

NATIONAL ASSOCIATION OF FARM BROADCASTING
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 8:
8:00 am - 6:00 pm

Thursday, November 9:
6:00 am - 2:00 pm

Friday, November 10:
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.”

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 Chemical Corporation and U.S. Custom Harvesters, Inc.

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction is located in East Pershing Place, Wednesday, November 9, 8:00 am – 4:00 pm and Thursday, November 10, 8:00 am – 3:00 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.

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 American Seed Trade Association and Dairy Business Milk Marketing Cooperative

PORTRAIT PHOTOGRAPHER

As a service to everyone attending Convention, a photographer is available Thursday from 8:00 am to 3:00 pm in the Century Foyer and Friday from 8:00 am to 3:00 pm in the Roanoke Foyer. This is a great opportunity to have your professional picture taken!

Digital images will be sent, at no cost, after convention.

Sponsored by American Seed Trade Association and Dairy Business Milk Marketing Cooperative

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

WESTIN WORKOUT FITNESS STUDIO

The perfect solution for people committed to maintaining personal wellness. All NAFB Convention attendees have access to the fitness studio during their stay.

Sponsored by Compass Minerals



CONFERENCE SOCIAL MEDIA

Post and follow the 2017 Convention on social media with the official convention hashtag:

#NAFB17

2017 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 hashtag **#NAFB17**

Sponsored by Farm Credit and Zoetis

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 10. Booster Club donations can be made at the NAFB Foundation table in Roanoke Foyer.

MAKE A GREEN CHOICE (MAGC)

NAFB has partnered with the Westin Hotel to help support the NAFB Foundation through their Make a Green Choice (MAGC), sustainability program. All guest rooms booked through the Convention room block are automatically enrolled in MAGC and will receive a daily light touch cleaning; refresh towels, empty trash, and replace amenities. For each room enrolled in MAGC, Westin will donate \$3 to the NAFB Foundation. If you choose to opt out of the program, and receive housekeeping services, simply notify Service Express by dialing "0", or stop by the Front Desk to let them know you would like to be taken off the list.

NAFB BROADCAST SERVICE CENTER

An extensive Broadcast Service Center is available for broadcasters to keep up on daily ag news stories, conduct interviews, and feed programs. Broadcast/interview tables, along with computer work stations, and high-speed internet connections are available for broadcasters. The center is located in Pershing Place.

Sponsored by BASF Corporation

PERSONAL BRANDING SESSIONS

Sit down with Jerry Haack, a Certified Professional Co-Active Coach, for a 50-minute session, on how to leave a legacy and create your life mission. During the session, you will explore what is keeping you from achieving your goals, and develop steps to achieve success on your personal and professional goals. Session registration required. See registration desk for more details.

Sponsored by Firestone Ag

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 TO THE 74TH CONVENTION

The convention is always jam-packed with opportunities for attendees to network, learn and share while getting the business of agriculture communicated to producers. This year is no different. On the agenda this year is the United States Department of Agriculture Secretary, Sonny Perdue (Invited), Dr. Kevin Folta from the University of Florida and Mr. Howard G. Buffett. Dr. Folta will share his knowledge on engaging with the public about modern agricultural practices, and Mr. Buffett will be joining us for a Q&A deep dive session into global agricultural issues shaping the world's food supply. And, Karen Siebert with Harvesters—The Community Food Network, to share information about the other 80 percent of the farm bill impacting the food insecure in our communities.

As always, we'll honor the greats of our industry with inductions into the NAFB Hall of Fame, this year we welcome Mark Vail and Gary Wergin (Awarded Posthumously). We will also honor industry partners, highlight award-winning radio advertising campaigns and award broadcasters for great pieces of journalism, tenure awards, Horizon Award and Farm Broadcaster of the Year.

NAFB will also host many college students as we continue to focus efforts on developing a new generation for careers in broadcasting and supporting industries. This year, the NAFB Foundation with support from industry partners will be awarding another \$25,000 in college scholarships.

Thanks again for attending NAFB Convention, and a huge thank you to our sponsors who make our convention a success.



Tom Cassidy
President Elect

NAFB BOARD OF DIRECTORS



PRESIDENT

Max Armstrong
Farm Progress/WGN Radio



PRESIDENT ELECT

Tom Cassidy
Ag Radio Network



VICE PRESIDENT

Lorrie Boyer
KSIR Radio



EAST REGION VICE

PRESIDENT
Spencer Chase
Agri-Pulse
Communications, Inc.



SOUTH REGION VICE

PRESIDENT
Gary Cooper
AgNet Media



WEST REGION VICE

PRESIDENT
Sabrina Hill
AgNet West Radio Network



MANAGEMENT & SALES COUNCIL REPRESENTATIVE

Tim Marshall
KRVN Rural Radio Network



MANAGEMENT & SALES COUNCIL REPRESENTATIVE

Breck Von Bank
American Ag Network



ALLIED INDUSTRY REPRESENTATIVE

Laura Henke
FLM Harvest



ALLIED INDUSTRY REPRESENTATIVE

Mark Lambert
National Corn Growers
Association



MARKETING & PROMOTIONS CHAIR

Lance Knudson
American Ag Network

NAFB NEWS SERVICE



The NAFB News Service connects you to current agricultural news

from around the country, and from fellow NAFB members.

The News Service provides Broadcast Council members with current news, information, commodity prices and more in a single location. The News Service is located on NAFB.com. Once logged in, broadcasters find ready-to-use audio reports for daily broadcasts.

Stories available online are provided by NAFB members, industry partners, and from NAFB News Service staff. Farm broadcasters from across the country submit audio and scripts for use by other broadcasters.

Industry partners work with the News Service to produce and distribute news and information on product updates, legislative issues, and association news, utilizing the News Service as an effective and efficient way to connect with 177 Broadcast Council members.

The NAFB News Service connects daily with more than 70 member stations, and more than 40 networks. NAFB members can be heard daily on more than 1,500 radio, TV and satellite stations throughout the United States.

For more information on how to access the NAFB News Service or how to utilize the News Service for your next product announcement, contact Micheal Clements at news@nafb.com or by phone at 816.431.4032 ext. 104.

FUTURE NAFB NATIONAL MEETING DATES

75th NAFB Convention 2018

November 7-9, 2018
Westin Crown Center
Kansas City, MO

76th NAFB Convention 2019

November 13-15, 2019
Westin Crown Center
Kansas City, MO

77th NAFB Convention 2020

November 11-13, 2020
Westin Crown Center
Kansas City, MO

TUESDAY, NOVEMBER 7

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: John Deere

WEDNESDAY, NOVEMBER 8

4:00 am - 6:00 pm

Broadcast Service Center
Pershing Place

SPONSOR: BASF Corporation

7:00 am - 9:00 am

**Social Media Corps
Members Breakfast**
The Brasserie

SPONSORS: Farm Credit and Zoetis

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 - 4:50 pm

**50-Minute One-on-One Personal
Branding Sessions**
(BY APPOINTMENT ONLY)

Union Hill West

SPONSOR: Firestone AG

8:30 am - 11:30 am

**Marketing & Promotion Advisory
Committee Meeting**
Roanoke

SPONSOR: Agri Marketing magazine

9:00 am - 10:00 am

Refreshment Break
Roanoke Foyer

SPONSOR: U.S. Farmers & Ranchers Alliance

10:30 am - 11:15 am

**Communicating Concepts in
Biotechnology to a Concerned Public**
Shawnee Mission

SPONSOR: Dairyland Seed



Dr. Kevin Folta
UNIVERSITY
OF FLORIDA
HORTICULTURAL
SCIENCES
DEPARTMENT

The use of genetic engineering (GE; familiarly 'GMO') in crop development has been helpful to agriculture, yet a public remains unsure of the technology. The use of GE crops increased with the use of the internet. Companies kept information about their innovations limited to the farmers that used them. Meanwhile, the public began to create its own image of what these crops were, along with associated narratives.

Today the public does not know what to believe or who to trust. This leads to precautionary food choices, and slow deployment of good technology that helps farmers and can have environmental and developing world benefit. Scientists and ag professionals have not stepped into the discussion, and when they do, they do it incorrectly, potentially making a situation worse.

In this presentation we'll explore the counterintuitive techniques to engage someone concerned about food and farming, along with the right evidence to share to change hearts and minds. Whether at the Thanksgiving dinner table or on Twitter, these techniques will make you a better advocate for science and agriculture.

11:30 am - 1:30 pm

NAFB Foundation Luncheon
(TICKETED EVENT)

Washington Park Place
SPONSOR: CME Group

12:00 pm - 10:00 pm

Trade Talk Setup
Century Ballroom

1:45 pm - 3:00 pm

A Deep Dive into World Agriculture Issues

Shawnee Mission

SPONSOR: Livestock Marketing Association



Mr. Howard G. Buffett

THE HOWARD G. BUFFETT
FOUNDATION

Howard G. Buffett is Chairman and CEO of the Howard G. Buffett Foundation, one of the largest private charitable foundations in the United States. The foundation invests primarily in global food security and conflict mitigation. Mr. Buffett manages a 1,500-acre family farm in central Illinois and farms 400 acres in Nebraska. He oversees three foundation-operated research farms in Arizona, Illinois, and Nebraska totaling 9,670 acres and for 10 years was responsible for a 9,200 acre research farm in South Africa. Mr. Buffett oversees two ranches in Arizona and one farm in Texas, all three are situated on the U.S./ Mexico border.

Mr. Buffett was appointed Sheriff of Macon County, Illinois in September 2017. He previously served as an Auxiliary Deputy Sheriff and Undersheriff with the Macon County Sheriff's Office and has served as a volunteer Deputy Commander with the Cochise County Sheriff's Office in Arizona. In 2015, he was presented the National Sheriffs' Association Medal of Merit for his support to the field of law enforcement & criminal justice. In 2016, he was named an honorary member of the National Sheriffs' Association, and in 2017, he received the High Sheriff Award, the highest award presented by the Illinois Sheriffs' Association.

Mr. Buffett currently serves on the corporate board of Berkshire Hathaway, Inc. He has served on the boards of Archer Daniels Midland, The Coca-Cola Company, Coca-Cola Enterprises, Inc., ConAgra Foods, Lindsay Corporation, Agro Tech Foods, and Sloan Implement. He has served in several senior corporate executive positions and has served in elected office in Nebraska.

Mr. Buffett is a former member of the Commission on Presidential Debates and has served as a United Nations Goodwill Ambassador Against Hunger on behalf of the World Food Programme. In 2000, he received the Aztec Eagle Award from the President of Mexico, the highest honor bestowed on a foreign citizen by the Government of Mexico, and in 2017, Mr. Buffett received the "Fe En La Causa" medal from the Colombian Government, the highest honor bestowed upon a civilian by the Colombian Military.

He has been honored over the years for his leadership and contributions to agriculture, conservation, philanthropy, and journalism; including the Will Owen Jones Distinguished Journalist of the Year Award.

He has traveled to over 150 countries and authored eight books on conservation, wildlife, and the human condition, including the New York Times bestseller *40 Chances: Finding Hope in a Hungry World*. Mr. Buffett is the executive producer of *Virunga*, an award-winning and Academy Award-nominated documentary about Africa's oldest national park.

3:15 pm - 4:00 pm

What You Need to Know About the Other 80% of the Farm Bill

Shawnee Mission

SPONSOR: POET



Karen Siebert

ADVOCACY & PUBLIC
POLICY ADVISOR,
HARVESTERS - THE
COMMUNITY FOOD
NETWORK

Karen Siebert is Advocacy and Public Policy Advisor for Harvesters, the regional food bank serving 26 counties in northeast Kansas and northwest Missouri. Harvesters provides food and related household products to more than 620 nonprofit agencies, including food pantries, community kitchens and shelters, and is a member of Feeding America, a national network of more than 200 food banks.

Karen educates about and advocates for the federal nutrition programs such as SNAP (formerly food stamps), WIC and the school breakfast and lunch programs, as well as charitable solutions to food insecurity. Karen holds a bachelor's degree from Bethel College in North Newton, Kan., and a master's degree from the University of Kansas. She grew up on a farm in south central Kansas and comes from multiple generations of farmers and ranchers in Kansas and Nebraska.

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: American Seed Trade Association and Dairy Business Milk Marketing Cooperative

5:00 pm - 6:00 pm

New Member and Past Presidents Reception

(INVITATION ONLY)

Brookside

SPONSOR: Farmers Business Network

6:00 pm - 7:30 pm

Welcome Reception

Washington Park Place

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 9

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

REALTORS Land Institute

7:00 am - 1:30 pm

Trade Talk

Century Ballroom

SPONSORS: FMC Agricultural Solutions and

Koch Agronomic Services

8:00 am - 8:45 am

**Young Professionals: Roundtable
with NAFB Members**

Union Hill

SPONSOR: American Seed Trade Association

8:00 am - 3:00 pm

Portrait Photographer

Century Foyer

SPONSORS: AdFarm, OsbornBarr, and

Paulsen

8:00 am - 4:50 pm

**50-Minute One-on-One Personal
Branding Sessions**

(BY APPOINTMENT ONLY)

Union Hill West

SPONSOR: Firestone AG

9:00 am - 9:45 am

**Young Professionals: Business
Etiquette**

Union Hill

SPONSOR: American Seed Trade Association

8:00 am - 3:00 pm

NAFB Foundation Silent Auction

Century Foyer

9:30 am - 10:30 am

Trade Talk Refreshment Break

Garden Terrace

SPONSOR: Farmer Mac

11:30 am - 2:00 pm

Lunch Buffet

Garden Terrace

LUNCH SPONSOR: Bayer

DESSERT SPONSOR: Arysta LifeScience

1:30 pm - 2:15 pm

USDA Secretary Sonny Perdue (INVITED)

Shawnee Mission

SPONSOR: LockNLube



Sonny Perdue

USDA SECRETARY OF
AGRICULTURE

Sonny Perdue came by his knowledge of agriculture the old fashioned way: he was born into a farming family in Bonaire, Georgia. From childhood, and through his life in business and elected office, Perdue has experienced the industry from every possible perspective. Uniquely qualified as a former farmer, agribusinessman, veterinarian, state legislator, and governor of Georgia, he became the 31st United States Secretary of Agriculture on April 25, 2017.

1:30 pm - 3:00 pm

Trade Talk Teardown

Century Ballroom

2:00 pm - 3:00 pm

Refreshment Break

Roanoke Foyer

SPONSOR: U.S. Farmers & Ranchers Alliance

2:30 pm - 4:00 pm

NAFB All Member Meeting

Liberty

4:00 pm - 4:45 pm

**Young Professionals: Catalyzing
Communications**

Union Hill

SPONSOR: 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: Propane Education & Research
Council and ViaSat/Exede

7:00 pm - 9:00 pm

Night of Honors Celebration

Banquet

Century B/C

DINNER SPONSOR: Monsanto

DESSERT SPONSORS: Soil & Water
Conservation Society and Rural Jobs
Coalition

This special evening event and
program features the introduction
of the 2017 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: United Soybean Board
PRODUCTION: Farm Journal Broadcasting



Gary Wergin

AWARDED
POSTHUMOUSLY



Mark Vail

KFGE RADIO

9:00 pm

Hall of Fame Reception

Shawnee Mission

SPONSOR: American Veal Association

FRIDAY, NOVEMBER 10

4:00 am - 5:00 pm

Broadcast Service Center

Pershing Place

SPONSOR: BASF Corporation

6:30 am

NAFB 5K Walk

Roanoke Foyer

SPONSOR: Compass Minerals

7:00 am - 9:00 am

Continental Breakfast

Garden Terrace

SPONSOR: National Biodiesel Board

7:00 am - 12:00 pm

Healthy Living – Wellness Check

Century Foyer

Flu Shots, Cholesterol Testing and
Blood Pressure Checks

SPONSOR: National Bison Association

8:00 am – 9:00 am

Young Professionals:

Speed Networking

Roanoke

SPONSOR: Dairy Business Milk Marketing
Cooperative

8:00 am - 10:00 am

Registration

Roanoke Foyer

SPONSOR: John Deere

8:00 am - 11:50 am

50-Minute One-on-One Personal

Branding Sessions

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone AG

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 Foyer

SPONSORS: AdFarm, OsbornBarr, and Paulsen

9:00 am – 9:45 am
Focus Your Audio Editing Skills with a Pro
Shawnee Mission

SPONSOR: DuPont Pioneer



Nathan Lawrence
DIGITAL CONTENT
DIRECTOR, KBIA

Nathan Lawrence is an editor, documentary filmmaker and data journalist currently serving as digital content director for KBIA and Classical 90.5 in Columbia, Missouri.

10:00 am - 10:45 am
Public Speaking & Emceeing:
Connecting With Your Audience
Shawnee Mission

SPONSOR: DuPont Pioneer



Chad Colby
COLBY AGTECH

Chad Colby is the founder and principal of Colby AgTech, where he works with progressive farmers, leading companies, and government agencies to provide deeper understanding of new technologies and recommendations on its practical applications. Colby shares his knowledge and passion of agriculture by having one of the largest social media footprints in agriculture.

Colby shares his ag technology expertise through speaking engagements in the U.S. and across the globe, as well as through his social media venues. He was recently featured on CNBC and provides monthly reports to TV program “This Week in Agribusiness” hosted by Max Armstrong and Orion Samuelson. Chad is also the General Manager of Central IL Ag (www.centralilag.com), a 5th generation Case IH dealership in Central IL. He resides in Goodfield, IL.

11:00 am - 11:45 am

Inside Information: What Crisis Communicators are Being Told About the Media

Shawnee Mission

SPONSOR: DuPont Pioneer

Organizations are constantly training and educating their employees about crisis communication. Large and small businesses are concerned about sharing their message with consumers and the general public. What are they saying about the media? How are they being taught to deal with the media? In this session, a corporate communications trainer will share with our broadcasters the inside story on what to expect when dealing with corporate communicators in a crisis situation. This could be information that will help you get a story, inform your audience and not be perceived as an enemy by the company.



David Sheets

OWNER, STRIPES
MARKETING

David Sheets is the owner of Stripes Marketing, a communications, public relations and marketing consulting firm headquartered in Indiana. He leads this work after more than three decades as a national award-winning communicator in the rural electric program. That cooperative work followed his years in the media, which began at age 12 on WKVI radio in Knox, Indiana.

Dave served as a farm broadcaster at multiple stations including WCVL in Crawfordsville, Indiana, under the guidance of Joe Jarvis. Dave has worked with many types of businesses to create communication plans and train employees on how to deal with a crisis. His media relations training programs have helped new and old professionals. His insight into both sides of this relationship makes him specially qualified to work with both groups.

If that crisis communication isn't enough, he has spent more than 40 years working as a high school and college sports official. Dealing with irate coaches and fans makes working with an aggressive media a walk-in the park according to Dave.

Dave is most proud of his being named the H. E. Klinefelter Award Winner by the Cooperative Communicators Association (CCA), recognizing him as the nation's top cooperative communicator.

Dave and Susan, his wife, live in Shelbyville, Indiana.

9:30 am - 10:30 am

Refreshment Break

Roanoke Foyer

SPONSOR: U.S. Farmers & Ranchers Alliance

12:00 pm - 1:30 pm

Awards Luncheon

Century A

LUNCH SPONSOR: Syngenta

Celebrate fellow NAFB member achievements during the awards luncheon, featuring presentations of the Horizon Award, Farm Broadcaster of the Year, NAFB News Service, Marketcast, Newscast, Feature Awards 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 - 2:15 pm

NAFB Sponsors "Journalists, Farmers and Agribusiness" Trip to China

Shawnee Mission



Ken Root

SENIOR FARM
BROADCASTER,
IOWA AGRIBUSINESS
RADIO NETWORK

Ken Root is the senior farm broadcaster for the Iowa Agribusiness Radio Network. Root served as NAFB President in 1986, as NAFB Executive Director 2002-2005, and as President of the NAFB Foundation 2014-2015. He led the 1986 NAFB tour of the Soviet Union, and currently resides in Dyersville, Iowa.

NAFB is currently working with the U.S. Department of State and several industry and government funded commodity promotion programs to organize a farm broadcasters tour of China in June of 2018. The goal is to give NAFB members an opportunity to witness U.S. efforts to send American farm products to China.

6:00 pm - 6:45 pm

President's Reception

FEATURING THE BRIAN STEEVER BAND

Benton's

SPONSOR: Microsoft

6:45 pm - 9:00 pm

President's Banquet

(RESERVATION REQUIRED)

Benton's

SPONSOR: National Pork Board



2016 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies and organizations contributed to the Booster Club in calendar year 2016:

PLATINUM LEVEL (\$1,000+)

Ag Media Research
Max Armstrong
Rich & Sharon Hull
Ken & Jane Root
Orion Samuelson

GOLD LEVEL (\$500-\$999)

American Ag Network
Ag Radio Network, Inc.
Taylor Brown
Jeanne & Mark Mansk
Gene Millard
Ohio Ag Network
Lyle Orwig
Rabo Agrifinance, Inc.

SILVER LEVEL (\$250-\$499)

Brownfield Ag News
California Ag Radio Today
Nora Fourez
Pam Fretwell
Terry Henne
Mike Hergert
Pam Jahnke
Dave Knau
Jessie Logan
Vic McGill
Michael Orso
Red River Farm Network
Hugh Whaley
Cyndi Young-Puyear

BRONZE LEVEL (\$100-\$249)

Ag Information Network of the West
Greg Akagi
Brian Allmer
Ken Anderson
Denny L. Bannister
John Block

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

Tom & Beth Brand
Colleen Callahan
Colle & McVoy, LLC
Joe Cornely
Cindy Cunningham
Andy Eubank
Greg Guse
Gregg Hillyer
Illinois Farm Bureau
Infinity Direct
Mike & Stephanie Johanns
Janice Keene
KICD-AM/FM KMRR-FM
Mark Lambert
Steve & Corey McGrath
Steve Mercer
NAFB
Kathy Patton Strunk
Roddy Peeples
Christine Quinn
Larry Quinn
Christine Reck
Bill Mann Rittman
Dan Skelton
Angie Skochdopole
Sara Steever
John Vasichek
Jacqueline Voeks
WGFA Radio
Don & Colleen Wick
Keith Williams
Lory Williams
Yamaha Motor Corp

BOOSTERS (\$25-\$99)

Gale & Lester Gilbert
Jesse Harding-Nosbaum
Julie Harker
Laura Henke
Phil Johnson
Randy Krotz
Virginia Purinton
Michael & Kathleen Wilbur

CONVENTION SPONSORS



Portrait Photographer

AdFarm
Dan Kirkpatrick
2101 Broadway Boulevard, Suite 21
Kansas City, MO 64108
dan.kirkpatrick@adfarmonline.com



AG MEDIA RESEARCH®
STUDIES

Slide Show Presentations

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



Bronze Level Sponsor

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



Marketing & Promotion Meeting Break

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



Water Stations / Water Bottles

Ag Explore - Paulsen Marketing
Allyse Steffen
3510 First Avenue Circle
Sioux Falls, SD 57105
allyse.steffen@paulsen.ag



Young Professionals Program

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



Hall of Fame Reception

American Veal Association - Look East
Donna Moenning
2900 NE Brooktree Lane, Suite 200
Gladstone, MO 64119
donnam@lookeast.com



Guest Room Internet

AMVAC Chemical Corporation -
Swanson Russell
Neil DeStefano & Kellie Wostrel, APR
4695 MacArthur Court, Suite 1200
Newport Beach, CA 92660
Neild@amvac-chemical.com
kelliew@swansonrussell.com

CONVENTION SPONSORS



Trade Talk Luncheon Dessert

Arysta LifeScience - Woodruff Sweitzer
Erin Nash
331 Southwest Boulevard
Kansas City, MO 64108
enash@wearewoodruff.com



We create chemistry

Broadcast Service Center Coffee Cart
Broadcast Service Center
Broadcast Service Center Internet
Computer Center

BASF Corporation
Odessa Hines
26 Davis Drive
Research Triangle Park, NC 27709
odessa.hines@basf.com



Trade Talk Luncheon

Bayer - Rhea + Kaiser
Amy McEvoy
400 E Diehl Road, Suite 500
Naperville, IL 60563
amcevoy@rkconnect.com



RETHINK PRODUCTIVITY

Welcome Lobby /
Brasserie Branding

Case IH
Sy Stevens
621 State Street
Racine, WI 53402
sy.stevens@caseih.com



Trade Talk Carving Stations

Cattlemen's Beef Board - Sandbox
Melissa Jackson
40602 Road 728
Cambridge, NE 69022
mjackson@sandboxww.com



NAFB Foundation Luncheon

Escalator Clings
CME Group
Paige Maegher
20 S Wacker Drive
Chicago, IL 60606
paige.meagher@cmegroup.com



Video Display

Collette
Jim Edwards
180 Middle Street
Pawtucket, RI 02860
jedwards@collette.com



Health Club and NAFB 5K

Compass Minerals
Sarah DeVary
9900 W 109th Street, Suite 100
Overland Park, KS 66210
devarys@compassminerals.com



Young Professionals Speed Networking

Dairy Business Milk Marketing
Cooperative
Lauren Brey
2763 Manitowoc Road, Suite B
Green Bay, WI 54311
lbrey@dbmmc.com



DAIRYLAND SEED

**Wednesday Programming:
Communicating Concepts in
Biotechnology to a Concerned Public**
Dairyland Seed - Charleston | Orwig
Cassie Yontz
2804 Longmeadow Lane
Bloomington, IL 61704
cytonz@charlestonorwig.com



Dow AgroSciences

Trade Talk Breakfast Buffet
Dow AgroSciences - Bader Rutter
Melissa Anderson
1433 N Water Street, Suite 100
Milwaukee, WI 53202
mranderson@bader-rutter.com



Friday Professional Improvement
DuPont Pioneer
Susan Mantey
7100 NW 62nd Avenue
Johnston, IA 50131
susan.mantey@pioneer.com



Social Media Corps
Farm Credit
Brittany Jablonsky
50 F Street NW, Suite 900
Washington, DC 20001
jablonsky@fccouncil.com

FARMER MAC

Trade Talk Refreshment Break
Farmer Mac
Megan Pelaez
1999 K Street NW, 4th Floor
Washington, DC 20006
mpelaez@farmermac.com



FARMERSSM
BUSINESS NETWORK

**New Member and
Past Presidents Reception**
Farmers Business Network, Inc.
Kendall Harris
1123 Industrial Road
San Carlos, CA 94070
kendall@farmersbusinessnetwork.com

Firestone

**50-Minute One-on-One Personal
Branding Sessions**
Firestone AG - Broadhead
Cindy Hackmann
16360 State Hwy O
Marthasville, MO 63357
chackmann@broadheadco.com

FMC

**Hotel Check-In Giveaway
Trade Talk**
FMC Agricultural Solutions
- FLM Harvest
A.J. Lord
2929 Walnut Street
Philadelphia, PA 19104
ajlord@wideopenthinking.com

CONVENTION SPONSORS



President-Elect's 'Name That Tune'

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



growth energy™
America's Ethanol Supporters

NAFB Past Presidents' Dinner

Growth Energy
Sara Brenden
701 8th Street NW, Suite 450
Washington, DC 20002
sbrenden@growthenergy.org



JOHN DEERE

NAFB Foundation Dinner
NAFB News Service Awards
Registration & Convention Bags
John Deere
Beverly Flores
10789 S Ridgeview Road
Olathe, KS 66061
FloresBeverlyC@JohnDeere.com



Cupcake Room Drop
Elevator Door Branding
Kubota Tractor Corporation
Paulsen Marketing
Marcus Squier
3510 S First Avenue Circle
Sioux Falls, SD 57105
marcus.squier@paulsen.ag



Wednesday Programming: A Deep
Dive into World Agriculture Issues
Livestock Marketing Association
Lindsay Graber Runft
10510 N Ambassador Drive
Kansas City, MO 64153
lrunft@lmaweb.com



Programming: USDA Secretary
Sonny Perdue
LockNLube
Jay Boren
65 Dartmouth College Hwy
Lyme, NH 03768
jay@locknlube.com



AGRONOMIC SERVICES

Trade Talk
Koch Agronomic Services, LLC.
Woodruff Sweitzer
Jenell Loschke
331 Southwest Boulevard
Kansas City, MO 64108
jloschke@wearewoodruff.com



President's Reception
Microsoft
Bradley Baird
901 K Street NW, 11th Floor
Washington, DC 20001
bradley.baird@microsoft.com

CONVENTION SPONSORS

MONSANTO



Convention Program Night of Honors Celebration Banquet

Monsanto Company
Jeff Neu
800 N Lindbergh Boulevard
St. Louis, MO 63141
jeffrey.w.neu@monsanto.com



Continental Breakfast
National Biodiesel Board
Kaleb Little
605 Clark Avenue
Jefferson City, MO 65110
klittle@biodiesel.org



**Healthy Living - Wellness Check
Hand Sanitizing Stations**
National Bison Association
Dave Carter
8690 Wolff Court, Suite 200
Westminster, CO 80031
david@bisoncentral.com



National Cattlemen's
Beef Association

Guest Room Keys
National Cattlemen's Beef
Association and Federation of
State Beef Councils
John Robinson
9100 E Nichols Avenue, Suite 300
Centennial, CO 80112
jrobinson@beef.org



NATIONAL
CORN GROWERS
ASSOCIATION

Welcome Reception
National Corn Growers Association
Mark Lambert
632 Cepi Drive
Chesterfield, MO 63005
lambert@ncga.com



National Crop Insurance Services®

NAFB Earbud Set
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
1400 Crystal Drive, Suite 260
Arlington, VA 22202
sgonzalez@ngfa.org



President's Banquet
National Pork Board
Cindy Cunningham
1776 NW 114th Street
Des Moines, IA 50325
ccunningham@pork.org

CONVENTION SPONSORS

OSBORN BARR

Portrait Photographer

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



Convention Lanyards

Protect the Harvest
Betty Doke
480 Southpoint Circle
Brownsburg, IN 46112
betty@lucasoilsspeedway.com

PAULSEN

Portrait Photographer

Paulsen
Sara Steever
3510 S First Avenue Circle
Sioux Falls, SD 57105
sara.steever@paulsen.ag



Wednesday Programming: What You Need to Know About the Other 80% of the Farm Bill POET

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



**Foundation Auction &
President Elect Reception**
Propane Education & Research Council
Cinch Munson
1140 Connecticut Avenue NW
Suite 1075
Washington, DC 20036
cinch.munson@propane.com



Trade Talk Breakfast Buffet

REALTORS Land Institute
Aubrie Kobernus
430 N Michigan Avenue
Chicago, IL 60611
Akobernus@realtors.org



Convention Coffee Cart

Welcome Banner
Renewable Fuels Association
Rachel Gantz
425 Third Street SW, Suite 1150
Washington, DC 20024
rgantz@ethanolrfa.org



Night of Honors Banquet Dessert

Rural Jobs Coalition
Ab Basu
P.O. Box 963
202 Mill Street
Occoquan, VA 22125
abbasu@statestrategies.com

CONVENTION SPONSORS



Night of Honors Banquet Dessert

Soil and Water Conservation Society
Clare Lindahl
945 SW Ankeny Road
Ankeny, IA 50023
clare.lindahl@swcs.org



Awards Luncheon Farm Broadcaster of Year & Horizon Award

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



U.S. CUSTOM HARVESTERS, INC.

Guest Room Internet

U.S. Custom Harvesters, Inc.
P.O. Box 148
Turon, KS 67583
620.200.1381
office@uschi.com



Refreshment Breaks

U.S. Farmers & Ranchers Alliance
Paul Spooner
16020 Swingley Ridge Road
Suite 300
Chesterfield, MO 63017
pspooner@usfraonline.org



Hall of Fame Induction Schedule at a Glance

United Soybean Board / Soy Checkoff
Osborn Barr
Erin Sullentrup
914 Spruce Street
St. Louis, MO 63102
Erin.Sullentrup@osbornbarr.com



Foundation Auction & President Elect Reception

ViaSat/Exede
Matt Farr
349 Inverness Drive South
Englewood, CO 80112
matthew.farr@viasat.com



Early Registration Giveaway

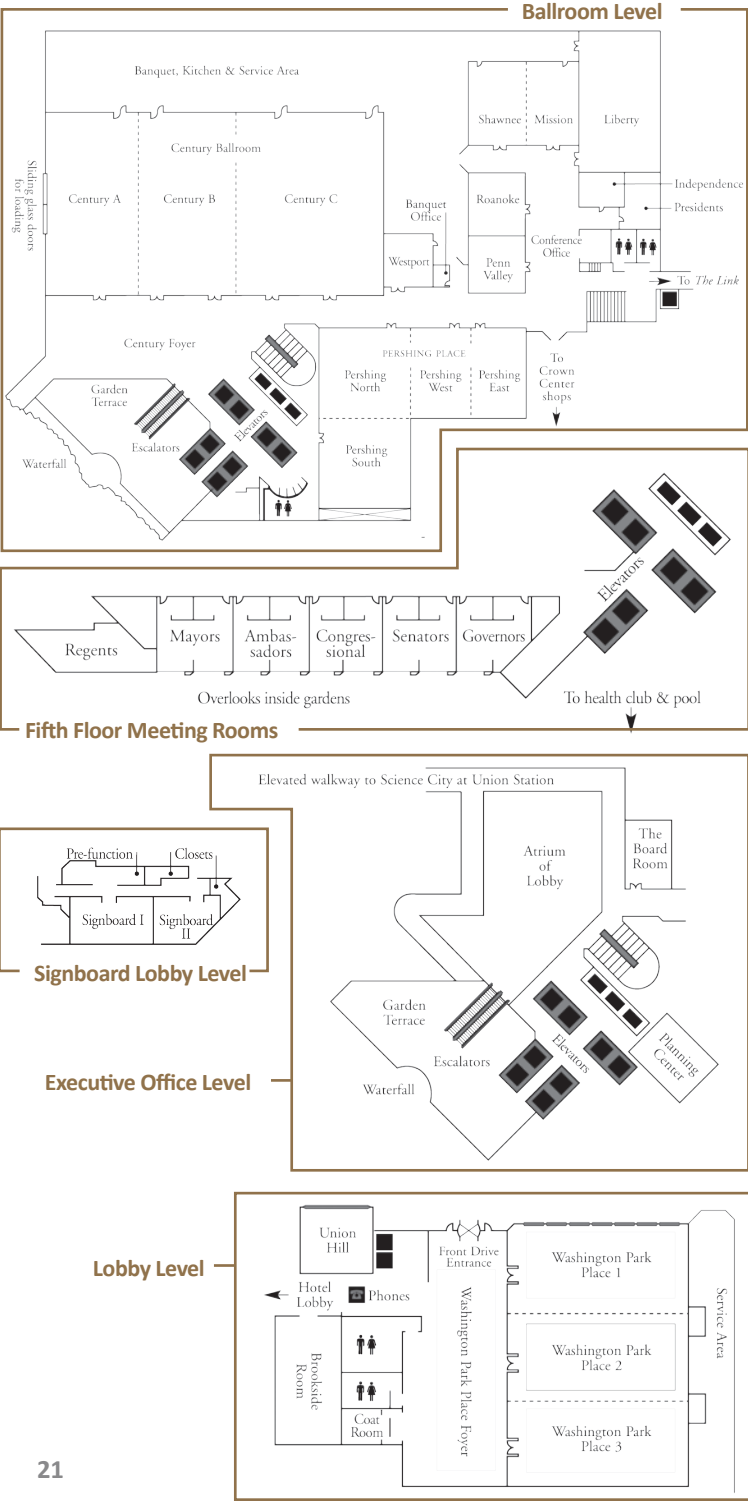
WinField – Colle + McVoy
Vanessa Wiener
400 1st Avenue North, Suite 700
Minneapolis, MN 55401
vanessa.wiener@exponentpr.com



Social Media Corps

Zoetis
Julie Groce
1040 Swabia Court
Durham, NC 27703
julie.groce@zoetis.com

HOTEL MAP



BROADCAST PLANNING STARTS HERE

All the information
you need in one
place to start a
broadcast
media plan.

The NAFB Planner brings
together more than
36,000 data points.
Research, locate and
identify target audiences
using the NAFB Planner.

NAFBPlanner.com



NAFB Member
Station and
Network Profiles



Member Name
Member Email
Member Phone
Member Address
Member City
Member State
Member Zip
Member Country

Radio Coverage
Areas and
Station Locations

Access yearly
NASS data along
with current USDA
Census Data.

Browse **Share**

Illinois

AMR Surveys (All)

Heat Map Options

Name: USDA NASS Data County Type:

This product uses the USDA NASS API but is not endorsed or certified by NASS. Data provided as an estimate only.

Soybeans - Census (Harvested)

Census Year: 2012

☐ Data Withheld ☐ Zero / No Value

1,004 276,769

IL Counties

Remove this state from your list in order to select individual counties.



National Association of Farm Broadcasting

NAFBPlanner.com

© 2017 National Association of Farm Broadcasting



BIGGER THE INSIGHT, SMALLER OUR IMPACT

Digital tools have evolved some techniques farmers use to help protect natural resources. Advancements in data allow them to look at water, land and energy in new ways—all in an effort to positively affect farming and have less impact on the environment.

Learn how innovations are shaping agriculture at **ModernAg.org**

MODERN > AGRICULTURE

ModernAg.org

— Supported by MONSANTO —