



YEARS STRONG

NATIONAL ASSOCIATION OF FARM BROADCASTING

NOVEMBER 7-9, 2018



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 7
8 a.m. - 6 p.m.

Thursday, November 8
6 a.m. - 2 p.m.

Friday, November 9
8 a.m. - 10 a.m.

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 may 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 receive with your room key at check-in for the internet code. Sponsored by AMVAC and U.S. Custom Harvesters, Inc.

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction is held from 8 a.m. - 4 p.m., Wednesday, November 7, and 8 a.m. - 3 p.m., Thursday, November 8, in East Pershing Place. Items will be moved to Century A for final bidding at 5:45 p.m., Thursday; the Live Auction then starts at 6 p.m. in Century A.

NATIONAL ACT PROFESSIONAL DEVELOPMENT CONFERENCE

In 2013, NAFB invited college students to join its members at our annual Convention. That endeavor developed into the Young Professionals Program, which continued to grow each year. Recognizing the synergy of student involvement while utilizing the opportunity to connect with agriculture communications professionals, the National Agriculture Communicators of Tomorrow (ACT) has moved its annual Professional Development Conference (PDC) to be held in conjunction with the NAFB Convention. These young professionals have several seminars and activities planned, including utilizing portions of the NAFB Convention program. Please introduce yourself to the young professionals attending both the PDC and NAFB Convention.

Sponsored by American Seed Trade Association and Edge Dairy Farmer Cooperative

PORTRAIT PHOTOGRAPHER

As a service to all Convention attendees, a photographer is available from 8 a.m. - 3 p.m., both Thursday, November 8, in the Century Foyer and Friday, November 9, in the Roanoke Foyer. This is a great opportunity to have your professional headshot taken.

Digital images will be sent, at no cost, after convention. Sponsored by AdFarm, Osborn Barr, and Paulsen



CONFERENCE SOCIAL MEDIA

Post and follow the 2018 Convention on social media with the official convention hashtag:

#NAFB18

MULT BOXES

Mult boxes will be stationed at newsmaker programming sessions on Wednesday, November 7, for broadcasters to connect their own recorders into the sound system. Sponsored by BASF

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 stays. Sponsored by U.S. Apple Association

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 8. Booster Club donations may 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 its Make a Green Choice (MAGC) sustainability program. All guest rooms booked through the NAFB 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, the 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.

2018 SOCIAL MEDIA CORPS

College students passionate about social media and digital storytelling once again will be sharing Convention stories throughout the event. They will be guiding online conversations using the hashtag **#NAFB18**. Sponsored by Farm Credit and Zoetis

NAFB BROADCAST SERVICE CENTER

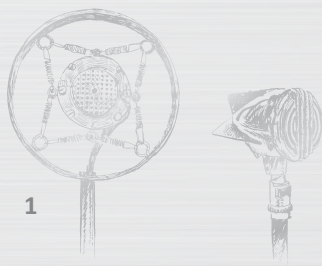
An extensive Broadcast Service Center is available for broadcasters to keep up on daily ag news stories, conduct interviews, and feed programs. Broadcast/interview tables, along with computer work stations and high-speed internet connections, are available for broadcasters. The center is located in Pershing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

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 from 7 a.m. - Noon, Friday, November 9, in the Century Foyer. Services include blood-pressure checks, cholesterol level tests, and flu shots from health care professionals on site. You also will receive a small gift. It is not recommended to eat before having your cholesterol levels checked. Sponsored by the National Bison Association



WELCOME TO THE 75TH CONVENTION

75 Years Strong.

This year, the National Association of Farm Broadcasting (NAFB) marks its 75th convention, and we're ready to celebrate!

To mark the importance of 75 Years Strong, NAFB will celebrate the role our broadcasters have in the agricultural sector while sharing insights, perspectives, and ideas to help pave the way for the future of our industry.

Our 2018 Convention kicks off Wednesday, November 7, with three important Newsmaker Sessions: Advanced Ag Technology, an Alternative Crops Panel, and a 2019 Crop Outlook. Various NAFB committees also will meet to discuss upcoming business for the year ahead, and our Social Media Corp will capture highlights of all the activities.

Trade Talk highlights the Thursday, November 8, roster of activities . . . it runs from 7 a.m. to 1:30 p.m. for NAFB Broadcast Council members and participating companies and sponsors. USTR Chief Agriculture Negotiator **Gregg Doud** will attend the Thursday afternoon Newsmaker Session, and the afternoon wraps with a 2:30 p.m. NAFB all-member meeting.

Our 75 Years Strong celebration continues Thursday evening with our Night of Honors banquet and Hall of Fame reception. Join us as we recognize our 2018 Hall of Fame Inductees **Red River Farm Network's Don Wick** and **Adams on Agriculture's Mike Adams**.

Friday, November 9, concludes our 75th Convention with our early-morning NAFB 5K Walk, the Networking Exchange, and professional improvement sessions. Lunch will showcase this year's award-winning pieces of broadcast journalism, and we'll present the 2018 Horizon Award and Farm Broadcaster of the Year. And don't forget Friday evening's showcase event: our President's reception and banquet.

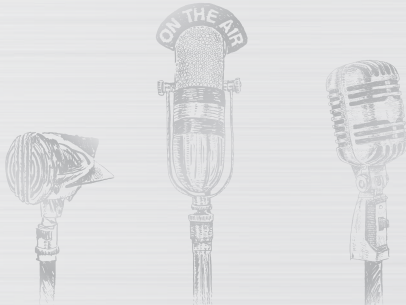
Throughout the week, you may see students – we encourage you to network with the **Agricultural Communicators of Tomorrow (ACT)** members in attendance. For the first time, ACT will be holding its professional development conference in conjunction with NAFB Convention.

And last, but not least, please visit the **NAFB Foundation** Silent Auction and our on-site portrait photographer to update your headshot.

75 Years Strong . . . and 75 years proud of our roots in farm broadcasting. I look forward to celebrating with you, along with all our valued sponsors, here in Kansas City!

Lorrie Boyer

Lorrie Boyer
NAFB President Elect



NAFB BOARD OF DIRECTORS



PRESIDENT
Tom Cassidy
Ag Radio Network



VICE PRESIDENT
Rita Frazer
RFD Radio Network®



ALLIED INDUSTRY COUNCIL REPRESENTATIVE
Wendy Pinkerton
Zoetis



EAST REGION VICE PRESIDENT
Spencer Chase
Agri-Pulse Communications, Inc.



MANAGEMENT & SALES COUNCIL REPRESENTATIVE
Tim Marshall
KRVN Rural Radio Network



MARKETING & PROMOTIONS CHAIR
Lance Knudson
American Ag Network



PRESIDENT ELECT
Lorrie Boyer
KSIR Radio



ALLIED INDUSTRY COUNCIL REPRESENTATIVE
Dwayne Cartmell
Oklahoma State University



WEST REGION VICE PRESIDENT
Joe Gill
KASM Radio



SOUTH REGION VICE PRESIDENT
Dewayne Gandy
KRMO Radio



MANAGEMENT & SALES COUNCIL REPRESENTATIVE
Breck Von Bank
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 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 may be heard daily on more than 1,500 radio, TV, and satellite stations throughout the United States.

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

FUTURE NAFB NATIONAL MEETING DATES

76th NAFB Convention
November 13-15, 2019
Westin Crown Center
Kansas City, MO

77th NAFB Convention
November 18-20, 2020
Westin Crown Center
Kansas City, MO

78th NAFB Convention
November 17-19, 2021
Westin Crown Center
Kansas City, MO

TUESDAY, NOVEMBER 6

11 a.m. – 3 p.m.

**NAFB Board of
Directors Meeting**
Penn Valley

4 p.m. – 9 p.m.

**NAFB Foundation Board of
Directors Meeting and Dinner**
Roanoke

DINNER SPONSOR: John Deere

WEDNESDAY, NOVEMBER 7

4 a.m. – 6 p.m.

Broadcast Service Center
Pershing Place
SPONSOR: BASF

7:30 a.m. – 9 a.m.

**Social Media Corps
Members Breakfast**
The Brasserie
SPONSORS: Farm Credit and Zoetis

8 a.m. – 4 p.m.

NAFB Foundation Silent Auction
East Pershing Place

8 a.m. – 4:50 p.m.

**50-Minute One-on-One Personal
Branding Sessions**
Union Hill West
(BY APPOINTMENT ONLY)
SPONSOR: Firestone AG

8 a.m. – 6 p.m.

Registration
Roanoke Foyer
SPONSOR: John Deere

8:30 a.m. – 11:30 a.m.

**Marketing & Promotion Advisory
Committee Meeting**
Roanoke
SPONSOR: Agri Marketing magazine

10:30 a.m. – 11:15 a.m.

Advanced Ag Technology
Shawnee Mission
SPONSOR: Livestock Marketing Association



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. He also lends 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 regular reports to TV program "This Week in Agribusiness," hosted by Max Armstrong and Orion Samuelson. Chad also is the General Manager of Central IL Ag (www.centralilag.com), a fifth-generation Case IH dealership in Central Illinois. He resides in Goodfield, IL.

11:30 a.m. – 1:30 p.m.

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

Noon – 10 p.m.

Trade Talk Setup
Century Ballroom

1:30 p.m. – 2:45 p.m.

Alternative Crops Panel
Shawnee Mission
SPONSOR: POET



Michael Bowman
NATIONAL HEMP
ASSOCIATION

A passionate hemp advocate, Michael Bowman is a fifth-generation native of rural Colorado and has dedicated his life to key agrarian issues both nationally and internationally. He authored Section 7606 of the 2014 Farm Bill, granting for the first time in decades the right to cultivate hemp under federal law in states where hemp production is legal. On July 4, 2013, he orchestrated the hemp flag used for the House floor debate to be flown over the U.S. Capitol.

Bowman's pioneering work includes: inaugural member of the Colorado Industrial Hemp Commission, founding Board Chair of the National Hemp Association, and a founding member of "25x25" and the Sustainable Biodiesel Alliance. Additionally, he serves on the Board of the North American Industrial Hemp Council and serves as Chair of the Hemp for Victory 75th anniversary campaign.

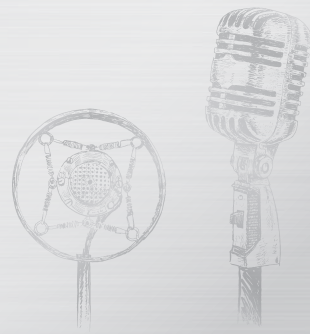
As a member of the White House Champions of Change program in 2011, he met with President Obama in 2012. He attended the University of Arkansas and is a graduate of the Colorado Agriculture and Rural Leadership program. He was a Next Generation Fellow in Columbia University's American

Assembly and a recipient of Colorado State University - Gamma Sigma Delta's Significant Achievement in Agriculture award.



Dr. Rob Myers
UNIVERSITY OF
MISSOURI –
PLANT SCIENCES
DEPARTMENT

Dr. Rob Myers is Regional Director of Extension Programs for the USDA-NIFA North Central Region Sustainable Agriculture Research and Education (SARE) program. He administers competitive grants and state funding for sustainable agriculture projects in 12 North Central states. He also holds an appointment as an adjunct faculty member in the Plant Sciences Division at University of Missouri where he is based. His professional expertise encompasses sustainable agriculture, crop diversification, and conservation, with a particular focus on cover crops and soil health. He has conducted numerous research and education programs on alternative crops, including alternative grains, oilseeds, and legumes, and also done significant work on cover crops. His Ph.D. in agronomy is from University of Minnesota, and he grew up on a family grain farm in central Illinois.



3 p.m. – 3:45 p.m.

Crop Outlook 2019

Shawnee Mission

SPONSOR: Nutrien Ag Solutions



Dr. Bill Tierney

AGRESOURCE
COMPANY

Bill is the Chief Economist for AgResource Company (Chicago). He joined the firm in October 2011 and is part of a team that produces daily and weekly radio programs.

Bill has more than 37 years of experience as an agricultural economist, primarily in the area of global crop market analysis. For 20 years, Bill was a professor in the Department of Ag Economics at Kansas State University. From 2003-06, Bill served as the USDA's Principal Grains Economist. In that capacity, Bill was in charge of the USDA's monthly supply/demand projections and price forecasts for wheat and feed grains.

Other positions that Bill has held include: Executive VP for Research for a national brokerage firm that served mostly U.S. ethanol plants; Head of North American Research for an international agribusiness consulting firm; General Manager of Doane Advisory Services; and Senior Ag Analyst for a Cargill commodity hedge fund. Just prior to joining AgResource, Bill served in Iraq for a year as a senior agricultural advisor for the U.S. government.

Bill is a graduate of Michigan State University and the University of Missouri.

4 p.m. – 5 p.m.

Allied Industry Council Meeting and Election

Penn Valley

4 p.m. – 5 p.m.

Management & Sales Council Meeting and Election

Roanoke

5 p.m. – 5:45 p.m.

Speed Networking with Young Professionals

Liberty

SPONSOR: Edge Dairy Farmer Cooperative

5 p.m. – 6 p.m.

New Member and Past Presidents Reception

Brookside

(INVITATION ONLY)

SPONSOR: Farmers Business Network

6 p.m. – 7:30 p.m.

Welcome Reception

Washington Park Place

(TICKETED EVENT)

SPONSOR: National Corn Growers Association

7:30 p.m. – 9 p.m.

NAFB Past Presidents' Dinner

Pierpont's at Union Station

(INVITATION ONLY)

SPONSOR: Growth Energy

7:30 p.m. – 9 p.m.

President-Elect's 'Name That Tune'

Liberty

SPONSOR: GROWMARK, Inc.

THURSDAY, NOVEMBER 8

4 a.m. – 6 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

6 a.m. – 8 a.m.

Breakfast Buffet

Garden Terrace

SPONSOR: Corteva Agriscience™,

Agriculture Division of Dow DuPont

and REALTORS Land Institute

6 a.m. – 2 p.m.

Registration

Roanoke Foyer

SPONSORS: John Deere

7 a.m. – 1:30 p.m.

Trade Talk

Century Ballroom

SPONSORS: FMC Agricultural Solutions and

Koch Agronomic Services

8 a.m. – 8:45 a.m.

Young Professionals Roundtable with NAFB Members

Washington Park Place

SPONSOR: American Seed Trade Association

8 a.m. – 3 p.m.

Portrait Photographer

Century Foyer

SPONSORS: AdFarm, Osborn Barr,

and Paulsen

8 a.m. – 3 p.m.

NAFB Foundation Silent Auction

East Pershing Place

8 a.m. – 4:50 p.m.

50-Minute One-on-One Personal Branding Sessions

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone AG

9 a.m. – Noon

Young Professionals

Rotational Programs

Washington Park Place, Union Hill,

Washington Park Foyer

SPONSOR: American Seed Trade Association

9:30 a.m. – 10:30 a.m.

Trade Talk Refreshment Break

Century Foyer

SPONSOR: Farmer Mac

11:30 a.m. – 2 p.m.

Lunch Buffet

Garden Terrace

LUNCH SPONSOR: Farm Op Capital

DESSERT SPONSOR: Arysta LifeScience

1:30 p.m. – 2:15 p.m.

USTR Chief Agriculture Negotiator Gregg Doud

Shawnee Mission



Gregg Doud

USTR CHIEF
AGRICULTURE
NEGOTIATOR

Ambassador Gregg Doud serves as the Chief Agricultural Negotiator in the Office of the United States Trade Representative. Prior to Ambassador Doud's nomination, he was the president of the Commodity Markets Council. Previously, Ambassador Doud served as senior staff member of the Senate Agriculture Committee and was part of the team that crafted the 2012 Senate Farm Bill. Ambassador Doud spent eight years as the chief economist for the National Cattlemen's Beef Association in Washington, D.C. During the past 25 years, he also worked for the U.S. Wheat Associates and the agricultural commodity consulting firm World Perspectives.

Ambassador Doud was raised on a dry-land wheat, grain sorghum, soybean, swine, and cow-calf operation near Mankato in north-central Kansas. He also owns part of the more than 100-year-old family farming operation that his parents continue to operate, and he is a partner in a commercial cow-calf operation. Ambassador Doud and his family live on their horse farm in Lothian, Maryland.

1:30 p.m. – 2:30 p.m.

Trade Talk Teardown

Century Ballroom

2 p.m. – 3 p.m.

Refreshment Break

Roanoke Foyer

SPONSOR: Pivot Bio

2 p.m. – 4:45 p.m.

Young Professionals Programming

Washington Park Place

SPONSOR: American Seed Trade

Association

2:30 p.m. – 4 p.m.

NAFB All Member Meeting

Liberty

4 p.m. – 5 p.m.

Broadcast Council Meeting

and Election

Liberty

5 p.m. – 5:30 p.m.

Regional Member Annual Meetings

(EAST) Roanoke

(SOUTH) Shawnee Mission

(WEST) Liberty

5:45 p.m. – 7 p.m.

NAFB Foundation Auction and

President-Elect Reception

Century A

SPONSORS: Irrigation Association and

Propane Education & Research Council

7 p.m. – 9:30 p.m.

Night of Honors

Celebration Banquet

Century B/C

(TICKETED EVENT)

DINNER SPONSOR: Bayer

WINE SPONSOR: DSM Animal

Nutrition & Health

DESSERT SPONSORS: Alpha Gamma Rho

Fraternity & Independent Professional

Seed Association

This special evening event and program features the introduction of the 2018 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 /
Soy Checkoff**

PRODUCTION: 22 Creative Group



Mike Adams

**ADAMS ON
AGRICULTURE**



Don Wick

**RED RIVER
FARM NETWORK**

9:30 p.m. – 10:30 p.m.

Hall of Fame Reception

Century A

SPONSOR: American Coalition for Ethanol

FRIDAY, NOVEMBER 9

4 a.m. – 5 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

6:30 am

NAFB 5K Walk

Roanoke Foyer

SPONSOR: U.S. Apple Association

7 a.m. – 9 a.m.

Continental Breakfast

Garden Terrace

SPONSOR: National Biodiesel Board

7 a.m. – Noon

Healthy Living – Wellness Check

Century Foyer

SPONSOR: National Bison Association

8 a.m. – 10 a.m.

Registration

Roanoke Foyer

SPONSOR: John Deere

8 a.m. – 10:30 a.m.

Networking Exchange

Century A

8 a.m. – 11:50 a.m.

50-Minute One-on-One Personal

Branding Sessions

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone AG

8 a.m. – 3 p.m.

Portrait Photographer

Roanoke Foyer

SPONSORS: AdFarm, Osborn Barr,

and Paulsen

9 a.m. – 9:45 a.m.

Making Social Media Work for You

Shawnee Mission

SPONSOR: Pioneer Seeds



Erin Boedeker

OSBORN BARR

Raised in Elsberry, MO, Erin Boedeker grew up on her family's fourth-generation dairy and row-crop farm, where she developed a passion for the ag and rural industry. Boedeker graduated from the University of Missouri – Columbia with a Bachelor of Science in ag education leadership with an emphasis in advertising and communication.

In 2016, Boedeker joined Osborn Barr as a marketing associate and was later promoted to PR and Content Manager. She leads the agency's communication channels and social media pages. Osborn Barr (O+B | P), located in St. Louis, Kansas City, and Nashville, is a 30-year-old agency committed to telling brand stories to and from rural America.

For the last five years, Boedeker has been involved with the NAFB Convention, from managing the NAFB's Social Media Corps program to providing tips on how social media can be used in their line of business. Boedeker will be sharing best practices for how farm broadcasters can specifically target their audiences. Every industry is different, but understanding how to leverage your brand's presence on social media is a must.



10 a.m. – 10:45 a.m.

Right People, Right Jobs, Right Fit
Shawnee Mission

SPONSOR: Pioneer Seeds



Jason Williford
CULTURE INDEX

Jason Williford, a Culture Index Licensee and Consultant since 2009, is a well-respected and sought-after trusted advisor to CEOs and leadership teams of high growth organizations around the globe. By applying cutting edge behavioral analytics as objective data that doesn't miss, Jason assists his clients in taking a current inventory of who is in the right place, who might be struggling with the current workload, and why. Together they build a team of A players that consistently hit the company's top and bottom line goals. And, by driving accountability from the boardroom to the "boots on the ground," Jason delivers an implementation process to increase ROI on all payroll expenses.

Jason started his career as an entrepreneur in the first grade and has not slowed down since. With experience in startups (several of his own), Fortune 500s, and a heavy concentration on midmarket players, the application of the "who and how to hire" while building an efficient and effective team has proven paramount.

Jason's experience includes partnering with organizations specializing in a wide variety of industries and disciplines including but not limited to: advertising, automotive, construction, consulting, restaurants, design, architectural, engineering, manufacturing, legal, financial, oil and gas, senior housing, technology, and transportation - to name just a few.

With a B.A. in business from MidAmerica Nazarene University, Jason obtained his undergraduate degree while starting a company and lettering in both football and baseball. He also was a member of SIFE and Fellowship of Christian Athletes, and worked as a manager at a Fortune 500 company while completing his degree. Jason and his wife Betsy, their three children, and two dogs call Southlake, Texas, home.

11 a.m. – 11:45 a.m.

Across the Great Divide: How Different Generations Work Together
Shawnee Mission

SPONSOR: Pioneer Seeds



Shannon McKain
SHANNON MCKAIN, LLC

For more than a decade, workplace culture expert Shannon McKain has motivated audiences to make changes for the better in their professional and personal lives.

A gifted speaker, McKain's authenticity and her ability to intimately connect with an auditorium filled with employees and executives aren't performance art — she's the real deal.

Before traveling the country to influence others, McKain was in her audience's shoes, working in the corporate world where she saw, and even experienced herself, how The Great Divide impacted growth and success among her peers.

Calling on that past, she openly shares personal stories and her own encounters with culture issues in ways that not only build trust and empathy with her audience, they result in dramatic mindset shifts that help drive dynamic transformations within an organization.

Those fortunate enough to experience a Shannon McKain presentation gain a wealth of skills to respect individual differences and use them to build a stronger company culture that promotes retention, fulfillment and shared success goals. This is what it takes to bridge The Great Divide. This is her mission.

Noon – 1:30 p.m.

Awards Luncheon
Century A

(TICKETED EVENT)

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

SPONSOR: Cargill MarketGuide

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

6 p.m. – 6:45 p.m.

President's Reception
Benton's

SPONSOR: Microsoft

6:45 p.m. – 9 p.m.

President's Banquet
Benton's

(RESERVATION REQUIRED)

DINNER SPONSOR: National Pork Board





2017 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2017:

PLATINUM LEVEL (\$1,000+)

Max Armstrong
Rich & Sharon Hull
Lyle Orwig
Orion Samuelson

GOLD LEVEL (\$500-\$999)

Tom & Beth Brand
Joe & Connie Cornely
Gene Millard
Don & Kolleen Wick

SILVER LEVEL (\$250-\$499)

Taylor Brown
Brownfield Ag News
Rick Haines
Terry Henne
Kansas Corn Growers Assn
Dave Knau
Jessie Logan
Ken & Mary McCauley
Vic McGill
Hugh Whaley
Cyndi Young-Puyear

BRONZE LEVEL (\$100-\$249)

Ag Media Research
Ag Radio Network, Inc.
Agri-Pulse
Augie Aga
Greg Akagi
Jennifer Anderson
Ken Anderson
Marla Behrends
John Block

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

Royce & Helen Bodiford
Richard & Lois Brand
Colleen Callahan
Barbara Campbell Determan
Dwayne Cartmell
Cindy Cunningham
Jim Dewey
Jim & Marlene Evans
Chris Grams
Greg Guse
Mike & Stephanie Johanns
Janice Keene
James Lightfoot
Steve Mercer
Kathy Patton Strunk
Paulsen Marketing Inc.
Roddy Peebles
Wendy Feik Pinkerton
Christine Quinn
Larry Quinn
Bill Mann Rittman
Ken & Jane Root
Dan Skelton
Angie Skochdopole
Tom Steever
Mark Vail
John Vasichek
Lory Williams
Shannon Yokley
ZimmComm New Media

BOOSTERS (\$25-\$99)

Erin Boedeker-Loesing
Joe Gill
Harriet Harper
Laura Henke
Pam Jahnke



Portrait Photographer
AdFarm
Chris Forrest
5940 Macleod Trail SW, Suite 700
Calgary, AB T2H 2G4
chris.forrest@adfarmonline.com



AG MEDIA RESEARCH®
STUDIES

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



Bronze Level Sponsor
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

CONVENTION SPONSORS



Night of Honors Banquet Dessert
Alpha Gamma Rho Fraternity
Rex Martin
10101 N. Ambassador Drive
Kansas City, MO 64153
rex@alphagammamarho.org



Hall of Fame Reception
American Coalition for Ethanol
Katie Fletcher
5000 S Broadband Lane, Suite 224
Sioux Falls, SD 57108
kfletcher@ethanol.org



Young Professionals Program Speakers
American Seed Trade Association
Bethany Shively
1701 Duke Street, Suite 275
Alexandria, VA 22314
bshively@betterseed.org



Guest Room Internet
AMVAC - Swanson Russell
Kellie Wostrel
14301 FNB Parkway, Suite 312
Omaha, NE 68154
kelliew@swansonrussell.com



Trade Talk Luncheon Dessert
Arysta LifeScience - Woodruff
Gardner Hatch
331 Southwest Boulevard
Kansas City, MO 64108
ghatch@wearewoodruff.com

CONVENTION SPONSORS



Broadcast Service Center
Broadcast Service Center Coffee Cart
Broadcast Service Center Internet
Computer Center
 BASF
 Odessa Hines
 26 Davis Drive
 Research Triangle Park, NC 27709
 odessa.hines@basf.com



Convention Program
Night of Honors Celebration Banquet
 Bayer
 Kyel Richard
 800 North Lindbergh
 St. Louis, MO 63167
 kyel.richard@bayer.com



Vehicle Display
 Can-Am Off-Road
 - Howard Communications
 Andrew Howard
 289 Hwy CC
 Elsberry, MO 63343
 ahoward@howardcommunications.com



Farm Broadcaster Contests & Critiques
 Cargill MarketGuide
 Paul Webster
 15407 McGinty Road West
 Wayzata, MN 55391
 paul_r_webster@cargill.com



Welcome Lobby/Brasserie Branding
 Case IH
 Sy Stevens
 621 State Street
 Racine, WI 53202
 sy.stevens@caseih.com



Trade Talk Carving Stations
 Cattlemen's Beef Board
 - Swanson Russell
 Caitlin March
 14301 FNB Parkway, Suite 312
 Omaha, NE 68154
 caitlinm@swansonrussell.com



NAFB Foundation Luncheon
Escalator Clings
 CME Group
 Alexandra Horos
 20 S Wacker Drive
 Chicago, IL 60606
 alexandra.horos@cmegroup.com



Water Stations/Water Bottles
 Conservis Corp - Paulsen
 Greg Guse
 3510 S 1st Avenue Circle
 Sioux Falls, SD 57105
 greg.guse@paulsen.ag



Trade Talk Breakfast Buffet
 Corteva Agriscience™, Agriculture
 Division of DowDuPont – Bader Rutter
 Melissa Anderson
 1433 N Water Street, Suite 100
 Milwaukee, WI 53202
 mranderson@bader-rutter.com



Night of Honors Banquet Wine
 DSM Animal Nutrition & Health
 - DMG Communication
 Melissa Jackson
 40602 Road 728
 Cambridge, NE 69022
 mjackson@dmgcommunication.com



Young Professionals
Speed Networking
 Edge Dairy Farmer Cooperative
 Lauren Brey
 2763 Manitowoc Road, Suite B
 Green Bay, WI 54311
 lbrey@voiceofmilk.com



New Member & Past
Presidents Reception
 Farmers Business Network
 Lauren Fosheim
 6009 S. Sharon Avenue #105
 Sioux Falls, SD 57108
 lfosheim@farmersbusinessnetwork.com

CONVENTION SPONSORS



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



Trade Talk Refreshment Break
 Farmer Mac
 Betsy Urso
 1999 K Street NW, 4th Floor
 Washington, DC 20006
 burso@farmermac.com



Trade Talk Luncheon
 Farm Op Capital
 Rick Snyder
 475 SE Alice's Road, Suite C
 Waukee, IA 50263
 rsnyder@foc.ag



One-on-One Personal
Branding Sessions
 Firestone AG
 Kearston Winrow
 200 4th Avenue South
 Nashville, TN 37201
 winrowkearston@bfusa.com



Trade Talk
 FMC Agricultural Solutions
 - FLM Harvest
 Brooke Wentte
 2929 Walnut Street
 Philadelphia, PA 19104
 bwente@flmharvest.com

CONVENTION SPONSORS



GROWMARK

**President-Elect's
'Name That Tune' Reception**
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 20001
sbrenden@growthenergy.org



Night of Honors Banquet Dessert
Independent Professional Seed
Association (IPSA)
Todd L. Martin
12 W Dickson Street, #1488
Fayetteville, AR 72701
todd@ipseed.org



**Foundation Auction and President
Elect Reception**
Irrigation Association
John Farnar
8280 Willow Oaks Corporate Drive,
Suite 400
Fairfax, VA 22031
johnfarnar@irrigation.org



JOHN DEERE

**NAFB Foundation Board Dinner
NAFB News Service Awards
Registration & Convention Bags**
John Deere
Cyndee Smiley
10789 S Ridgeview Road
Olathe, KS 66061
smileycyndeeds@johndeere.com



AGRONOMIC SERVICES

Trade Talk
Koch Agronomic Services
- Swanson Russell
Megan Bollich
1202 P Street
Lincoln, NE 68508
meganb@swansonrussell.com



**Cupcake Room Drop
Elevator Door Branding**
Kubota Tractor Corporation - Paulsen
Tyler Meints
3510 S First Avenue Circle
Sioux Falls, SD 57105
tyler.meints@paulsen.ag

LAND O' LAKES, INC.

Door Hangers
Land O' Lakes, Inc
Kaitlyn Hedstrom
4001 Lexington Ave. North
Arden Hills, MN 55126
kdhedstrom@landolakes.com



**Wednesday Programming:
Advanced Ag Tech**
Livestock Marketing Association
Kristen Parman
10510 N Ambassador Drive
Kansas City, MO 64153
kparman@lmaweb.com



President's Reception
Microsoft
Bradley Baird
901 K Street NW, Suite 1100
Washington, DC 20001
bradley.baird@microsoft.com



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



Healthy Living - Wellness Checks
National Bison Association
Dave Carter
8690 Wolff Court, Suite 200
Westminster, CO 80031
david@bisoncentral.com

CONVENTION SPONSORS



**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 80908
jrobinson@beef.org



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



Registration Giveaway
National Crop Insurance Services
Laurie Langstraat
8900 Indian Creek Parkway, #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

CONVENTION SPONSORS



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



Wednesday Programming:
Crop Outlook 2019
Nutrien Ag Solutions - Osborn Barr
Briana Gilomen
914 Spruce Street, 2nd Floor
St. Louis, MO 63102
briana.gilomen@osbornbarr.com



Portrait Photographer
OsbornBarr
Erin Boedeker-Loesing
914 Spruce Street, 2nd Floor
St. Louis, MO 63102
erin.boedeker@osbornbarr.com



Portrait Photographer
Paulsen
Sara Steever
3510 S 1st Avenue Circle
Sioux Falls, SD 57105
sara.steever@paulsen.ag



Friday Professional Improvement
Pioneer Seeds - Bader Rutter
Melissa Anderson
1433 N Water Street, Suite 100
Milwaukee, WI 53202
mranderson@bader-rutter.com



Thursday Afternoon Refreshment Break
Pivot Bio
Tracy Willits
1911 76th Street
Windsor Heights, IA 50324
tracy@pivotbio.com



Wednesday Programming:
Alternative Crops Panel
POET
Matt Merritt
4615 N Lewis Avenue
Sioux Falls, SD 57104
matt.merritt@poet.com



Foundation Auction and President Elect Reception
Propane Education & Research Council
- Swanson Russell
Brooke Behrendt
1202 P Street
Lincoln, NE 68508
brookeb@swansonrussell.com



Convention Lanyards
Protect The Harvest
Betty Duke
480 Southpoint Circle
Brownsburg, IN 46112
betty@lucasoilsspeedway.com



Targeted Hotel Check-In Giveaway
RCIS - Paulsen
Brittany Lessman
3510 South First Avenue Circle
Sioux Falls, SD 57105
brittany.lessman@paulsen.ag



Trade Talk Breakfast Buffet
REALTORS Land Institute
Aubrie Kobernus
430 N Michigan Avenue
Chicago, IL 60302
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



Awards Luncheon
Farm Broadcaster of Year & Horizon Award
Syngenta - G&S Business Communications
Karyn Ostrom
4242 Six Forks Road, Suite 1650
Raleigh, NC 27609
kostrom@gsccommunications.com



Health Club and NAFF 5k Walk
U.S. Apple Association
Tracy Grondine
7600 Leesburg Pike, Suite 400
Falls Church, VA 22043
tracy@usapple.org



U.S. CUSTOM HARVESTERS, INC.
Guest Room Internet
U.S. Custom Harvesters, Inc.
Mandi Sieren
P.O. Box 148
Turon, KS 67583
office@uschi.com

CONVENTION SPONSORS



Hall of Fame Induction Schedule at a Glance
United Soybean Board / Soy Checkoff
- Osborn Barr
Candace Rosen
914 Spruce Street, 2nd Floor
St. Louis, MO 63102
candace.rosen@osbornbarr.com



Video Display
Vive Crop Protection
Arlene Warner
1, 6275 Northam Drive
Mississauga, ON L4V 1Y8
awarner@vivecrop.com

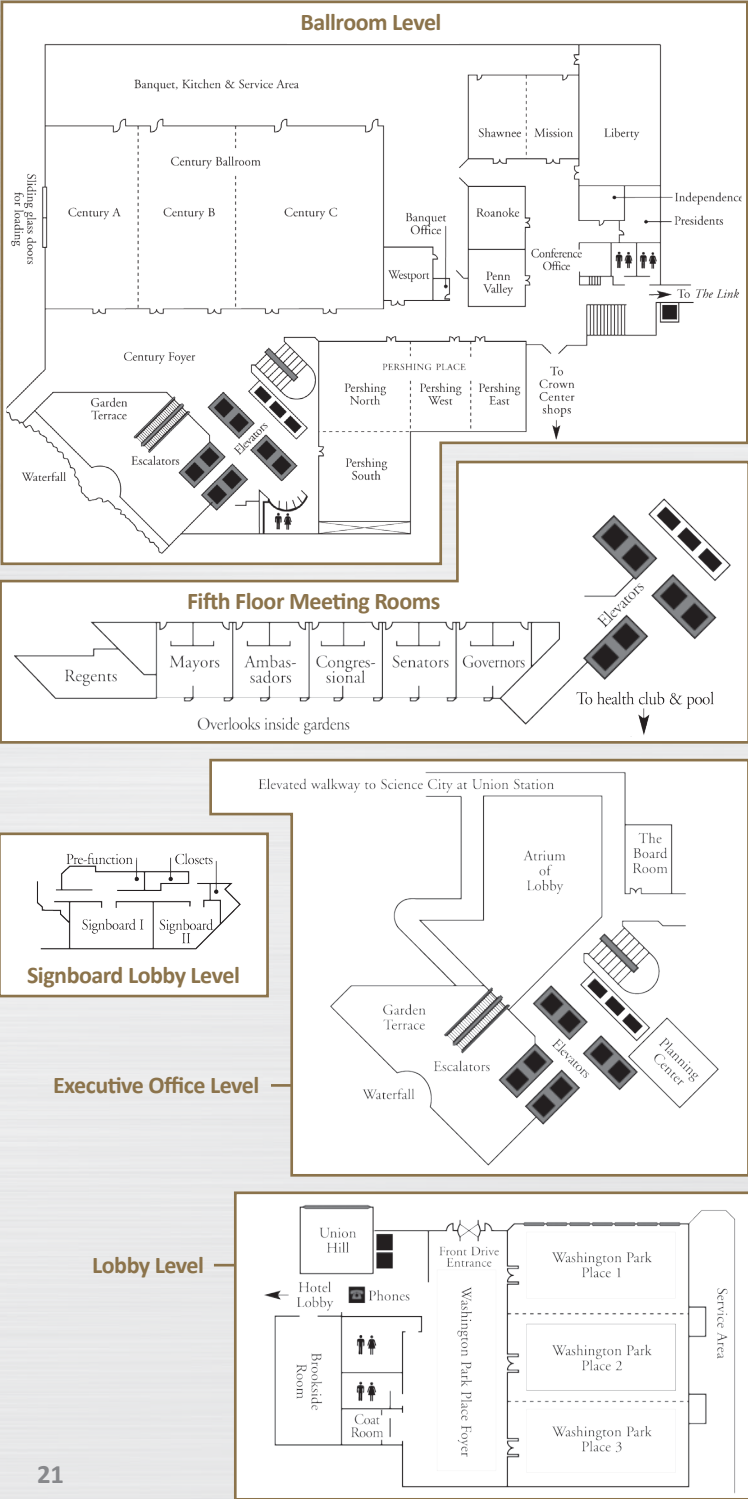


Early Registration Giveaway
WinField United - Colle McVoy
Kelsey Gunderson
400 1st Avenue N, Suite 700
Minneapolis, MN 55401
kelsey.gunderson@exponentpr.com



Social Media Corps
Zoetis
Julie Groce
1040 Swabia Court
Durham, NC 27344
julie.groce@zoetis.com

HOTEL MAP



Our roots
run deep

Chances are, you've seen us around the house, or around the yard. In the store, or even out in the field. In fact, families and farmers have turned to Bayer for six generations and counting.

Because for over 150 years, we've been right by your side. Advancing the health of the people, plants and pets you love.

Thank you for trusting us, then and now.

bayer.us @BayerUS bayerus



Science for a better life



It's a new day in farming and,
*like you, we
were up
before sunrise*

It's hard work. You rise early, work late, and you're constantly looking for new ways to get the most out of your crops. You're not alone. The people at Bayer are right there with you, working on even better ways to grow.

Growing with farmers since 1892.

bayer.us



[@BayerUS](https://twitter.com/BayerUS)



[bayerus](https://www.instagram.com/bayerus)



Science for a **better life**

