting
Roanoke
Dinner Sponsor:
FamilyFarms Group

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

8:30 a.m. - 11:30 a.m.

Marketing & Promotion Advisory Board Meeting
Penn Valley
Break Sponsor:
Agri Marketing magazine

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

Has the Pendulum Swung on U.S. Agriculture?
Roanoke
Nathan Kauffman, Assistant Vice President
Omaha Branch Executive -
Kansas City Federal Reserve



U.S. agriculture has been booming recently with multiple years of near-record farm incomes. Across the Midwest, crop farmers have enjoyed strong profits from surging corn and soybean prices while the livestock sector has endured periods of heavy losses. At the same time, farmland values have been setting new records. There are some questions, however, whether the pendulum has begun to swing

WEDNESDAY, NOVEMBER 13

in U.S. agriculture. In this session, Nathan Kauffman will discuss the potential transition taking place in the U.S. agricultural economy and how farmers may need to adapt to the changes.

9:30 a.m. - 10 a.m. **Refreshment Break**
Roanoke Foyer
Sponsor: KATZ Radio Group

10 a.m. - 11:30 a.m. **Managing Change from the Inside Out**
Shawnee/Mission
Tim Miles, Wizard of Ads
Sponsor: POET



What if I told you the people inside your organization most resistant to your ideas could also be your greatest allies in their implementation? Learn more in this entertaining but purposeful look at the insights and events that drive change, and how we can assess our own capacities, develop our skills, and manage change in the most effective way possible.

You'll also begin to understand conference highs and how to deal with the peaks and valleys of innovation and change. The presentation opens with an interactive experience about the fundamentals of personality differences, how to quickly recognize a person's characteristics, and how to get people on board with a new way of thinking based on their own preferences. We'll have some fun while exploring concepts that are immensely useful.

After Tim Miles explains "Managing Change from the Inside Out," you'll know it forwards and backwards!

11:30 a.m. - 1:30 p.m. **NAFB Foundation Luncheon**
(Ticketed Event)
Liberty
Sponsor: CME Group

Noon - 10 p.m. **Trade Talk Setup**
Century Ballroom

1:30 p.m. - 4 p.m. **NAFB Foundation Silent Auction**
Pershing Place East

2 p.m. - 4 p.m.

Six Ways to Remain Relevant in a Changing Media Landscape

Shawnee/Mission
Charlie Moger, Wizard of Ads
Sponsor: Winfield



A decade from now, you're going to be one of the best-positioned, most profitable, and highly relevant broadcasters in business. The changing digital media will have actually helped you become stronger, more relevant, and more profitable.

And all the nattering nay-sayers of today will be pointing to YOU as an object lesson on what people ought to do in a changing landscape.

For a broadcast industry that feels under siege from both inside and out, that 10-year future might sound downright delusional, but after attending Charlie Moger's presentation, you'll know exactly how to make it a reality, and you'll be 100% convinced that the 6 Strategies unveiled are absolutely capable of taking you there.

Among the things you'll learn are: why a hyper-local and hyper-relevant is hyper-important, How to extend your reach with the audience for maximum engagement, loyalty, and profitability, How to give your content 9 Lives of relevance, What core value farm broadcasters have that needs to be safeguarded through every and any change that faces you in the future

The Truth is, the more things change, the more the traditional laws of communication apply. Learn how to use these immutable laws of communication to your advantage and exactly how to implement them with Charlie Moger's 6 Ways to Remain Relevant in a Changing Media Landscape

4 p.m. - 5:30 p.m. **Management & Sales Council Meeting and Election**
Roanoke

4 p.m. - 5:30 p.m. **Allied Industry Council Meeting and Election**
Liberty

WEDNESDAY, NOVEMBER 13

5 p.m. - 6 p.m.

New Members' and Past Presidents' Reception

(Invitation Only)
Brookside
Sponsor: Cheminova

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

Welcome Reception

(Ticketed Event)
Washington Park Place
Sponsor:
National Corn Growers Association

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

NAFB Past Presidents' Dinner

(Invitation Only)
Union Station - Pierponte
Sponsor: GROWTH ENERGY

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

President-Elect's 'Name That Tune' Intrusion

Brookside

For members without other evening plans and energy to spare, join Convention Chair and NAFB President-Elect Janet Adkison for "one-hit wonder" music trivia, pizza, and prizes.

THURSDAY, NOVEMBER 14

4 a.m. - 6 p.m.

Broadcast Service Center Pershing Place

Sponsor: BASF

6 a.m. - 2 p.m.

Registration

Roanoke Foyer
Sponsor: John Deere

6 a.m. - 8 a.m.

Trade Talk Breakfast Buffet

Garden Terrace
Sponsors: Dow AgroSciences and Kinze Manufacturing, Inc.

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

Trade Talk

Century Ballroom
Sponsors: FMC Corporation and Koch Agronomic Services

8 a.m. - 3 p.m.

Portrait Photographer

Century Foyer
Sponsors:
AdFarm Public Relations
BCS Communications
OsbornBarr
Paulsen Marketing

9 a.m. - 3 p.m.

NAFB Foundation Silent Auction

Pershing Place East

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

Trade Talk Refreshment Break

Century Foyer
Sponsor: Raven Industries

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

Trade Talk Lunch Buffet & Dessert

Garden Terrace
Lunch Sponsors: Cattlemen's Beef Board and U.S. Farmers & Ranchers Alliance
Dessert Sponsor: Arysta LifeScience

1:30 p.m. - 3 p.m.

Trade Talk Teardown

Century Ballroom

2 p.m. - 2:45 p.m.

NAFB Planner Media Tool Introduction

Shawnee/Mission
Greg Guse & Sara Steever
Paulsen Marketing



Paulsen Marketing's Greg Guse and Sara Steever will introduce the newly developed NAFB Planner Media Tool. This unique online utility captures and integrates Ag Media Research (AMR) listener data, Radio locator.com site mapping, and USDA Census of Agriculture numbers with the profiles of NAFB stations, networks, and other broadcast entities, to give media planners and decision-makers unparalleled "one stop" insight for their evaluation and purchasing.



THURSDAY, NOVEMBER 14

2 p.m. - 3 p.m.	Refreshment Break Roanoke Foyer Sponsor: KATZ Radio Group	7 p.m. - 9:30 p.m.	Night of Honors Celebration Banquet (Ticketed Event) Century B/C Presiding: NAFB President Elect Janet Adkison RFD-TV/RURAL-TV Sponsor: Monsanto
3 p.m. - 4 p.m.	NAFB All Member Meeting Liberty	<p>This special evening event and program, sponsored by Monsanto, features the introduction of the 2013 NAFB Hall of Fame Inductees, the Herb Plambeck Creative Excellence awardees, and the Dix Harper Meritorious Service Award honoree.</p> <p>Hall of Fame Induction Sponsor: United Soybean Board Production: Root Communications Inductions: Tom Steever, Hall of Fame Chair, Brownfield Ag News</p> <p>Foundation Auction Report</p> <p>Dix Harper Meritorious Service Award</p> <p>Herb Plambeck Creative Excellence Awards</p>	
4 p.m. - 5 p.m.	Broadcast Council Meeting and Election Liberty		
5 p.m. - 5:30 p.m.	Regional Member Meetings East Region (Shawnee) South Region (Mission) West Region (Liberty)		
5:45 p.m. - 7 p.m.	NAFB Foundation Auction and President Elect Reception Century A David Schumacher - Auctioneer Orion Samuelson - Emcee Sponsors: Alltech and Grain Systems, Inc.		

FRIDAY, NOVEMBER 15

4 a.m. - 5 p.m.	Broadcast Service Center Pershing Place Sponsor: BASF	8 a.m. - 10 a.m.	Registration Roanoke Foyer Sponsor: John Deere
7 a.m. - 9 a.m.	Continental Breakfast Century Foyer Sponsor: National Biodiesel Board	8 a.m. - 3 p.m.	Portrait Photographer Roanoke Foyer Sponsors: AdFarm Public Relations BCS Communications OsbornBarr Paulsen Marketing
7 a.m. - Noon	Health Screening Penn Valley Sponsor: National Bison Association		
9 a.m. - Noon	Four Concurrent Professional Improvement Sessions: Repeating Every Hour		

FRIDAY, NOVEMBER 15

Agriculture's Evolving Brandscape. A Powerful New Paradigm.

Shawnee
Lisa A. Adams, Owner
Sage Virtual Communications
Sponsor: DuPont Pioneer



"Consumer-like" brand management principles are changing the "rules of engagement" in agricultural marketing and communications. Lisa A. Adams shares insights about "the corporate marketing mindset" and global influences impacting today's brand management decisions -- and why ag marketers are aggressively reshaping and refining their brand marketing mix. She will discuss key trends in traditional and new media, plus identify which communication disciplines are getting an increase in "pay and play programming dollars" within the ag sector.

Broadcast Voice and Delivery Best Practices

Mission
Candice M. Coleman, Ph.D.,
Owner-Say it Well!
Sponsor: Elanco



In today's rapidly changing media climate, compelling communication is essential. A person's career can depend on whether they are perceived as confident and powerful or weak and insecure. The sound of your voice directly affects those perceptions. Make sure it's the best it can be. Because you speak professionally and are on the air daily, make sure that your delivery is dynamic and memorable. This session will help you polish your performance. Candice M. Coleman, Ph.D. is an international trainer, speaker and coach with over 30 years of experience in the areas of Business Communication, Presentation Skills, Interpersonal Communication, Leadership, Listening, and Voice Production and Development.

Improving Backpack Journalism Skills

Pershing Place East
Dwayne Cartmell, Professor of Ag Communications
Oklahoma State University
Sponsor: DuPont Pioneer



Dwayne Cartmell and the National ACT student officer team will explain as a backpack journalist you are tasked to produce a story from A to Z all by yourself. You have to take on several roles: reporter, camera operator in some instances, audio engineer and editor. In the end, your story has to be professional and polished. You'll learn how to tackle the technical details, such as turning your audio into a blog post, creating a compelling story, and tips on taking better photographs.

Making Mountains Out of Molehills:

Roanoke
Crafting Captivating Stories for Your Audience
Andrew McCrea, Farm Broadcaster-American Countryside
Dr. Jerry Crownover, Retired Professor of Ag Communications
Missouri State University
Sponsor: DuPont Pioneer



We've all done it. We make little things into big things. It is our job to tell the story to our listeners and we need to do it well. Andrew McCrea and Jerry Crownover will use tips and tricks from their experience to help you create the most compelling story and keep your audience coming back for more.



Noon - 1:30 p.m.

Awards Luncheon

(Ticketed Event)
Century A
Sponsor: Syngenta
Guest Speaker: Dr. Jerry Crownover

Our traditional, final luncheon features presentations of the 2013 Farm Broadcaster of the Year and 2013 Horizon Award. NAFB News Service, Marketcast, Newscast and 2013 membership tenure awards also highlight this lunch.

Presiding:
Susan Littlefield, National Vice President, KZEN Radio

Awards and Tenure Presentations: Russell Nemetz, Awards Committee Chair, Northern Ag Network

FRIDAY, NOVEMBER 15

Marketcast and Newscast Awards

NAFB News Service Awards Presentations:
Stacia Cudd, NAFB News Service Director
Seanica Otterby, NAFB News Service Editor
Sponsor: John Deere

Horizon Award

Farm Broadcaster of the Year Award

Sponsor: Syngenta

1:30 p.m. - 3 p.m.

State Ag Directors Forum Liberty



Secretary Karen Ross
California



Secretary Dale Rodman,
Kansas



Commissioner Michael Strain
Louisiana



Director Greg Ibach
Nebraska



Commissioner Doug Goehring
North Dakota

State Ag Directors from across the country will highlight their state Agriculture Department priorities, as well as new developments concerning programs or agencies serving producers or consumers. After all panelists have presented, there will be time for discussion and audience participation with questions.

1:30 p.m. - 5:30 p.m.

Candice M. Coleman, Ph.D. 20 Minute Voice Coaching Sessions

Crossroads
By appointment only
Sponsor: Elanco

3 p.m. - 3:30 p.m.

Refreshment Break

Roanoke Foyer
Sponsor: KATZ Radio Group

3:15 p.m. - 4 p.m.

"30 Ideas in 30 minutes"

Pershing Place East

6 p.m. - 6:45 p.m.

President's Reception

Benton's
Sponsor: Bayer CropScience

6:45 p.m. - 9 p.m.

President's Banquet

Benton's
Sponsor:
National Pork Board

2012 NAFB Foundation Booster Club



The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2012:

Platinum Level

(\$1,000+)

Max Armstrong
Rich & Sharon Hull
Orion Samuelson

Gold Level

(\$500-\$999)

Agri Marketing magazine
American Ag Network
Ron Claussen
Harold "Skip" Davis
Steve James
Lyle Orwig

Silver Level

(\$250-\$499)

Ken Anderson
Donald Borgman
Taylor Brown
Brownfield Ag News
Jim & Marlene Evans
Pam Fretwell
Terry Henne
Pam Jahnke Welch
Dave Knau

Vic McGill
Gene Millard
Michael Orso
Red River Farm Network
Ken Root
Hugh Whaley
Cyndi Young-Puyear

Bronze Level

(\$100-\$249)

Greg Akagi
Stephen D. Barr
John Block
Richard & Lois Brand
Colle + McVoy
Colleen Callahan Communications
Alec Creighton
Gale Cunningham
Farm Progress Companies
Greg Guse
Al Gustin
Mike Hansen
Mike Hergert
Bruce Herz
KFRM Radio
Susan Littlefield
George Logan
Bill Mann-Rittman
Steve Mercer
Carrie Muehling

Russell Nemetz
Oklahoma Farm Bureau
Russell Parker
Kathy Patton Strunk
Roddy Peeples
Larry Quinn
Gene Ragan
Sage Virtual Communications
Dan Skelton
Angie Skochdopole
Sara Steever
Tom Steever
Jason Vance
John Vasichek
Roger Ward
WGFA Radio
Lory Williams
WMBD — WIRL RadioZimmComm
New Media

Boosters

(\$25-\$99)

Keith Kirkpatrick
Troy Leininger
Diana Likely
Dorothy Likely
Sacha Sanguinetti
Verne Sheppard
Alan Watts

SATURDAY, NOVEMBER 16

7 a.m.



NAFB 5k Walk for Health
Meet in Roanoke Foyer

9 a.m.

NAFB Board of Directors
Meeting

Penn Valley

CONVENTION SPONSORS

NAFB Foundation Dinner

FamilyFarms Group
Greta Erwin
31832 Delhi Road
Brighton, IL 62012
gerwin@familyfarmsgroup.com



Marketing & Promotion Advisory Board Meeting Break

Agri Marketing magazine
Lynn Henderson
32016 Old Portland Road
Adel, IA 50003
lynnh@AgriMarketing.com



Wednesday Programming

Managing Change from the Inside Out

POET
Matt Merritt
4615 N. Lewis Avenue
Sioux Falls, SD 57104
matt.merritt@poet.com



Foundation Scholarship Luncheon

CME Group
Lindsay Siens
20 South Wacker Drive
Chicago, IL 60606
lindsay.siens@cmegroup.com



Wednesday Programming

Six Ways to Remain Relevant in a Changing Media Landscape

WinField
Bill Brozak
400 First Avenue North
Minneapolis, MN 55401
bill.brozak@exponentpr.com



New Members' and Past Presidents' Reception

Cheminova
Florrie Kohn
12532 Larkwood Drive
St. Louis, MO 63146
fhkohn@sybiljonesandco.com



Welcome Reception

National Corn Growers Association
Ken Colombini
632 Cepi Drive
Chesterfield, MO 63005
colombini@ncga.com



Past Presidents Dinner

GROWTH ENERGY
Sara Brenden
777 North Capitol Street
Suite 805 NE
Washington, DC 20002
sbrenden@growthenergy.org



Trade Talk Breakfast Buffet

Dow AgroSciences
Karen Potratz
13845 Bishop's Drive
Brookfield, WI 53005
kpotratz@bader-rutter.com



Kinze Manufacturing, Inc.
Brooke Baxley
60 South 6th Street
Suite 2800
Minneapolis, MN 55402
b.baxley@creativepr.com



Trade Talk Refreshment Break

Raven Industries
Jordin Mueller
3510 South 1st Avenue
Sioux Falls, SD 57105
jordin.mueller@paulsenmarketing.com



Trade Talk

FMC Corporation
Laura Witte
14301 FNB Parkway
Omaha, NE 68154
lauraw@swansonrussell.com



Koch Agronomic Services
Janine Smiley
331 Southwest Boulevard
Kansas City, MO 64108
jsmiley@woodruffswitzer.com



CONVENTION SPONSORS

Trade Talk Luncheon

Cattlemen's Beef Board
Melissa Slagle
9000 E Nichols Avenue
Suite 215
Centennial, CO 80112
mslagle@beefboard.org



U.S. Farmers & Ranchers Alliance
Lisa Cassidy
16020 Swingley Ridge Road
Suite 300
Chesterfield, MO 63017
cassady@usfraonline.org



Trade Talk Dessert

Arysta LifeScience
Linda Frerichs
15401 Weston Parkway
#150
Cary, NC 27513
linda.frerichs@arysta.com



Foundation Auction & President Elect Reception

Alltech
Ann Kopecky
700 32nd Avenue South
Brookings, SD 57006
akopecky@alltech.com



Grain Systems, Inc.
Dave Harding
515 W North Shore Drive
Hartland, WI 53029
dharding@charlestonorwig.com



Night of Honors Celebration Banquet

Monsanto
Gayla Daugherty
800 N Lindbergh Boulevard
St. Louis, MO 63167
gayla.daugherty@monsanto.com



Friday Continental Breakfast

National Biodiesel Board
Kaleb Little
605 Clark Avenue
Jefferson City, MO 65101
klittle@biodiesel.org



Professional Improvement

DuPont Pioneer
Jerry Harrington
7100 N.W. 62nd Avenue
P.O. Box 1150
Johnston, IA 50131
jerry.harrington@pioneer.com



Friday Programming

Broadcast Voice and Delivery Best Practices

Elanco
Grady Bishop
2500 Innovation Way
Greenfield, IN 46140
bishop_grady_l@elanco.com



Awards Luncheon

Syngenta
Pam Molitor
11055 Wayzata Boulevard
Minnetonka, MN 55305
pam.molitor@syngenta.com



President's Reception

Bayer CropScience
Beth Roden
2 TW Alexander Drive
Research Triangle Park, NC 27709
beth.roden@bayer.com



President's Banquet

National Pork Board
Cindy Cunningham
1776 N.W. 114th Street
Des Moines, IA 50325
ccunningham@pork.org



CONVENTION SUPPORT SPONSORS

Broadcast Service Center

BASF
Sandi Wilson
26 Davis Drive
Research Triangle Park, NC 27709
sandi.wilson@basf.com



Broadcast Service Center Coffee Cart

Renewable Fuels Association
Dawn Moore
425 Third Street SW
Washington, DC 20024
dmoore@ethanolrfa.org



Conference Registration Bags

John Deere
Barry Nelson
10789 S. Ridgeview Road
Olathe, KS 66061
nelsonbarrye@johndeere.com



Convention Chronicles

National Grain and Feed Association
Heather McElrath
1250 Eye Street NW
Suite 1003
Washington, D.C. 20005
hmcelrath@ngfa.org



Convention Program

Monsanto
Gayla Daugherty
800 N Lindbergh Bouelvard
St. Louis, MO 63167
gayla.daugherty@monsanto.com



Cupcake Room Drop

Kubota Tractor Corporation
Marcus Squier
3510 South First Avenue Circle
Sioux Falls, SD 57105
marcus.squier@paulsenmarketing.com



Early Registration Giveaway

MANA Crop Protection
Lisa Adams
2904 West 46th Avenue
Kansas City, KS 66103
lisa@sage-vc.com



Elevator Branding

Kubota Tractor Corporation
Marcus Squier
3510 South First Avenue Circle
Sioux Falls, SD 57105
marcus.squier@paulsenmarketing.com



E-mail Center

BASF
Sandi Wilson
26 Davis Drive
Research Triangle Park, NC 27709
sandi.wilson@basf.com



Escalator Clings

CME Group
Lindsay Siens
20 South Wacker Drive
Chicago, IL 60606
lindsay.siens@cmegroup.com



Guest Room Internet

AMVAC Chemical Corporation
Joseph Short
5816 Waterbury Circle
Des Moines, IA 50312
joes@amvac-chemical.com



US Custom Harvesters Inc
Tracy Zeorian
119 W. Sherman
Hutchinson, KS 67501
uscustomharvesters@gmail.com



Hand Sanitizing Stations

National Bison Association
Dave Carter
8690 Wolff Court
Suite 200
Westminster, CO 80031
david@bisoncentral.com



Health Screening

National Bison Association
Dave Carter
8690 Wolff Court
Suite 200
Westminster, CO 80031
david@bisoncentral.com



CONVENTION SUPPORT SPONSORS

High Speed Internet

BASF
Sandi Wilson
26 Davis Drive
Research Triangle Park, NC 27709
sandi.wilson@basf.com



Hotel Check-in Giveaway

The Fertilizer Institute
Kathy Mathers
425 Third Street SW
Suite 950
Washington, DC 20024
kmathers@tfi.org



Lanyards

Exede by ViaSat
Harry Thibedeau
349 Inverness Drive South
Englewood, CO 80112
harry.thibedeau@viasat.com



NAFB Convention Social Media Corps

Farm Credit
Jennifer Armbruster
7951 E. Maplewood Avenue
Suite 225
Greenwood Village, CO 80111
jennifer.armbruster@fccservices.com



NAFB Mousepad

National Crop Insurance Services
Laurie Langstraat
8900 Indian Creek Parkway
Suite 600
Overland Park, KS 66210
lauriel@ag-risk.org



Portrait Photographer

AdFarm Public Relations
Dan Kirkpatrick
100 E. 7th Street
Kansas City, MO
dan.kirkpatrick@adfarmonline.com



BCS Communications
Kelly Schwalbe
1525 Locust Street
Kansas City, MO 64108
kelly@bcsthinktank.com



OsbornBarr
Jennifer Anthony
914 Spruce Street
St. Louis, MO 63102
jennifer.anthony@osbornbarr.com



Paulsen Marketing
Sara Steever
3510 South First Avenue Circle
Sioux Falls, SD 57105
sara.steever@paulsenmarketing.com



Ram Truck Display

Chrysler Group LLC
David Elshoff
1000 Chrysler Drive
CIMS 485-02-44
Auburn Hills, MI 48326
dte@chrysler.com



Refreshment Breaks

KATZ Radio Group
Vic McGill
233 North Michigan Avenue, Suite
Chicago, IL 60601
vic.mcgill@katzadvantage.com



Registration

John Deere
Barry Nelson
10789 S. Ridgeview Road
Olathe, KS 66061
nelsonbarrye@johndeere.com



Room Keys

National Cattlemen's Beef Association
Chase Adams
1301 Pennsylvania Avenue NW
#300
Washington, DC 20004
cadams@beef.org



Schedule at a Glance

United Soybean Board / Soy Checkoff
Jennifer Anthony
914 Spruce Street
St. Louis, MO 63102
jennifer.anthony@osbornbarr.com



CONVENTION SUPPORT SPONSORS

Slide Show Presentations

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



Video Taping Service

National Rural Electric Cooperative Association
Mark E. Hayes
4301 Wilson Blvd.
Arlington, VA 22203
mark.hayes@nreca.coop



Welcome Banner

Renewable Fuels Association
Dawn Moore
425 Third Street SW
Washington, DC 20024
dmoore@ethanolrfa.org



Welcome Lobby Display

Case IH
Dan Danford
621 State Street
Racine, WI 53402
dan.danford@caseih.com



AWARD SPONSORS

Farm Broadcaster of Year & Horizon Award

Syngenta
Pam Molitor
11055 Wayzata Boulevard
Minnetonka, MN 55305
pam.molitor@syngenta.com



NAFB News Service Awards

John Deere
Barry Nelson
10789 S. Ridgeview Road
Olathe, KS 66061
nelsonbarrye@JohnDeere.com



Hall of Fame Induction

United Soybean Board / Soy Checkoff
Jennifer Anthony
914 Spruce Street
St. Louis, MO 63102
jennifer.anthony@osbornbarr.com



PATRON SPONSORS

Bronze Level

AGP (Ag Processing Inc.)
Jim Rodenburg
12700 W. Dodge Road
Omaha, NE 68154
jrodenburg@agp.com

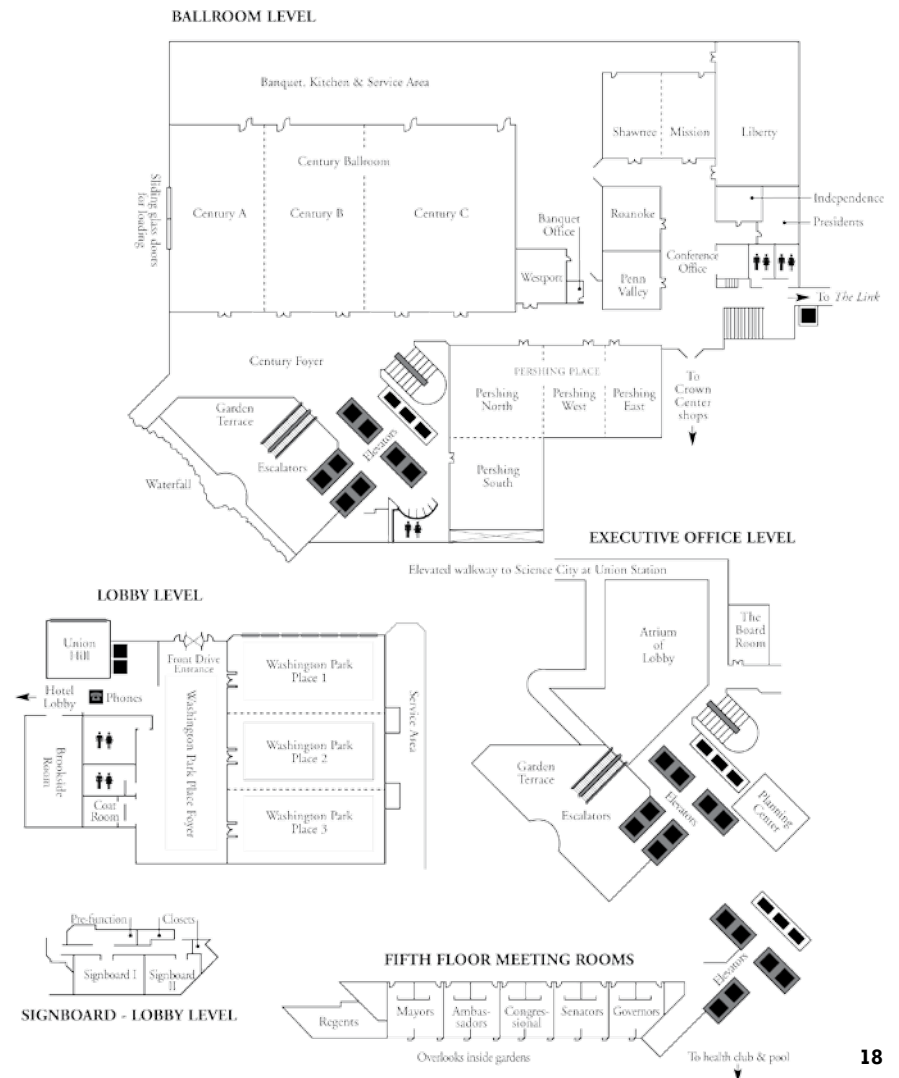


FUTURE NAFB NATIONAL MEETING DATES

Washington Watch 2014: May 4-6, Holiday Inn Capitol, Washington D.C.

71st NAFB Convention 2014: November 12-14, Westin Crown Center, Kansas City, MO

72nd NAFB Convention 2015: November 11-13, Westin Crown Center, Kansas City, MO



NOTES



Who grows a safe food supply? I do.

I'm an American farmer. I'm a consumer just like you. I take great care to raise quality crops because, after all, they go into the food, clothes and fuel your family consumes as well as mine.

AmericasFarmers.com

PJ
VIRGINIA FARMER

A man and a young boy are standing in a field. The man, Kevin, is on the left, wearing a tan jacket over a grey shirt. The boy is in front of him, wearing a dark blue hoodie. They are both looking at the camera. The background is a bright blue sky with some clouds and a green field.

MONSANTO



23 million American jobs grow here.

I'm an American farmer. I grow more than just your food.
In fact, agriculture helps feed our economy with nearly
\$100 billion in exports and over 23 million jobs here at home.

AmericasFarmers.com

KEVIN
IOWA FARMER