

**72<sup>nd</sup> CONVENTION | NOV 11-13, 2015** 



# **CONVENTION INFORMATION**



# 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 11: 8:00 am - 6:00 pm

Thursday, November 12: 6:00 am - 2:00 pm

Friday, November 13: 8:00 am - 10:00 am

In addition to providing registration services, NAFB staff members are available to answer any questions about convention. 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 with 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 is located in East Pershing Place, Wednesday, November 11, 8:00 am - 4 pm and Thursday, November 12, 8:00 am - 3 pm. Items will be moved to Century A for final bidding at 5:45 pm. The Live Auction starts at 6:00 pm in Century A.

Sponsored by Alltech and The Propane Education & Research Council

# YOUNG PROFESSIONALS PROGRAM

Since 2013, the NAFB Young Professionals Program continues to grow. Young Professionals program is focused on career development and professionalism for students. Please introduce yourself to the Young Professionals attending NAFB Convention.

Sponsored by Granular and American Seed Trade Association

# **PORTRAIT PHOTOGRAPHER**

As a service to ALL NAFB members attending Convention, a photographer is available Thursday from 8 am to 3 pm in the Century Foyer and Friday from 8 am to 3 pm 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 convention.

Sponsored by AdFarm Public Relations, OsbornBarr and Paulsen Marketing



# CONFERENCE SOCIAL MEDIA

Post and follow the 72nd Convention on social media with the official convention hashtags:

> #NAFB15 #NAFBSocial

# **2015 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 #NAFB15 and #NAFBSocial

Sponsored by Farm Credit Services

#### **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 12. Booster Club donations can be made at the NAFB Foundation table in Roanoke Foyer.

#### **GUEST ROOM INTERNET**

Internet Service in your guest room is provided free of charge. Refer to the card you received with your room key at check-in. Sponsored by AMVAC and U.S. Custom Harvesters, Inc.

# 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 copier,
computer work stations, and
high-speed internet are available
for broadcasters. The center is
located in Pershing Place.
Sponsored by BASF Corporation

# VIDEO TAPING NEWS SERVICE

A video camera and operator is provided for NAFB broadcasters 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 am until 1:30 pm 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 Century Foyer, Friday from 7 am to noon. Services include blood pressure checks, cholesterol levels tested, and flu shots from the health care professionals on site. You will also receive a small gift. It's recommended to not eat before having your cholesterol levels checked.

Sponsored by the National Bison Association

# **WELCOME**



Since 1944, farm broadcasters are continually growing the future, paving the way for the next generation. The 72nd National Association of Farm Broadcasting (NAFB)

Convention is focused on building the future to provide success to all members. NAFB members have been on the forefront of rapid technology adaptation for years. Today, more than ever, members are leading the way with multimedia programming. NAFB broadcasters and their station or network not only produce programming for radio, but as the demand for media content beyond the airwaves grows, farm broadcasters are responding by posting stories via social media, capturing video, archiving broadcasts online, and delivering email newsletters.

As an association we continue to grow our future, and the convention is the perfect place to learn about the tools and resources to help you harvest future success. As we focus on the future, our speaker line up is geared toward future success for all three membership councils in NAFB: Broadcast, Management and Sales, and Allied Industry. I hope you participate in one of the many professional improvement sessions this year. We focused on speakers and topics important to all our members.

Thanks for attending the 72nd NAFB Convention, as we Grow Our Future To Harvest Our Success.

Sincerely,

Brian Winnekins

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#### NAFB BOARD OF DIRECTORS



**PRESIDENT**Susan Littlefield
KZEN Radio



PRESIDENT ELECT Brian Winnekins WRDN Radio



NATIONAL VICE PRESIDENT Tony St. James All Ag Network/KFLP/ KDDD Radio



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WEST REGION VICE PRESIDENT Rusty Halvorson American Ag Network



SALES COUNCIL
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Agri-News Radio Network

MANAGEMENT &



MANAGEMENT & SALES COUNCIL REPRESENTATIVE Bill Holst WNAX Radio



ALLIED INDUSTRY
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Chase Adams
National Cattlemen's Beef
Association



ALLIED INDUSTRY REPRESENTATIVE Laura Henke Charleston | Orwig



MARKETING & PROMOTIONS CHAIR Lance Knudson 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. 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 from NAFB News Service staff. Farm broadcasters from across the country upload 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 177 Broadcast Council members.

The NAFB News Service connects daily with 76 member stations, and more than 40 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 Micheal Clements at news@nafb.com or by phone at 816.431.4032 ext. 104.

## **FUTURE NAFB NATIONAL MEETING DATES**

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

**74th NAFB Convention 2017** November 8-10, 2017 Westin Crown Center Kansas City, MO **75th NAFB Convention 2018**November 7-9, 2018
Westin Crown Center
Kansas City, MO

# **TUESDAY, NOVEMBER 10**

11:00 am - 4:00 pm NAFB Board of Directors Meeting Boardroom

5:00 pm - 9:00 pm NAFB Foundation Board of Directors Meeting

Roanoke

DINNER SPONSOR: Swine Health Information Center

# WEDNESDAY, NOVEMBER 11

4:00 am - 6:00 pm Broadcast Service Center

Pershing Place

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 - 4:00 pm NAFB Foundation Silent Auction East Pershing Place

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

8:30 am - 11:30 am Marketing & Promotion Advisory Board Meeting Roanoke

BREAK SPONSOR: Agri Marketing magazine

9:00 am - 10:00 am Refreshment Break Roanoke Foyer SPONSOR: KATZ Radio Group 9:30 am - 10:15 am Science of Weather and Market Impact

Shawnee Mission

SPONSOR: Livestock Marketing Association



Bryce Anderson SENIOR AG METEOROLOGIST, DTN/THE PROGRESSIVE FARMER OMAHA, NE

This session will review timing, impact and longevity of weather events on markets.

Bryce Anderson has brought in-depth analysis and forecasts on agricultural weather and market impact to DTN readers in the U.S. and worldwide for more than 20 years. His daily weather commentaries, videos, blogs and articles in *The Progressive Farmer* magazine are widely read and watched.

A frequent guest on regional and national ag media programs, his regular appearance list includes regional radio stations and networks in South Dakota and Minnesota as well as the nationally-broadcast AgriTalk radio show. He has also provided forecast comment for articles in Bloomberg commodity news along with publications in Canada, the United Kingdom and Ukraine. His personal appearance schedule includes presentations at producer conferences and farm shows.

Bryce is from a crop and livestock farm in south-central Nebraska. Prior to joining DTN, he was an award-winning farm broadcaster and agricultural meteorologist at radio and television stations in lowa, Missouri and Nebraska. He is a member of the American Meteorological Society and the American Ag Editors Association.

# 10:30 am - 11:15 am Technology Tips and Tricks Shawnee Mission SPONSOR: Grassland Oregon



**Shannon Oleen** KANSAS CITY, MO

Small business owner and millennial Shannon Oleen shares her top tips and tricks on how to effectively get your message across to your audience via the internet. In this session, attendees will learn the latest apps for business, tips on email marketing and shortcuts to streamline your social media. Come prepared with questions and ready to leave with tangible takeaways to easily implement into your schedule!

Shannon developed her own brand as an energetic tour-de-force serving as an NFL Cheerleader, a Pryor Leadership Fellow, and an entrepreneur. Shannon has consulted and performed executive recruitment searches for major corporations around the country. She also spent two weeks living on a canoe in the Everglades (twice) and helped crocodiles with personal development from a very, very, very far distance.

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



# 2:00 pm - 2:45 pm Farm Radio Connects Roanoke

Research conducted during 2015 continues to prove farmers and ranchers are heavy radio users, and continue to count on their local farm broadcasters. Session will include a review of 2015 research conducted by Millennium Research.

2:00 pm - 2:45 pm The Diversity and Success of Agri-Tourism Shawnee Mission SPONSOR: POET



Steve Peterson
PRESIDENT, WISCONSIN
AGRICULTURAL
TOURISM ASSOCIATION
MADISON, WI

Agri-Tourism has exploded on the scene throughout the state of Wisconsin. The impact is felt in both the tourism and agricultural industries. Learn how the Wisconsin Agricultural Tourism Association has led a coordinated effort to market and educate tourists and farmers on the rapid popularity of this industry.

Steve Peterson has been President of the Wisconsin Agricultural Tourism Association for almost two years and during that time the organization has doubled its membership. He led the way with legislators to pass the first ever Agri-Tourism Limited Liability Law in 2014. Steve owns his own marketing business, Top Dog Marketing and is the Monroe County Economic Development Coordinator. He grew up on a large dairy farm and has over two decades of experience in the radio and TV industry. Steve is the past Economic Development/ Tourism Director for the City of Sparta and is a current member of the SW Wisconsin International Trade, Business & Economic Development Council.

3:00 pm - 3:45 pm Crisis Communications Shawnee Mission SPONSOR: Farmers Edge



Agi Schafer PRINCIPAL, ASK-COMM STRATEGIES, LLC KANSAS CITY, MO



John Dutcher, APR
PRESIDENT, DUTCHER
& ASSOCIATES, LLC
KANSAS CITY, MO

A crisis in today's food and agriculture industry is more than another story, and as a media representative, you're a big factor in how all involved weather the event. Enriching your understanding of the people who manage crises, those whose organizations experience them and their communication challenges, can help you report a more relevant story - not only to your regular audience, but listeners, viewers and readers in other media as well.

Agnes (Agi) Schafer-Kreiser is a senior consultant and public relations/marketing professional with more than 30 years of experience. Throughout her agency and corporate career, she has provided a wide range of clients with public relations and marketing communications strategies including crisis and reputation management. While her experience covers a broad range of disciplines, Schafer's passion is to create pro-active campaigns that unify messages, increase reach, build brands, and strengthen product and company reputation across disciplines and audience channels.

John Dutcher directs strategy, issues management and national and international media outreach for a wide range of food and agriculture clients. His firm's clients include international NGOs, some of the world's largest public relations and marketing agencies, corporate clients

active within the range of consumerbranded food and pet products, crop and livestock inputs, and bench science serving the betterment of agriculture and the environment. With nearly 30 years' experience in public relations, John has deep experience in strategic development, issues management and national and international media relations.

4:00 pm - 4:45 pm Building an Online Audience with Blogs Shawnee Mission SPONSOR: Farmers Edge



Sabrina Hill FARM NEWS DIRECTOR, AGNET WEST RADIO NETWORK FRESNO, CA

Writing for the internet is different from any other type of writing we can do. Learn along with a fellow farm broadcaster who has recently found a new way to share a story. Sabrina Hill has written for newspapers, magazines, text books, television, and radio. She found none of that helps with good blogging. She will share her research into blogging along with what has worked so far - and what hasn't - to help you start building an online audience.

Sabrina Hill is the Farm News Director for AgNet West Radio Network in California. She's written professionally for a variety of media platforms during her 20 year career as a journalist.

4:00 pm - 5:30 pm Allied Industry Council Meeting and Election Penn Valley

4:00 pm - 5:30 pm Management & Sales Council Meeting and Election Roanoke

5:00 pm – 5:45 pm Young Professionals: Meet & Greet Union Hill SPONSORS: Granular and American Seed Trade Association

## 5:00 pm - 6:00 pm

**New Members and Past Presidents** Reception

(INVITATION ONLY) Brookside

SPONSOR: FarmLink

## 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

# **THURSDAY, NOVEMBER 12**

# 4:00 am - 6:00 pm

**Broadcast Service Center** 

**Pershing Place** 

SPONSOR: BASF Corporation

# 6:00 am - 2:00 pm

Registration

Roanoke Fover 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

# 8:00 am - 8:45 am

Young Professionals: Roundtable

with NAFB Members

Shawnee

SPONSORS: Granular and

American Seed Trade Association

# 8:00 am - 3:00 pm

Portrait Photographer

Century Foyer

SPONSORS: AdFarm Public Relations, OsbornBarr Communications and

Paulsen Marketing

# 8:00 am - 3:00 pm

**NAFB Foundation Silent Auction** East Pershing Place

# 8:00 am - 5:50 pm

50-Minute Voice

**Coaching Sessions** 

Governors (5th Floor)

(BY APPOINTMENT ONLY)

SPONSOR: Eco Agro Resources

# 9:00 am - 9:45 am

Young Professionals: Business **Etiquette You Need to Know** 

Shawnee

SPONSORS: Granular and

American Seed Trade Association

# 9:30 am - 10:30 am

Trade Talk Refreshment Break

Century Foyer

SPONSOR: West Central Distribution

#### 11:30 am - 2:00 pm **Lunch Buffet & Dessert**

Garden Terrace

LUNCH SPONSOR: U.S. Farmers

and Ranchers Alliance

DESSERT SPONSOR: Arysta LifeScience

#### 1:30 pm - 3:00 pm

Trade Talk Teardown

Century Ballroom

2:00 pm - 3:00 pm Refreshment Break

Roanoke Fover

SPONSOR: KATZ Radio Group

#### 2:30 pm - 4:00 pm

**NAFB All Member Meeting** Liberty

4:00 pm - 4:45 pm

Young Professionals: Backpack

**Journalism** 

Shawnee

SPONSORS: Granular and American Seed Trade Association

4:00 pm - 5:00 pm

**Broadcast Council Meeting** 

and Election

Liberty

5:00 pm - 5:30 pm

**Regional Member Annual Meetings** 

(EAST) Roanoke

(SOUTH) Mission

(WEST) Liberty

# 5:45 pm - 7:00 pm NAFB Foundation Auction and **President-Elect Reception** Century A

SPONSORS: Alltech and The Propane Education & Research Council

# 5:45 pm - 7:45 pm **Photo Booth** Century Foyer

SPONSOR: BCS Communications

# 7:00 pm - 9:30 pm Night of Honors Celebration **Banquet**

Century BC (TICKETED EVENT) SPONSOR: Monsanto

This special evening event and program, sponsored by Monsanto, features the introduction of the 2015 NAFB Hall of Fame, the Herb Plambeck Award for Creative Excellence, and the Dix Harper Meritorious Service Award honorees.

# HERB PLAMBECK CREATIVE **EXCELLENCE AWARDS**

# DIX HARPER MERITORIOUS SERVICE AWARD

# HALL OF FAME INDUCTION

SPONSOR: PRODUCTION: INDUCTIONS:

United Soybean Board Farm Journal Media Janet Adkison, Immediate Past President

RFD-TV/RURAL-TV







Mike Hergert

# FRIDAY, NOVEMBER 13

# 4:00 am - 5:00 pm **Broadcast Service Center**

**Pershing Place** 

SPONSOR: BASF Corporation

# 6:30 am

NAFB 5K Walk

Roanoke Fover

SPONSOR: Protect the Harvest

# 7:00 am - 9:00 am

Continental Breakfast

Garden Terrace

SPONSOR: National Biodiesel Board

# 7:00 am - Noon

Healthy Living - Wellness Check Century Foyer

Flu Shots, Cholesterol Testing and **Blood Pressure Checks** SPONSOR: National Bison Association

# 8:00 am - 10:00 am

Registration Roanoke Fover

SPONSOR: John Deere

# 8:00 am - 9:00 am Young Professionals: Speed Dating

Roanoke

SPONSORS: Granular and American Seed Trade Association

## 8:00 am - 3:50 pm

50 Minute Voice **Coaching Sessions** 

Governors (5th Floor) (BY APPOINTMENT ONLY)

SPONSOR: Eco Agro Resources

# 8:00 am - 10:30 am **Networking Exchange** Century A

Connecting the agri-marketing industry with NAFB members. During the Networking Exchange participants will exchange information about their stations, audience, market, and advertising needs. Each connection meeting will last between 10-15 minutes.

# 8:00 am - 3:00 pm Portrait Photographer

Roanoke Fover

SPONSORS: AdFarm Public Relations. OsbornBarr and Paulsen Marketing

9:00 am – 11:45 am Concurrent Professional Improvement Sessions: (REPEATING EVERY HOUR)

The Secret Formula for Sales Success Mission

SPONSOR: DuPont Pioneer



Matt Middendorp SALES MATH CONSULTING, LLC DURAND, WI

Anyone can sell. Do you believe it? Most don't, and herein lies the problem. The concept of sales has an almost mythical "aura" around it, and the stereotypes surrounding what makes a great sales person run almost as deep. It's time to burst that particular bubble.

Join Matt Middendorp, the founder of Sales Math, to uncover how the passion you already possess can give you the confidence to achieve your growth goals. In this session Matt will guide you through his "Formula for Success." Anyone can sell if they dedicate themselves to learning a process that works. Start down the path toward the confidence and skills that will allow you to unlock your sales potential.

Matt Middendorp has over 20 years of experience turning connections into customers and advocates. In 2013, Matt founded Sales Math, and debuted his "Formula for Success" sales training system to business owners across the country. From the beginning, Matt's clients have experienced learning that is fun. meaningful, and can be used in the real world. Today, Matt's core philosophies of "Learn Together, Do Together, Grow Together" are taught through coaching, online training, and sales mastermind groups. His clients' businesses are making millions based on the confidence and skill gained from learning a sales process tailored to their individual personalities and businesses.

# Retirement Made Simple Shawnee SPONSOR: DuPont Pioneer

SPONSOR: DuPont Pionee



**Ed Douglas** CHILLICOTHE, MO

This session will answer the following questions: How much do I need in retirement? How much do I need to save? What type of account should I choose? How should I invest? Ed will also address how to spend money in retirement.

Ed Douglas is the owner of Ed Douglas Certified Financial Planning/ Consulting CFP He was previously a banker for 32 years serving as President, Chairman and CEO of Citizens Bancshares and is currently Chairman Emeritus and Board Member. Ed is the author of three books and regularly gives financial talks and seminars as well as talks on character and values to students. From 1998-2014, Ed was a high school tennis coach (19 seasons of boys and or girls) and is a member of the 50 States Marathon Club. He has served on the Missouri Highway and Transportation Commission, as well as President of the Northwest Missouri State Board of Regents and is currently a trustee at William Jewell College. He has been married to his wife, Marla for 37 years and they have three children and three grandchildren.



# Developing a Word Hunting Mindset

Liberty
SPONSOR: DuPont Pioneer



Bill Allen
ASSISTANT
PROFESSOR OF
SCIENCE JOURNALISM
UNIVERSITY OF
MISSOURI SCHOOL
OF JOURNALISM
COLUMBIA, MO

Concise use of words is key to good storytelling and keeping your audience engaged. Making every sentence you write or speak clear and effective is far from a dull, academic exercise. It is a close-quarters battle, and victory goes to the quick and the smart. Bill Allen will present some tips and easy targets to help you improve your skill at hunting down and taking out the enemy: needless words.

Bill Allen specializes in getting students into the field to learn how to report on agriculture, the environment and natural resources. He served 25 years as a journalist before joining the University of Missouri faculty in 2004. A specialist in science, environment and medical reporting, he holds a joint appointment in the Missouri School of Journalism and the Science and Agricultural Journalism Program of the MU College of Agriculture, Food and Natural Resources. Bill was senior investigative reporter/medical at the Louisville Courier-Journal in 2003-04 and a science, environment and medical reporter at the St. Louis Post-Dispatch from 1989-2002.

# 9:30 am - 11:00 am

Refreshment Break Roanoke Foyer SPONSOR: KATZ Radio Group



11:00 am - 12:00 pm FCC Update Roanoke



Ajit Pai FCC COMMISSIONER

Commissioner Pai's focus is on creating a regulatory environment in which competition and innovation will flourish, thus benefitting American consumers. He believes that it is vital for the FCC to adopt policies that will give private firms the strongest incentive to raise and invest capital; to develop new products and services; and to compete in established and new markets. Specifically, Commissioner Pai is working to remove uncertainty that can deter businesses and investors from taking risks, to revisit outdated regulations, and to set clear, modernized rules for the road. These steps will result in consumers enjoying better products at lower prices and the communications industry contributing to faster economic growth and more iob creation.

# 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

#### **TENURE PRESENTATIONS**

# MARKETCAST AND NEWSCAST AWARDS

# NAFB NEWS SERVICE AWARDS

Micheal Clements NAFB News Service Editor SPONSOR: John Deere

# HORIZON AWARD

SPONSOR: Syngenta

# FARM BROADCASTER OF THE YEAR AWARD

SPONSOR: Syngenta

# 1:30 pm - 3:15 pm **Concurrent Professional Improvement Sessions:** (REPEATING EVERY HOUR)

Media 301: Buying Beyond the Ratings Shawnee

SPONSOR: DuPont Pioneer



Laura Henke MEDIA SUPERVISOR, CHARLESTON | ORWIG HARTLAND, WI

Numbers are good, numbers are quantitative, but are the numbers the only way to buy and sell radio? Hear what should factor into decisions when selecting what stations make the buy from someone who has planned and bought radio for three decades. Gain some insight into what radio reps should ask and what agencies are looking for from stations and helpful hints about when to submit proposals and how radio can play a part in PR budgets. This session will provide an opportunity to ask those questions you'd really like to, but never felt were appropriate. It's more than just numbers!

Laura Henke grew up working on dairy farms and an Arabian horse farm in southeastern Wisconsin before earning a bachelor's degree from the University of Wisconsin-River Falls with a double major in agricultural business and ag marketing and minors in animal science, farm management and ag economics. She has nearly 30 years of media buying experience.

Agriculture is her specialty, but she has also worked on business-tobusiness, industrial, food service and consumer segments. As Media Supervisor she works to gather information in order to identify how best to reach target audiences for clients, getting the greatest impact for their messages. She has been a NAMA member since college and an NAFB member for the past 10 years. She currently serves as an NAFB Allied Industry Council representative on the Board of Directors.

## **Leading Your Sales Team to Victory** Mission

SPONSOR: DuPont Pioneer



Matt Middendorp SALES MATH CONSULTING, LLC DURAND, WI

Far and away, leading and managing a team of sales people is the ultimate test of anyone's sales ability. Where else in business do we have constant interaction with our customers? Where else do we have to prove ourselves worthy day after day? Where else can one seemingly small mistake with one individual send ripples that can impact an entire team?

Join Matt Middendorp, the founder of Sales Math, and dig into the thinking and routines he used to develop award winning sales teams for over 20 years. The fact is, far more time is spent on training and developing sales teams than improving sales management, and the results are predictable. Some swim, but most sink...usually taking their teams down with them. It doesn't have to be that way.

# 6:00 pm - 6:45 pm **President's Reception** Renton's

FEATURING THE BRIAN STEEVER BAND SPONSOR: Bayer

6:45 pm - 9:00 pm **President's Banquet** (RESERVATION REQUIRED) Benton's

SPONSOR: National Pork Board



# 2014 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies and organizations contributed to the Booster Club in calendar year 2014:

# 2014 NAFB FOUNDATION BOOSTER CLUB

# PLATINUM LEVEL (\$1,000+)

Max Armstrong Rich & Sharon Hull Jessie Logan

Orion Samuelson

# GOLD LEVEL (\$500-\$999)

American Ag Network Jim and Marlene Evans

Vic McGill Gene Millard Lyle Orwig Evan Slack

# SILVER LEVEL (\$250-\$499)

Brian Allmer Taylor Brown

Fretwell Communications Growmark, Inc./Growmark

Foundation Rick Haines Terry Henne Russell Parker

Ken Root

**US Custom Harvesters** 

Hugh Whaley

Cyndi Young-Puyear

# BRONZE LEVEL (\$100-\$249)

Greg Akagi Ken Anderson John Block

Royce and Helen Bodiford Richard and Lois Brand

Karen Campbell
Greg Guse
Harriet Harper
Bruce Herz
KFRM Radio
Andrew LaVigne

MustangRED Communications

Kathy Patton-Strunk Roddy Peeples Christine Quinn Larry Quinn Bill Mann Rittman Haylie Shipp Dan Skelton Angie Skochdopole

John Vasichek
Don and Kolleen Wick

Lory Williams

# BOOSTERS (\$25-\$99)

Al Carstens Phil Johnson

KCE Public Affairs Associates LLC

Jerry Lackey Troy Leininger Verne Sheppard



# Portrait Photographer

AdFarm 2101 Broadway Blvd., Ste. 21 Kansas City, MO 64108 www.adfarmonline.com



## Slide Show Presentations

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



Ag Processing In Bronze Level

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

# **Agri Marketing**

# Marketing & Promotion Meeting Break

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



Foundation Auction & President Elect Reception Alltech Ann Hess 700 32nd Avenue South Brookings, SD 57006 ahess@alltech.com



Guest Room Internet

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



# **Trade Talk Dessert**

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



# Young Professionals Program

American Seed Trade Association Bethany Shively 1701 Duke Street, Suite 275 Alexandria, VA 22314 bshively@amseed.org



We create chemistry

Broadcast Service Center

Broadcast Service Center Internet Broadcast Service Center Coffee Break Computer Work Stations BASF Corporation Pat Morrow 26 Davis Drive Research Triangle Park, NC 27709



#### President's Reception

pat.morrow@basf.com

Bayer
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



# NAFB Foundation Luncheon Escalator Clings CME Group

20 South Wacker Drive Chicago, IL 60606 education@cmegroup.com



Dow AgroSciences

# Trade Talk Breakfast Buffet

Dow AgroSciences Susan Carney 9330 Zionsville Road Indianapolis, IN 46268 scarney@dow.com



# **Friday 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 Whetstine 6151 Lake Osprey Drive Sarasota, FL 34240 jwhetstine@ecoagro.com



# Water Station Pub Glasses

EXEDE Internet
Leslie Stinson
ViaSat
349 Inverness Drive South
Englewood, CO 80112
leslie.stinson@viasat.com



# Social Media Corps

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



#### Lanvards

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

# **CONVENTION SPONSORS**



## Video Display

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



Wednesday Programming: Crisis Communications Building an Online Audience with Blogs

Mith Bigs Farmers Edge Marina Barnes Unit B – 5220 12th Avenue East Shakopee, MN marina.barnes@farmersedge.ca



New Members' and Past Presidents' Reception

FarmLink Bryan Howard 1600 Genessee Street, Suite 700 Kansas City, MO 64102 bhoward@farmlink.com



# Trade Talk

FMC Corporation Kelly Jefferson Swanson Russell 14301 FNB Parkway, Suite 312 Omaha, NE 68116 kellyj@swansonrussell.com



Young Professionals Program Granular Agustina Sacerdote 501 2nd Street, Suite 211 San Francisco, CA 94107 agustinasacerdote@granular.ag



Wednesday Programming: Technology Tips and Tricks Grassland Oregon Risa DeMasi 4455 60th Avenue NE Salem, OR 97305 risademasi@grasslandoregon.com

# **GROWMARK**

President-Elect's 'Name That Tune' GROWMARK Amy Bradford 1701 Towanda Avenue Bloomington, IL 61701 abradford@growmark.com



# growth energy

NAFB Past Presidents' Dinner Growth Energy Sara Brenden 777 North Capitol St. NE, Suite 805 Washington, DC 20002 sbrenden@growthenergy.org



# JOHN DEERE

NAFB News Service Awards Registration & Convention Bags John Deere Barry Nelson 10789 S. Ridgeview Road Olathe, KS 66061 nelsonbarrye@johndeere.com



## 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
Coral Graszer
Shawn Ungs
Karwoski & Courage Public Relations
150 S. 5th St., Suite 1025
Minneapolis, MN 55402
c.graszer@creativepr.com
s.ungs@creativepr.com

# K KOCH.

KOCH AGRONOMIC SERVICES, LLC

Trade Talk

Koch Agronomic Services, LLC. Erin Nash Woodruff Sweitzer 331 Southwest Boulevard Kansas City, MO 64108 enash@woodruffsweitzer.com



# Cupcake Room Drop Elevator Door Branding

Kubota Tractor Corporation Tori Toering Paulsen 3510 S. First Avenue Circle Sioux Falls, SD 57105 tori.toering@paulsen.ag



# Wednesday Programming: Science of Weather and Market Impact

Livestock Marketing Association Lindsay Graber 10510 N. Ambassador Drive Kansas City, MO 64153 Igraber@Imaweb.org

# MONSANTO



# Convention Program Night of Honors Celebration

Banquet Monsanto Jeff Neu 800 North Lindbergh Boulevard – A2N St. Louis, MO 63167



jeffrey.w.neu@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



## **Guest Room Keys**

National Cattlemen's Beef Association and Federation of State Beef Councils Chase Adams 1301 Pennsylvania Avenue NW Suite 300 Washington, DC 200004 cadams@beef.org

#### **CONVENTION SPONSORS**



# Welcome Reception

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



#### NAFB Phone Wallet

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 Sarah Gonzalez 1250 I Street NW, Suite 1003 Washington, D.C. 20005 sgonzalez@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 Dan Riedinger 4301 Wilson Boulevard Arlington, VA 22203 dan.riedinger@nreca.coop



# Portrait Photographer OsbornBarr Jennifer Anthony 914 Spruce Street

St. Louis, MO 63102 jennifer.anthony@osbornbarr.com

# PAULSEN

# Portrait Photographer

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



#### Wednesday Programming:

The Diversity and Success of Agri-Tourism POET Matt Merritt 4615 N. Lewis Avenue Sioux Falls, SD 57104 matt.merritt@poet.com



# President Elect Reception

State Support: Professional Dairy Producers - Dairy's Professional Development Organization Shelly Mayer 820 North Main Juneau, WI 53039 smayer@pdpw.org

## **CONVENTION SPONSORS**



## NAFB 5K Walk

Protect the Harvest Theresa Lucas 480 Southpoint Circle Brownsburg, IN 46112 tlucas@lucasoil.com



RENEWABLE FUELS ASSOCIATION

# Convention Coffee Cart Welcome Banner

Renewable Fuels Association Tony Jackson 425 Third Street SW, Suite 1150 Washington, DC 20024 tjackson@ethanolrfa.org



Swine Health Information Center

#### **NAFB Foundation Dinner**

Swine Health Information Center Paul Sundberg 308 26th Street Perry, IA 50220 psundberg@swinehealth.org



Awards Luncheon Farm Broadcaster of Year & Horizon Awards

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



#### Patron Sponsor

The Andersons Nutra-Flo Jordin Edwards Paulsen 3510 S. 1st Avenue Circle Sioux Falls, SD 57105 jordin.edwards@paulsen.ag



# 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 Brooke Behrendt Swanson Russel 1222 P Street Lincoln, NE 68508 brookeb@swansonrussell.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\*

# **Trade Talk Luncheon**

U.S. Farmers & Ranchers Alliance Larry Stoller 16020 Swingley Ridge Road, Suite 300 Chesterfield, MO 63017 Istoller@usfraonline.org



## Hall of Fame Induction Schedule at a Glance

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



## **Trade Talk Refreshment Break**

West Central Distribution Coral Graszer Shawne Ungs Karwoski & Courage Public Relations 150 S. 5th Street, Suite 1025 Minneapolis, MN 55402 c.graszer@creativepr.com s.ungs@creativepr.com

# WINFIELD

Early Registration Giveaway WinField Bill Brozak Colle + McVoy 400 1st Avenue N, Suite 700 Minneapolis, MN 55401 bill.brozak@collemcvoy.com



# **President Elect Reception**

State Support: Wisconsin
Broadcasters Association
Michelle Vetterkind
44 E. Mifflin Street, Suite 900
Madison, WI 53703
mvetterkind@wi-broadcasters.org



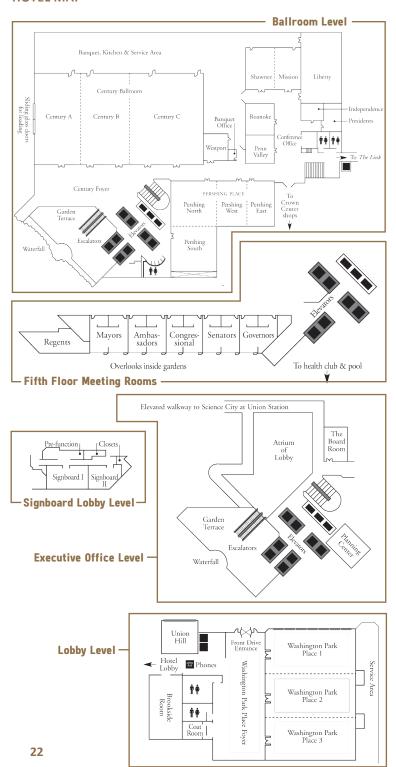
# President Elect Reception

State Support: Wisconsin Milk Marketing Board Brenda Murphy 8418 Excelsior Drive Madison, WI 53717 bmurphy@wmmb.org



# Yamaha Vehicle Display

Yamaha Motor Corporation, USA Dave Harding Charleston | Orwig 515 W. North Shore Drive Hartland, WI 53029 dharding@charlestonorwig.com

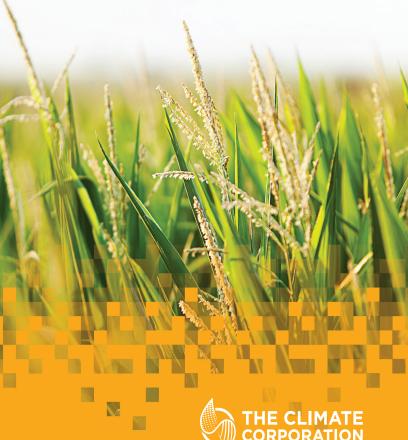






# Visit booth #2

to learn more about The Climate Corporation's newly integrated digital ag platform.





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