

71st CONVENTION
from our roots
OUR FUTURE GROWS

NOVEMBER 12-14, 2014



NATIONAL ASSOCIATION OF FARM BROADCASTING

www.nafb.com

CONVENTION INFORMATION

HOTEL

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

REGISTRATION

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

Wednesday, November 12:
8:00 am - 6:00 pm

Thursday, November 13:
6:00 am - 2:00 pm

Friday, November 14:
8:00 am - 10:00 am

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," with the exception of the President's Banquet, which is "black-tie optional."

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction will open in East Pershing Place 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 B for final bidding at 5:45 p.m. The live auction will begin at 6 p.m. in Century B.

Sponsored by Alltech and The Propane Education & Research Council

STUDENT PROGRAM

NAFB began strengthening its Student Program at the 2013 Convention. Students have their own unique programming, as well as utilizing the convention program.

Sponsored by Compass Minerals Plant Nutrition

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, OsbornBarr, and Paulsen Marketing.

2014 SOCIAL MEDIA CORPS

College students passionate about social media and digital storytelling will once again be sharing convention stories throughout the event. They will be guiding the online conversations using hashtags **#NAFB14** and **#NAFBSocial**.

Sponsored by Farm Credit Services

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 U.S. Custom Harvesters Inc.

EMAIL CENTER

The Email Center is located in Westport. Several computers are available. The Email 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 Corporation

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 Corporation



CONFERENCE SOCIAL MEDIA

Post and follow the 71st Convention on social media with the official convention hashtags:

#NAFB14
#NAFBSocial

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 the National Rural Electric Cooperative Association

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 Corporation

HEALTHY LIVING - WELLNESS CHECK

A basic health screening is available in the Century Foyer on Friday from 7 a.m. to noon. Services include blood pressure checks, glucose/cholesterol levels tested, and flu shots from the health care professionals on site. Additional services include a Full Body Composition Analysis with a Wellness Coach. You will also receive a packet of preventative health literature and a small gift.

Sponsored by the National Bison Association.

WELCOME

FROM THE CONVENTION CHAIR



Susan Littlefield
2014 NAFB PRESIDENT ELECT
Farm Director, KZEN/Farm
and Ranch Market Network

From Our Roots Our Future Grows...a simple statement expresses what the National Association of Farm Broadcasting (NAFB) is all about. As we kick-off for the 71st NAFB Convention and celebrate the Association's 70th Anniversary, it expresses our past, and our future. Our rich heritage is based on past experiences from our predecessors, delivering markets and news to our listeners, to how we cultivate relationships and friendships within the agriculture industry. But, for us to move forward, grow and change with technology we cannot forget who and what lead us to today.

Convention is jam-packed again this year from professional improvement to the latest updates from Washington D.C. I encourage everyone to have a professional portrait taken at convention, portrait sessions will be held Thursday and Friday. Friday roll-up your sleeve for a free flu shot and health screening. We will also have what I have been told from Foundation Board Members is an outstanding auction on Thursday night so thanks in advance for supporting our future broadcasters.

I had a blast pulling together the agenda, and working hand and hand with an exceptional NAFB office staff. To old and new friends we will make at convention - welcome home!

Susan Littlefield

NAFB BOARD OF DIRECTORS

PRESIDENT

Janet Adkison
RFD-TV/Rural-TV

PRESIDENT ELECT

Susan Littlefield
KZEN Radio

NATIONAL VICE PRESIDENT

Brian Winnekins
WRDN Radio

EAST REGION VICE PRESIDENT

Gale Cunningham
WYXY Radio

SOUTH REGION VICE PRESIDENT

Tony St. James
All Ag Network
KDDO/KFLP Radio

WEST REGION VICE PRESIDENT

Jody Heemstra
Red River Farm Network

MANAGEMENT & SALES COUNCIL REPRESENTATIVE

John Baker
Brownfield Ag News

MANAGEMENT & SALES COUNCIL REPRESENTATIVE

Bill Holst
WNAX Radio

ALLIED INDUSTRY REPRESENTATIVE

Chase Adams
National Cattlemen's Beef
Association

ALLIED INDUSTRY REPRESENTATIVE

Pat Morrow
BASF

MARKETING & PROMOTION CHAIR

Lance Knudson
(EX OFFICIO)
American Ag Network



NAFB NEWS SERVICE

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, www.nafbnews.com. Once on the landing page you will find ready-to-use audio reports for your daily broadcasts.

Stories available online are provided by either NAFB members, industry partners, or from NAFB News Service staff. Farm broadcasters from across the country upload audio and scripts for use by other members. 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 the 175 plus Broadcast Council members.

The NAFB News Service connects daily with 80 member stations, and 49 networks. NAFB members can be heard daily on more than 1,300 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 the News Service at seanica@nafb.com or by phone at 816.431.4032.

FUTURE NAFB NATIONAL MEETING DATES

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

73rd NAFB Convention 2016
November 9-11, 2016
Westin Crown Center
Kansas City, MO

TUESDAY, NOVEMBER 11

11:00 am - 4:00 pm

NAFB Board of
Directors Meeting
Penn Valley

5:00 pm - 9:00 pm

NAFB Foundation Board of
Directors Meeting
Roanoke
DINNER SPONSOR: FamilyFarms Group

WEDNESDAY, NOVEMBER 12

4:00 am - 6:00 pm

Broadcast Service Center
Pershing Place
SPONSOR: BASF Corporation

7:00 am - 6:00 pm

E-Mail Center
Westport
SPONSOR: BASF Corporation

7:30 am - 9:00 am

Social Media Corps
Members Breakfast
Union Hill
SPONSOR: Farm Credit

8:00 am - 6:00 pm

Registration
Roanoke Foyer
SPONSOR: John Deere

8:00 am - 5:50 pm

50-Minute Voice
Coaching Sessions
(BY APPOINTMENT ONLY)
Mayors (5th Floor)
SPONSOR: Eco Agro Resources

8:30 am - 11:30 am

Marketing & Promotion
Advisory Board Meeting
Roanoke
BREAK SPONSOR: AgriMarketing

9:00 am - 9:45 am

Idea Exchange
Liberty
SPONSOR: Nutra-Flo

Kick-off convention by sharing and learning from your fellow NAFB members. Learn what new tools and applications are being used to assist with daily broadcasts and more.

9:30 am - 10:00 am

Refreshment Break
Roanoke Foyer
SPONSOR: Katz Radio Group

10:00 am - 11:30 am

Integrating Technology into
the Agriculture Industry
Liberty
SPONSOR: WinField



Dave Rhylander
IFS LEAD
Monsanto/The Climate
Corporation (FIELDSCRIPTS)



Matt Waits
CEO
SST Technologies, Inc.



Rachelle Thibert
INTEGRATED SOLUTIONS
MANAGER
John Deere



Ron LeMay
FOUNDER AND CEO
FarmLink
(FORMER SPRINT CEO)

U.S. agriculture is in the middle of a technology revolution. Today's emerging technology changes how farmers plan and manage their operations through multiple data collection points. Hear from industry leaders in the ag technology sector as they discuss the future of agriculture driven by data and technology.

11:30 am - 1:30 pm

NAFB Foundation Luncheon
Washington Park Place
(TICKETED EVENT)
SPONSOR: CME Group

Noon - 10:00 pm

Trade Talk Setup
Century Ballroom

1:30 pm - 4:00 pm

NAFB Foundation Silent Auction
East Pershing Place

2:00 pm - 4:00 pm

Foot-and-Mouth Disease
Communications Drill
Liberty

SPONSOR: POET

Become certified as an emergency communicator, prepared to inform area producers about government and industry response in the event of a Foot-and-Mouth Disease outbreak. The session will feature a one-of-a-kind tabletop exercise facilitated by United States Department of Agriculture's Animal and Plant Health Inspection Service (APHIS), the National Pork Board, Dairy Management, Inc., the American Sheep Industry Association, and the beef checkoff through the National Cattlemen's Beef Association. Using a miniature town, farms and livestock feeding operations, participants will have the chance to set up road blocks, establish a central command, and discuss animal movements, allowing them to see the effect of their response decisions and better understand the ongoing collaborative efforts between industries and government.

4:00 pm - 4:30 pm

Announcing the New Faces of
Farming & Ranching
Liberty
SPONSORS: U.S. Farmers and
Ranchers Alliance (Additional
support by National Pork Board and
American Farm Bureau Federation)

4:00 pm - 5:00 pm

Allied Industry Council
Meeting & Election
Penn Valley

4:00 pm - 5:00 pm

Management & Sales Council
Meeting and Election
Roanoke

5:00 pm - 6:00 pm

New Members' and Past
Presidents' Reception
(INVITATION ONLY)
Brookside
SPONSOR: Cheminova

6:00 pm - 7:30 pm

Welcome Reception
Washington Park Place
(TICKETED EVENT)
SPONSOR: National Corn
Growers Association

7:30 pm - 9:00 pm

NAFB Past Presidents' Dinner
Pierpont's at Union Station
(INVITATION ONLY)
SPONSOR: GROWTH ENERGY

7:30 pm - 9:00 pm

President-Elect's
'Name That Tune'
Brookside
SPONSOR: GROWMARK

8:00 pm - 10:00 pm

DuPont Pioneer
Dessert Reception
Garden Terrace

THURSDAY, NOVEMBER 13

4:00 am - 6:00 pm
Broadcast Service Center
Pershing Place
SPONSOR: BASF Corporation

6:00 am - 2:00 pm
Registration
Roanoke Foyer
SPONSOR: John Deere

6:00 am - 8:00 am
Breakfast Buffet
Garden Terrace
SPONSORS: Dow AgroSciences
and Kinze Manufacturing

7:00 am - 1:30 pm
Trade Talk
Century Ballroom
SPONSORS: FMC Corporation and
Koch Agronomic Services

7:00 am - 6:00 pm
E-Mail Center
Westport
SPONSOR: BASF Corporation

8:00 am - 8:45 am
Student Development:
Roundtable with NAFB
Members
Union Hill
SPONSOR: Compass Minerals Plant
Nutrition

8:00 am - 3:00 pm
Portrait Photographer
Century Foyer
SPONSORS: AdFarm Public Relations,
OsbornBarr Communications and
Paulsen Marketing

8:00 am - 5:50 pm
50-Minute Voice
Coaching Sessions
Mayors (5th Floor)
(BY APPOINTMENT ONLY)
SPONSOR: Eco Agro Resources

9:00 am - 10:00 am
Student Development:
Business Etiquette
Union Hill
SPONSOR: Compass Minerals Plant
Nutrition

9:00 am - 3:00 pm
NAFB Foundation Silent Auction
East Pershing Place

9:30 am - 10:30 am
Refreshment Break
Century Foyer
SPONSOR: Raven Industries

11:30 am - 2:00 pm
Lunch Buffet & Dessert
Garden Terrace
LUNCH SPONSORS: U.S. Farmers and
Ranchers Alliance
(Additional support by National
Pork Board and American Farm
Bureau Federation)
DESSERT SPONSOR: Arysta LifeScience

1:30 pm - 3:00 pm
Trade Talk Teardown
Century Ballroom

2:00 pm - 2:45 pm
The Fabulous Beekman Boys -
The 2 New York City Guys Who
Bought a Farm
Liberty
SPONSOR: DuPont Pioneer



**Joshua Kilmer-Purcell
& Stephen Ridge**
THE BEEKMAN BOYS
Reality Television Show

2:00 pm - 3:00 pm
Refreshment Break
Roanoke Foyer
SPONSOR: Katz Radio Group

3:00 pm - 4:00 pm
NAFB All Member Meeting
Liberty

4:00 pm - 4:45 pm
Student Development:
Backpack Journalism
Union Hill
SPONSOR: Compass Minerals Plant
Nutrition

4:00 pm - 5:00 pm
Broadcast Council
Meeting & Election
Liberty

5:00 pm - 5:30 pm
Regional Member
Annual Meetings
(EAST) Roanoke
(SOUTH) Penn Valley
(WEST) Liberty

5:45 pm - 7:00 pm
NAFB Foundation Auction &
President-Elect Reception
Century B
SPONSORS: Alltech and The Propane
Education & Research Council

7:00 pm - 9:30 pm
Night of Honors
Celebration Banquet
Century C
(TICKETED EVENT)
PRESIDING: NAFB President Elect
Susan Littlefield, KZEN Radio
SPONSOR: Monsanto
This special evening event and
program, sponsored by Monsanto,
features the introduction of the 2014
NAFB Hall of Fame, the Herb Plambeck
Award for Creative Excellence, and the
Dix Harper Meritorious Service Award
honorees.

HALL OF FAME INDUCTION
SPONSOR: United Soybean Board
PRODUCTION: Farm Journal Media
INDUCTIONS: Mark Oppold, Hall of
Fame Chair, RFD-TV/
RURAL-TV

FOUNDATION AUCTION REPORT
**HERB PLAMBECK CREATIVE
EXCELLENCE AWARDS**
**DIX HARPER MERITORIOUS
SERVICE AWARD**

9:30 pm - 11:30 pm
Photo Booth
Century B
SPONSOR: BCS Communications

9:30pm - Midnight
Entertainment:
Dirt Road Prophets
Century B
SPONSOR: Irrigation Association

FRIDAY, NOVEMBER 14

4:00 am - 5:00 pm
Broadcast Service Center
Pershing Place
SPONSOR: BASF Corporation

6:30 am
NAFB 5K Walk
Roanoke Foyer
SPONSOR: Protect the Harvest

7:00 am - 9:00 am
Continental Breakfast
Century Foyer
SPONSOR: National Biodiesel Board

7:00 am - Noon
Healthy Living -
Wellness Check
Century Foyer
Flu Shots, Cholesterol, Glucose &
Blood Pressure Checks, and
Full Body Composition Analysis with a
Wellness Coach.
SPONSOR: National Bison
Association

7:00 am - 5:00 pm
E-Mail Center
Westport
SPONSOR: BASF Corporation

8:00 am - 10:00 am
Registration
Roanoke Foyer
SPONSOR: John Deere

8:00 am - 3:00 pm
Portrait Photographer
Roanoke Foyer
SPONSORS: AdFarm Public Relations,
OsbornBarr, and Paulsen Marketing

FRIDAY, NOVEMBER 14

9:00 am - Noon

Concurrent Professional
Improvement Sessions:
(REPEATING EVERY HOUR)

Improving Your
Photography Skills

Liberty

SPONSOR: DuPont Pioneer



Ken Root
AGRICULTURAL JOURNALIST
SENIOR BROADCASTER
DYERSVILLE, IA

Ken Root calls himself the best photographer in radio.

He has shot professionally since the early 1970's as both a still photographer and as a film photographer and videographer.

Ken's session will start with the basics of shooting photos that are suitable for use on a website. He will also discuss video shooting and editing. Ken will provide helpful hints on equipment and technique.

Ken Root has been a farm broadcaster since 1974. He has traveled to over forty countries as a reporter and tour leader. He covered the hostage release of passengers on TWA Flight 847 in 1986 and he was the only reporter to accompany U.S. Ag Secretary Mike Johanns to Iraq in 2006. He was a finalist in the New York City Film Festival for a television documentary: "Russia: A Kansan's Perspective".

Raise Your Voice
Coaching

East Pershing Place

SPONSOR: DuPont Pioneer



Cathy Sobocan, M.A.
VOICE COACH
TORONTO, CANADA

We could spend hours preparing stories for radio and television, but if the voice and body can't effectively communicate the story, the audience tunes out and the message is lost. This workshop will provide you with tips and tools to help you improve your on-air performance. Discover your best pace, open up your tone, or add a sense of play.

Cathy brings over twenty years of radio and television broadcasting and teaching experience to her work as a public speaking and presentation skills coach. She has graduate degrees in journalism and voice teaching. She's trained in the theatre department of York University, the Stratford Festival, Second City, etc. She has a wide range of clients including Olympic athletes, CEO's, educators, media personalities, actors, speakers, and people who just want to be more confident at public speaking. She's the voice coach of the TEDx convention in Toronto. She gives many corporate workshops. She is the sole proprietor of a business called, Raise Your Voice Coaching.

Heart Disease:
Early Lifestyle Changes, Major
Life Changing Rewards
Penn Valley
SPONSOR: DuPont Pioneer



Dr. Jane Schwabe, MD
CARDIOTHORACIC SURGEON
ST JOSEPH, MO

The decisions we make in our lifestyle at an early age and even the daily decisions we continue to make have major consequences for our futures. This presentation will cover how changes in a person's lifestyle--from nutrition to exercise to staying active can provide rewards for you and your family's future. Using visual examples and interaction with the audience, this session will impact your decision making process. Bring your recorders for an opportunity to do an interview after the session that your listeners will remember.

Dr. Jane L. Schwabe has been practicing medicine for 25 years.

Dr. Schwabe graduated from the Creighton University School of Medicine in 1989. She practices medicine in Saint Joseph, Missouri at Heartland Hospital and specializes in Adult Heart and Lung Surgery. Dr. Schwabe has performed over 5000 surgeries, including NAFB's Executive Director, Tom Brand.

The Fabulous Beekman Boys
The 2 New York City Guys Who
Bought a Farm
Roanoke
SPONSOR: DuPont Pioneer



Joshua Kilmer-Purcell & Stephen Ridge
THE BEEKMAN BOYS
SHARON SPRINGS, NY

Known best as "The Fabulous Beekman Boys" from their hit television reality show, the duo has put their stylish stamp on seasonal living. Their farm and surrounding community serve as the inspiration for their lifestyle brand, "Beekman 1802." The brand's signature beauty, home & food products can be found on the shelves of Henri Bendel, Anthropologie, Williams-Sonoma and other national retail partners. The Beekman 1802 cookbook was launched on QVC to record sales, and the memoir of their farm life, The Bucolic Plague, was a national best seller. The 2011 launch of their Beekman 1802 Blaak Cheese resulted in a wait-list of 7500 people.

Josh Kilmer-Purcell is a New York Times bestselling author of three books, and has been an award-winning Creative Director at several major advertising agencies. His first memoir, I Am Not Myself These Days, has been optioned for series development by Bravo television network. Kilmer-Purcell is a contributor to NPR.

Dr. Brent Ridge was a geriatrician at Mt. Sinai Hospital, and later became the Vice President of Health and Wellness at Martha Stewart Omnimedia, making regular appearances on The Martha Stewart Show. Dr. Ridge also writes for Huffington Post.

FRIDAY, NOVEMBER 14

Noon - 1:30 pm

Awards Luncheon

Century A

(TICKETED EVENT)

LUNCH SPONSOR: Syngenta

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

PRESIDING: Brian Winnekins

National Vice President
WRDN Radio

AWARDS AND TENURE PRESENTATIONS

MARKETCAST AND NEWSCAST AWARDS

NAFB NEWS SERVICE AWARDS PRESENTATIONS:

Seanica Otterby

NAFB News Service Editor

NEWS SERVICE AWARDS

SPONSOR: John Deere

HORIZON AWARD

FARM BROADCASTER OF THE YEAR AWARD

SPONSOR: Syngenta

12:50 pm - 4:50 pm

50 Minute Voice

Coaching Sessions

Mayors (5th Floor)

(BY APPOINTMENT ONLY)

SPONSOR: Eco Agro Resources

1:30 pm - 3:00 pm

Legislative Roundtable

Liberty

Representative Frank Lucas

(TENTATIVE) Oklahoma 3rd District

Representative Jeff Fortenberry

(TENTATIVE) Nebraska 1st District

Representative Rodney Davis

(TENTATIVE) Illinois 13th District

Senator Jerry Moran

(CONFIRMED) Kansas

Senator Mike Johanns

(CONFIRMED) Nebraska

Administrator, USDA FSA

Val Dolcini

(CONFIRMED)

Agricultural leaders review the current direction of U.S. agricultural issues and policy on the local, state, and national level. The roundtable will wrap up with a question and answer session.

3:00 pm - 3:30 pm

Refreshment Break

Roanoke Foyer

SPONSOR: KATZ Radio Group

6:00 pm - 6:45 pm

President's Reception

Benton's

Featuring the Brian Steever Band

SPONSOR: Bayer CropScience

6:45 pm - 9:00 pm

President's Banquet

Benton's

SPONSOR: National Pork Board

2013 NAFB FOUNDATION BOOSTER CLUB



The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2013:

PLATINUM LEVEL (\$1,000+)

Rich & Sharon Hull
Ken Root
Orion Samuelson

GOLD LEVEL (\$500-\$999)

American Ag Network
Max Armstrong
KFRM Radio
Michael Orso
Lyle Orwig
Evan Slack

SILVER LEVEL (\$250-\$499)

Donald Borgman
Taylor Brown
Fretwell Communications
Terry Henne
Pam Jahnke Welch
Dave Knau
Vic McGill
Gene Millard
Tom Steever
US Custom Harvesters
Hugh Whaley
Don & Kolleen Wick

BRONZE LEVEL (\$100-\$249)

Lisa Adams
Greg Akagi
AMR, Inc.
Ken Anderson
Denny L. Banister
John Block
Richard & Lois Brand
Colleen Callahan Communications
Karen Campbell
Greg Guse
Mike Hansen
Mike Hergert
Bruce Herz
Gregg Hillyer
J.L. Farmakis
Gene Kronberg
Susan Littlefield
Steve Mercer
Carrie Muehling
Russell Nemetz
Kathy Patton-Strunk
Roddy Peeples
Larry Quinn
Bill Mann Rittman
Tami Craig Schilling
Haylie Shipp
Dan Skelton
Angie Skochdopole
John Vasichek
Dee Weeda
WGFA Radio
Lory Williams

BOOSTERS (\$25-\$99)

Al Carstens
Harriet Harper
Phil Johnson
Jerry Lackey
Troy Leininger
Red River Farm Network
Verne Sheppard



NAFB PLANNER

Broadcast Planning Starts Here

AG MEDIA
RESEARCH
RATINGS

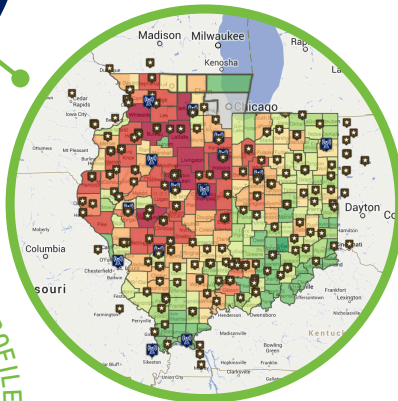
UNITED STATES
DEPARTMENT (USDA)
OF AGRICULTURE
2012 CENSUS OF
AGRICULTURAL DATA

- 25 Census Data Points
- More than 20 different USDA commodity, livestock and land census data points

RADIO
COVERAGE
AREAS
(Middle Distance Ring)

All the information
radio advertisers
need in one place.
Update your station
or network profile to
increase visibility and
awareness.

NAFB MEMBER STATION AND NETWORK PROFILES



CONVENTION SPONSORS

ADAMA

Early Registration Giveaway

ADAMA
Lisa Adams
Sage Virtual Communications
2904 West 46th Avenue
Kansas City, KS 66103
lisa@adama-vc.com

Adfarm

Portrait Photographer

AdFarm Public Relations
Dan Kirkpatrick
100 E. 7th Street
Kansas City, MO 64108
dan.kirkpatrick@adfarmonline.com

AMR

AG MEDIA RESEARCH*
STUDIES

Slide Show Presentations

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

AGP

Ag Processing Inc

Bronze Level

AGP
Jim Rodenburg
12700 W. Dodge Road
Omaha, NE 68154
jrodenburg@agp.com

AgriMarketing

Marketing & Promotion Meeting Break

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

Alltech

Foundation Auction & President Elect Reception

Alltech
Ann Hess
700 32nd Avenue South
Brookings, SD 57006
ahess@alltech.com

AMVAC

Guest Room Internet

AMVAC Chemical Corporation
Lori Dekan
P.O. Box 174
Arena, WI 53503
lorid@amvac-chemical.com



Arysta LifeScience

Trade Talk Dessert

Arysta LifeScience
Erin Nash
Woodruff Sweitzer
331 Southwest Blvd.
Kansas City, MO 64154
enash@woodruffswitzer.com

BASF

The Chemical Company
Broadcast Service Center
E-mail Center
Broadcast Service Center
High Speed Internet
BASF Corporation
Pat Morrow
26 Davis Drive
Research Triangle Park, NC 27709
pat.morrow@basf.com



Bayer CropScience

President's Reception

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



CONVENTION SPONSORS



Photo Booth

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



Welcome Lobby / Brasserie Branding

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



Trade Talk Carving Stations

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



New Members' and Past Presidents' Reception

Cheminova Inc.
Deneen Sebastian
P.O. Box 110566
Research Triangle Park, NC 27709
deneen.sebastian@cheminova.com



NAFB Foundation Luncheon Escalator Clings

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



Student Program

Compass Minerals Plant Nutrition
Carly Sabourin
800-One Research Rd
Winnipeg, MB R3T 6E3
sabourinc@compassminerals.com



Dow AgroSciences

Trade Talk Breakfast Buffet

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



Professional Improvement

DuPont Pioneer
Jane Slusark
P.O. Box 1150
Johnston, IA 50131
jane.slusark@pioneer.com



Raise Your Voice Coaching

Eco Agro Resources
Jeff Whetstone
March Consulting LLC
8765 W. Market Street
Greensboro, NC 27409
jeff@consultmarch.com



Lanyards

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



NAFB Foundation Dinner

FamilyFarms Group
Harold Birch
31832 Delhi Road
Brighton, IL 62012
hbirch@familyfarmsgroup.com



Social Media Corps

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



Water Stations

Farm Foundation, NFP
Mary Thompson
1301 W. 22nd Street
Suite 906
Oak Brook, IL 60523
mary@farmfoundation.org



Video Display

Farm Journal Media
Mark DePrez
54516 State Route 933N
South Bend, IN 46637
mdprez@farmjournal.com



Trade Talk

FMC Corporation
Brooke Ortner
Swanson Russell
14301 FNB Parkway
Omaha, NE 68154
brookeo@swansonrussell.com



President-Elect's 'Name That Tune'

GROWMARK
Amy Bradford
1701 Towanda Avenue
Bloomington, IL 61701
abradford@growmark.com



NAFB Past Presidents' Dinner

GROWTH ENERGY
Sara Brenden
7202 Giles Road, Suite 4-260
La Vista, NE 68128
sbrenden@growthenergy.org



Entertainment:

Dirt Road Prophets

Irrigation Association
John Farner
6540 Arlington Boulevard
Falls Church, VA 22042
johnfarner@irrigation.org



JOHN DEERE

NAFB News Service Awards Registration & Registration Bags

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

CONVENTION SPONSORS



Katz Media Group, Inc.

Refreshment Breaks

KATZ Radio Group
Vic McGill
233 North Michigan Avenue
Suite 300
Chicago, IL 60601
vic.mcgill@katzadvantage.com



Trade Talk Breakfast Buffet

Kinze Manufacturing
Brooke Latour
Karwoski & Courage
Public Relations
60 South 6th Street, Suite 2800
Minneapolis, MN 55402
b.latour@creativepr.com



KOCH AGRONOMIC SERVICES, LLC

Trade Talk

Koch Agronomic Services, LLC.
Emily Stoutenborough
Woodruff Sweitzer
331 Southwest Blvd.
Kansas City, MO 64108
estoutenborough@woodruffswitzer.com



Cupcake Room Drop Elevator Door Branding

Kubota Tractor Corporation
Tori Toering
3510 S. First Avenue Circle
Sioux Falls, SD 57105
tori.toering@paulsenmarketing.com

MONSANTO



Convention Program Night of Honors Celebration Banquet

Monsanto
Danielle Stuart
800 N Lindbergh Blvd.
St. Louis, MO 63167
danielle.c.stuart@monsanto.com



Continental Breakfast

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



Hand Sanitizing Stations Healthy Living - Wellness Check

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



**National Cattlemen's
Beef Association**

Room Keys

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



Welcome Reception

National Corn Growers Association
Susan Powers
632 Cepi Drive
Chesterfield, MO 63005
powers@ncga.com



NAFB Deck of Cards

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



Convention Chronicles

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



President's Banquet

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



Video Taping News Service

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



President Elect Reception

State Support: Nebraska Farm
Bureau Federation
Tina Henderson
P.O. Box 80299
Lincoln, NE 68501
tinah@nefb.org



NEBRASKA
PORK PRODUCERS

President Elect Reception

State Support: Nebraska Pork
Producers Council
Dee Petersen
7441 O Street, Suite 104
Lincoln, NE 68510
dee@nepork.org



Idea Exchange

Nutra-Flo
Jordin Edwards
Paulsen Marketing
3510 S. First Avenue Circle
Sioux Falls, SD 57105
jordin.edwards@paulsenmarketing.com



Portrait Photographer

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



Portrait Photographer

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

CONVENTION SPONSORS



Wednesday Programming: Foot-and-Mouth Disease Communications Drill

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



NAFB 5K Walk

Protect the Harvest
Brian Klippenstein
P.O. Box 1131
Davenport, IA 52805
brian@protecttheharvest.com



Precision Simplified®

Trade Talk Refreshment Break

Raven Industries
Jordin Edwards
Paulsen Marketing
3510 South 1st Avenue
Sioux Falls, SD 57105
jordin.edwards@paulsenmarketing.com



Coffee Cart in Broadcast Service Center Welcome Banner

Renewable Fuels Association
Dawn Moore
425 Third Street SW, Suite 1150
Washington, DC 20024
dmoore@ethanolrfa.org



President's Banquet Table Wine

RFD-TV
Ellen Gilliland
9500 W Dodge Road
Omaha, NE 68114
ellen@rfdtv.com



Awards Luncheon Farm Broadcaster of Year & Horizon Award

Syngenta
Ann Bryan
410 Swing Road
Greensboro, NC 27409
ann.bryan@syngenta.com



The Fertilizer Institute

Hotel Check-in Giveaway

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



Foundation Auction & President Elect Reception

The Propane Education &
Research Council
Alexis Abel
Swanson Russell
1227 S 16th Street
Lincoln, NE 68502
alexisal@swansonrussell.com



Hall of Fame Induction Schedule at a Glance

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



U.S. CUSTOM HARVESTERS, INC.

Guest Room Internet

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

U.S. Farmers



Ranchers ★Alliance★

Wednesday Programming: Announcing The New Faces of Farming & Ranching Trade Talk Luncheon

U.S. Farmers & Ranchers Alliance
(Additional support by National Pork
Board and American Farm Bureau
Federation)
Robin Boucher
16020 Swingley Ridge Road
Suite 300
Chesterfield, MO 63017
rboucher@amrms.com



Integrating Technology into the Agriculture Industry

WinField
Bill Brozak
Colle + McVoy
400 First Avenue North
Minneapolis, MN 55401
bill.brozak@collecmcvoym.com

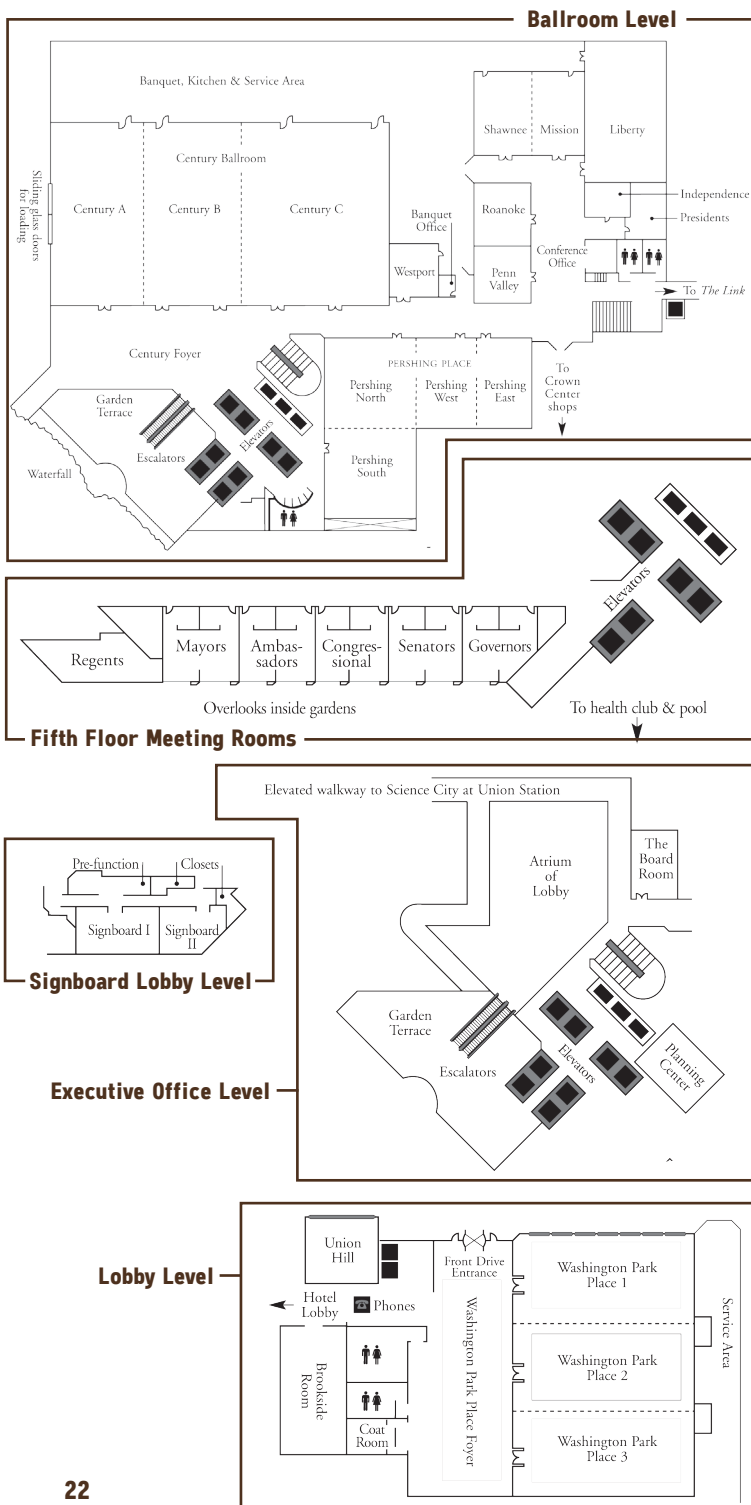


YAMAHA

Yamaha Vehicle Display

Yamaha Motor Corp., U.S.A.
Dave Harding
515 W. North Shore Drive
Hartland, WI 53029
dharding@charlestonorwig.com

HOTEL MAP



CLIMATE | BASIC™

50 MILLION ACRES AND GROWING



Visit booths #2, 3, 4 to learn more.



THE CLIMATE CORPORATION
climate.com

Data and recommendations are estimates based on The Climate Corporation's and third parties' statistical and agronomic models, research, and data. Individual results may vary, as weather, growing conditions and farming practices may vary across growers, locations and years. Data and recommendations do not modify any rights under insurance policies purchased through The Climate Corporation's affiliates. Climate Advisors and other tools are designed to assist with farming decisions, and are not a substitute for in-person monitoring and sound farming practices. © 2014 The Climate Corporation. All Rights Reserved.



EVERY GAME DAY

BEGINS WITH
A FARMER.

AmericasFarmers.com

MONSANTO



Monsanto and Vine Design® is a registered trademark of
Monsanto Technology LLC. ©2014 Monsanto Company.