FARM BROADCASTING
THE ENGINE THAT DRIVES AGRICULTURE

NOVEMBER 13-15, 2019
CONVENTION INFORMATION

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

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

Wednesday, November 13
8 a.m.-6 p.m.
Thursday, November 14
8 a.m.-2 p.m.
Friday, November 15
8 a.m.-10 a.m.

In addition to providing registration services, NAFB staff members are available 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 13, and 8 a.m.-3 p.m., Thursday, November 14, in East Pershing Place. Items will be moved to Century A for final bidding at 5:45 p.m., Thursday; the Live Auction 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 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 14, in the Century Foyer and Friday, November 15, 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 and Paulsen

MULT BOXES
Mult boxes will be stationed at newsmaker programming sessions for broadcasters to connect their recorders into the sound system.
Sponsored by BASF

CONFERENCE SOCIAL MEDIA
Post and follow the 2019 Convention on social media with the official convention hashtag:

#NAFB19

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 14.

Some 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.

NATIONAL ACT PROFESSIONAL DEVELOPMENT CONFERENCE
Sponsored by BASF

HEALTHY LIVING WELLNESS CHECK
A basic health screening is available from 7 a.m.-Noon, Friday, November 15, 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 recommended to not eat before having your cholesterol levels checked.
Sponsored by Firestone Ag

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 the registration desk for more details.
Sponsored by Feed the Children

2019 SOCIAL MEDIA CORPS
College students passionate about social media and digital storytelling will be sharing Convention stories throughout the event. They will be guiding online conversations using the hashtag #NAFB19.
Sponsored by The National Bison Association and BASF
Greetings, and welcome to the 2019 NAFB Convention!

Ready . . . set . . . go! Farm broadcasting is the “Engine That Drives Agriculture,” and the National Association of Farm Broadcasting (NAFB) is celebrating at our 76th convention this fall.

In helping broadcasters and other members fine-tune their engines, NAFB celebrates 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.

The 2019 Convention starts Wednesday, November 13, with three important Newsmaker Sessions. Numerous NAFB committees also will meet to discuss upcoming business for the year ahead, and our Social Media Corp will be in the heat of the action, capturing highlights of all the activities.

Trade Talk showcases our Thursday, November 14, roster of activities ... it runs from 7 a.m. to 1:30 p.m. for NAFB Broadcast Council members and participating companies and sponsors. Additionally, USDA Secretary Sonny Perdue plans to join us Thursday following Trade Talk to share remarks on the state of our industry.

The annual celebration continues Thursday evening with our Night of Honors banquet and Hall of Fame reception, where we will recognize our 2019 award winners (including the top radio advertising campaigns of the year as well as the Dix Harper Meritorious Service Award and The Doan) and this year’s Hall of Fame Inductees Max Armstrong and Tom Steever.

Friday, November 15, concludes our 76th Convention with our NAFB 5K Walk, the Networking Exchange, professional improvement sessions, annual awards luncheon, and the evening’s premier event: the President’s reception and banquet.

Throughout Convention, you will spot students participating in various activities – we encourage you to network with the Agricultural Communicators of Tomorrow (ACT) members in attendance, as ACT is holding its Professional Development Conference in conjunction with NAFB Convention.

And – of course – there are multiple opportunities throughout Convention to help support and promote NAFB, including the NAFB Foundation Silent Auction, an on-site portrait photographer to update your headshot, and personal branding workshops.

Let’s rev our engines and race for the checkered flag at our 2019 Convention!

Sincerely,

Rita Frazer
2019 NAFB President-Elect
**TUESDAY, NOVEMBER 12**

11 a.m.-3 p.m.
NAFB Board of Directors Meeting
Penn Valley

4-9 p.m.
NAFB Foundation Board of Directors Meeting and Dinner
Roanoke
DINNER SPONSOR: John Deere

**WEDNESDAY, NOVEMBER 13**

4 a.m.-6 p.m.
Broadcast Service Center
Pershing Place
SPONSOR: BASF

7:30-9 a.m.
Social Media Corps Breakfast
One East Urban Bar + Kitchen
(lobby level)
(INVITATION ONLY)
SPONSORS: BigIron Auctions and Farm Credit

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

8:30-11:30 a.m.
Marketing & Promotion Advisory Committee Meeting
Roanoke
SPONSOR: Agri Marketing magazine

---

**10-11 a.m.**
Prospects of a Prosperous Dairy Economy
Shawnee Mission
SPONSOR: Nutrien Ag Solutions

**Secretary Tom Vilsack**
U.S. DAIRY EXPORT COUNCIL

Former U.S. Agriculture Secretary Tom Vilsack is president and CEO of the U.S. Dairy Export Council (USDEC). He took the position in February 2017 after serving eight years as the nation’s 30th Secretary of Agriculture.

As president and CEO, Vilsack provides strategic leadership and oversight of USDEC’s global promotional and research activities, regulatory affairs, and trade policy initiatives. This includes working with industry leaders to develop a long-term vision for building sales and consumer trust in U.S. dairy. Together with the USDEC board, he creates strategies to successfully achieve the shared vision. He serves as the organization’s primary spokesperson and ambassador to a host of global and domestic stakeholders.

**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

---

**2-2:50 p.m.**
Farm Economy: How Do We Keep From Repeating the ’80s?
Shawnee Mission
SPONSOR: American Bankers Association

**Richard Fordyce**
FARM SERVICE AGENCY ADMINISTRATOR

Richard Fordyce was sworn in as the U.S. Department of Agriculture (USDA) Farm Service Agency (FSA) administrator on May 23, 2018. In this role, Fordyce provides leadership for FSA and its mission to support agricultural production across America through a network of over 2,100 county and 50 state offices.

Fordyce, a fourth-generation farmer from Bethany, Missouri, previously served as the state executive director for FSA in Missouri since November 2017. He also served as director of the Missouri Department of Agriculture from 2013 to 2017.

He and his wife, Renee, have two children; they grow soybeans and corn and raise beef cattle on the family farm.

**Dale Durchholz**
GRAIN CYCLES

Dale Durchholz is the principal of Grain Cycles, an independent commodity consulting/analytical firm in Illinois.

He retired from AgriVisor, a company owned by GROWMARK and Illinois Farm Bureau, where he was the senior market analyst. Prior to that, Durchholz headed the research departments for two Chicago brokerage houses. He began his career as an analyst for a producer market consulting firm that had clientele across the U.S.

Along with researching aspects of the agricultural markets and economies, he developed marketing strategies for producers and helped develop new products for producers to use in marketing their products. Over his career, he primarily analyzed grain and livestock markets, working with producers/merchants of those products. A part of his stint in Chicago in the early 1980s included research on various financial/forex markets. His style includes both the fundamental and technical perspectives.

Dale has a bachelor of science in agriculture and an MBA from the University of Illinois. He grew up on a farm in central Illinois.
Garrett Riekhof, owner of GR Farms, will be sharing his views and passion about the production of white corn and soybeans with family values on his mid-Missouri farm. This 38-year-old farmer prepares each season’s crop by blending wisdom from the four generations before him with wild excitement from the new and ever-changing frontiers in agriculture. Riekhof sees the farm as a playground for his family and a testing ground for new precision technologies and biological advancements as well as a platform for sharing food production with those whose feet have never stood on a farm.

3-3:50 p.m.  
The Future of Transportation & Infrastructure for Ag Commodities  
Shawnee Mission  
SPONSOR: POET

Ken Eriksen is the head of the IHS Markit, Agribusiness Intelligence, IEG Vantage Client Advisory and Development, and Energy and Transportation groups. In this capacity, he directs the efforts in client advisory and development, and energy and transportation for risk management, consulting, and events. Since joining Informa in 2001, Eriksen led IEG’s Transportation, Industrials, and Energy Services team and co-led IEG’s project consulting practice. He regularly speaks on commodity, transportation, and infrastructure issues and developments and is an expert witness in transportation, logistics and supply-chain matters. Prior to joining the company, Eriksen worked for USDA’s National Agricultural Statistics Service as an agricultural statistician. In that capacity, he conducted national surveys and set national estimates in agriculture.

Paul Rohde is vice president, Midwest region, of Waterways Council, Inc. (WCI), the national public-policy organization advocating a well-maintained system of inland waterways infrastructure and ports. Rohde galvanizes the broad coalition of WCI members, a grassroots network comprised of waterway carriers and shippers, agricultural producers, agribusiness, industrial manufacturers, energy providers, organized labor, economic development interests, and conservation groups, among others.

He advances WCI’s goals by contributing to the formation of legislative strategy and policy issues; developing and executing a comprehensive public education campaign; initiating effective grassroots activism, media outreach, collaboration with conservation organizations; and WCI membership services and development.

THURSDAY, NOVEMBER 14

4 a.m.-6 p.m.  
Broadcast Service Center  
Pershing Place  
SPONSOR: BASF

6-8 a.m.  
Breakfast Buffet  
Garden Terrace  
SPONSORS: American Coalition for Ethanol and Sipcam Agro USA, Inc.
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.

2-3 p.m. 
Refreshment Break 
Roanoke Foyer 
SPONSOR: Pivot Bio

2:30-4 p.m. 
NAFB All Member Meeting 
Liberty

4-5 p.m. 
Broadcast Council Meeting and Election 
Liberty

5-5:30 p.m. 
Regional Member Annual Meetings 
(EAST) Roanoke 
(SOUTH) Shawnee Mission 
(WEST) Liberty

5:45-7 p.m. 
NAFB Foundation Auction and President-Elect Reception 
Century A 
SPONSORS: Irrigation Association and Propane Education & Research Council

7-9:30 p.m. 
Night of Honors Celebration Banquet 
Century B/C 
(TICKETED EVENT) 
DINNER SPONSOR: Bayer 
WINE SPONSOR: DSM Animal Nutrition & Health 
DESSERT SPONSOR: Livestock Marketing Association

This special evening event and program features the introduction of the 2019 NAFB Hall of Fame inductees, The Doan, the Herb Plambeck Award for Creative Excellence, and the Dix Harper Meritorious Service Award honorees.

DIX HARPER MERITORIOUS SERVICE AWARD

THE DOAN AWARD

HERB PLAMBECK CREATIVE EXCELLENCE AWARDS

HALL OF FAME INDUCTION 
SPONSOR: United Soybean Board 
PRODUCTION: 22 Creative Group

9:30-10:30 p.m. 
Hall of Fame Reception 
Century A 
SPONSOR: U.S. Roundtable for Sustainable Beef

FRIDAY, NOVEMBER 15

4 a.m.-5 p.m. 
Broadcast Service Center 
Pershing Place 
SPONSOR: BASF

7 a.m. 
NAFB 5K Walk 
Roanoke Foyer 
SPONSOR: U.S. Apple Association

7-9 a.m. 
Continental Breakfast 
Garden Terrace 
SPONSOR: National Biodiesel Board

7 a.m.-Noon 
Healthy Living – Wellness Check 
Century Foyer 
SPONSOR: National Bison Association

8-9:50 a.m. 
50-Minute One-on-One Personal Branding Sessions 
Union Hill West 
(BY APPOINTMENT ONLY) 
SPONSOR: Firestone Ag

8-10 a.m. 
Registration 
Roanoke Foyer 
SPONSOR: John Deere

8-10:30 a.m. 
Networking Exchange 
Century A

8 a.m.-3 p.m. 
Portrait Photographer 
Roanoke Foyer 
SPONSORS: AdFarm and Paulsen

9-9:50 a.m. 
Making Social Media Work for You (Social Media 1.0) 
Liberty 
SPONSORS: GrainBridge and Lindsay Corporation

Erin Boedeker
OSBORN BARR + PARAMORE

Raised in Elsberry, Missouri, 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 with a bachelor of science in ag education leadership with an emphasis in advertising and communication. In 2016, Boedeker joined the national advertising agency Osborn Barr Paramore (OBP) as a marketing associate and was later promoted to PR and content supervisor. Boedeker directs her passion for agriculture and content development as she leads the agency’s communication channels and social-media pages.
9-9:50 a.m.
So You Think You Know Social Media (Social Media 2.0)
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Chad Colby  
COLBY AG TECH

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 their practical applications. Colby shares his knowledge and passion of agriculture by having one of the largest social-media footprints in agriculture and through speaking engagements in the U.S. and across the globe. He was recently featured on CNBC and provides regular reports to TV program “This Week in Agribusiness,” hosted by Max Armstrong and Orion Samuelson. He resides in Goodfield, Illinois.

10-10:50 a.m.
Doing Radio Right
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Dr. Mike Dreith  
WFIW-WOKZ RADIO

Dr. Mike Dreith is the general manager of WFIW-WOKZ-FM in Fairfield, Illinois. He formerly was a minority owner in WBGZ in Alton, Illinois. During his career, Dreith has been the president of Frontier Community College (Illinois), Western Texas College, and John A. Logan College (Illinois).

Dreith returned to broadcasting in 2018 after a 32-year career in higher education. He has programmed his AM station to reflect the leading industry in his listening area: agriculture. He also is innovating by podcasting most of the station’s content.

Dreith and his wife, Carol, live in Fairfield. Her family owns a nearby family farm.

11-11:50 a.m.
Being a Leader is a Choice
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Jerry Haack  
PRIMAL LEADERSHIP BUSINESS COACHING

Jerry Haack started his career as a creative sales person. He has developed his basic sales skill into a role as a marketing consultant and has morphed into a variety of roles like sales manager, marketing consultant/agency account executive, director of franchises, general manager, CEO, importer, and business owner.

Haack founded it’s all marketing inc. in 1998, a marketing and sales consulting company that continues to serve retail, wholesale, and professional services. Additionally, he started Primal Leadership Business Coaching in 2007, becoming a certified professional co-active coach (CPCC) an a member of the International Coaching Federation (ICF).

Haack actively coaches and facilitates workshops throughout the United States. He has developed the ability to effectively cross different industries including physicians, CEOs, sales leaders, attorneys, plant managers, and business owners.

Over the years, Holst has been very involved with his church and the community of Yankton as well as NAFB.

Holst and his wife Julie have five adult children and seven grandkids, who all are the joy of their lives.

11-11:50 a.m.
Doing Radio Right
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Dr. Mike Dreith  
WFIW-WOKZ RADIO

Dr. Mike Dreith is the general manager of WFIW-WOKZ-FM in Fairfield, Illinois. He formerly was a minority owner in WBGZ in Alton, Illinois. During his career, Dreith has been the president of Frontier Community College (Illinois), Western Texas College, and John A. Logan College (Illinois).

Dreith returned to broadcasting in 2018 after a 32-year career in higher education. He has programmed his AM station to reflect the leading industry in his listening area: agriculture. He also is innovating by podcasting most of the station’s content.

Dreith and his wife, Carol, live in Fairfield. Her family owns a nearby family farm.

10-10:50 a.m.
Doing Radio Right
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Dr. Mike Dreith  
WFIW-WOKZ RADIO

Dr. Mike Dreith is the general manager of WFIW-WOKZ-FM in Fairfield, Illinois. He formerly was a minority owner in WBGZ in Alton, Illinois. During his career, Dreith has been the president of Frontier Community College (Illinois), Western Texas College, and John A. Logan College (Illinois).

Dreith returned to broadcasting in 2018 after a 32-year career in higher education. He has programmed his AM station to reflect the leading industry in his listening area: agriculture. He also is innovating by podcasting most of the station’s content.

Dreith and his wife, Carol, live in Fairfield. Her family owns a nearby family farm.

11-11:50 a.m.
Being a Leader is a Choice
Shawnee Mission
SPONSORS: GrainBridge and Lindsay Corporation

Jerry Haack  
PRIMAL LEADERSHIP BUSINESS COACHING

Jerry Haack started his career as a creative sales person. He has developed his basic sales skill into a role as a marketing consultant and has morphed into a variety of roles like sales manager, marketing consultant/agency account executive, director of franchises, general manager, CEO, importer, and business owner.

Haack founded it’s all marketing inc. in 1998, a marketing and sales consulting company that continues to serve retail, wholesale, and professional services. Additionally, he started Primal Leadership Business Coaching in 2007, becoming a certified professional co-active coach (CPCC) an a member of the International Coaching Federation (ICF).

Haack actively coaches and facilitates workshops throughout the United States. He has developed the ability to effectively cross different industries including physicians, CEOs, sales leaders, attorneys, plant managers, and business owners.
2018 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2018:

PLATINUM LEVEL ($1,000+)
- Max Armstrong
- Collette
- Rich & Sharon Hull
- Mike & Stephanie Johanns
- Gene Millard
- Ken & Jane Root
- Orion Samuelson

GOLD LEVEL ($500-$999)
- Tom & Beth Brand
- Gale Cunningham
- Ron Hays
- Jessie Logan
- Lyle Orwig

SILVER LEVEL ($250-$499)
- Taylor Brown
- Brownfield Ag News
- Colleen Callahan Consultancy
- Greg Guse
- Terry Henne
- Pam Jahnke
- Ken & Mary McCauley
- Vic McGill
- Russ Parker
- Mark Vail
- Hugh Whaley
- Don & Kolleen Wick
- Cyndi Young-Puyear

BRONZE LEVEL ($100-$249)
- California Ag Today
- Barbara Campbell Determan
- Dwayne Cartmell
- Chad Colby
- Colorado Potato Administrative Committee
- Joe & Connie Cornely
- Cindy Cunningham
- Jim & Marlene Evans
- Fretwell Communications
- Meghan Grebner Conant
- Infinity Direct
- Mustang Red
- Paulsen
- Roddy Peeples
- Wendy Felk Pinkerton
- Christine Quinn
- Larry Quinn
- Bill Mann Rittman
- Dan Skelton
- Angie Skochdopole
- Kevin Skunes
- Tom Steever
- John Vasichek
- Dee Weeda
- Lory Williams
- WMBD-WIRL Radio
- Shannon Yockey
- ZimmComm New Media

BOOSTERS ($25-$99)
- Bryce Doeschot
- Chip Flory
- Rae Nel Halibur
- Julie Harker
- Harriet Harper
- KCE Public Affairs Associates, LLC
- Janice Keene
- Randy Krotz
- Troy Leininger
- Rex Martin
- Mike & Erin Nash
- Mark Oppold
- Clay Patton
- Christine Tew

CONVENTION SPONSORS

Professional Portrait Photography
AdFarm
Rosie Thoni
2101 Broadway, Suite 21
Kansas City, MO 64108
rosie.thoni@adfarmonline.com

AGI SureTrack
Wednesday Night Room Drop
AGI SureTrack
Bonnie Salisbury
P.O. Box 315
Archie, MO 64725
bsalisbury@intellifarms.com

AMR
AG MEDIA RESEARCH®
STUDIES
Slide Show Presentations
Ag Media Research
Ron Claussen
P.O. Box 1486
Sioux Falls, SD 57101
agmedia@agmedia.com

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

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

Anuvia
Elevator Door Branding
Anuvia Plant Nutrients
Sybil Jones
144 Miller Drive
Tryon, NC 28782
sybil.jones1@gmail.com
CONVENTION SPONSORS

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

John Deere
NAFB Foundation Board Dinner
News Service Awards
Registration & Conference Bags
Laurel Caes
10789 S. Ridgeview Road
Olathe, KS 66061
caeslaurelj@johnndeere.com

Mahindra
Tractors & Utility Vehicles
Farm Broadcaster Contests & Critiques
Mahindra Ag North America
Susan Moriarty
9020 Jackrabbit Road
Houston, TX 77041
susan.moriarty@mahindrausa.com

NAFB Foundation Board Dinner
News Service Awards
Registration & Conference Bags
Laurel Caes
10789 S. Ridgeview Road
Olathe, KS 66061
caeslaurelj@johnndeere.com

Friday Continental Breakfast
National Biodiesel Board
Samantha Turner
605 Clark Avenue
Jefferson City, MO 65110
sturner@biodiesel.org

Friday Professional Improvement Programming
Lindsay Corporation
Emily Hardie
18135 Burke Street, Suite 100
Omaha, NE 68022
emily.hardie@lindsay.com

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

GROWTH ENERGY
Sara Brenden
701 8th Street NW, Suite 450
Washington, DC 20001
sbrenden@growthenergy.org

IMI Global, a division of Where Food Comes From
Jennifer Moore
202 6th Street, Suite 400
Castle Rock, CO 80104
jmoore@wherefoodcomesfrom.com

Koch Agronomic Services
Trade Talk
Koch Agronomic Services
- Swanson Russell
Jodi Hoatson
14301 FNB Parkway, Suite 312
Omaha, NE 68154
jodih@swansonrussell.com

President’s Reception
Indigo Ag
Kyle Gordon
500 Rutherford Avenue
Charlestown, MA 02129
kgordon@indigoag.com

Livestock Marketing Association
Kristen Parman
11501 Outlook Street, Suite 250
Overland Park, KS 66211
kparman@lmaweb.com

News Service Awards
Registration & Conference Bags
Laurel Caes
10789 S. Ridgeview Road
Olathe, KS 66061
caeslaurelj@johnndeere.com

Mahindra Ag North America
Susan Moriarty
9020 Jackrabbit Road
Houston, TX 77041
susan.moriarty@mahindrausa.com

Friday Continental Breakfast
National Biodiesel Board
Samantha Turner
605 Clark Avenue
Jefferson City, MO 65110
sturner@biodiesel.org

Friday Professional Improvement Programming
Lindsay Corporation
Emily Hardie
18135 Burke Street, Suite 100
Omaha, NE 68022
emily.hardie@lindsay.com

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

Livestock Marketing Association
Kristen Parman
11501 Outlook Street, Suite 250
Overland Park, KS 66211
kparman@lmaweb.com

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

President-Elect Reception
Irrigation Association
John Farner
8280 Willow Oaks Corporate Drive, Suite 400
Fairfax, VA 22031
johnfarner@irrigation.org

Opening 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

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

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

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

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

Night of Honors Banquet Dessert
Livestock Marketing Association
Kristen Parman
11501 Outlook Street, Suite 250
Overland Park, KS 66211
kparman@lmaweb.com
CONVENTION SPONSORS

Nutrien Ag Solutions

Wednesday Programming: Prospects of a Prosperous Dairy
Nutrien Ag Solutions - Osborn Barr + Paramore
Amy Kacynski
500 Church Street
Nashville, TN 37219
amy.kacynski@obpagency.com

Paulsen

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

Pivot Bio

Thursday Afternoon Refreshment Break
Pivot Bio
Tracy Willits
2929 Seventh Street, Suite 120
Berkeley, CA 94710
tracy@pivotbio.com

POET

Wednesday Programming: Transportation and Infrastructure Panel
POET
Carla English
4615 N. Lewis Avenue
Sioux Falls, SD 57104
carla.english@poet.com

Propane Education & Research Council

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

Conway

Cone

Wednesday Programming: Prospects of a Prosperous Dairy
Cone - Osborn Barr + Paramore
Amy Kacynski
500 Church Street
Nashville, TN 37219
amy.kacynski@obpagency.com

Syngenta

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

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

Thursday Afternoon Refreshment Break
Pivot Bio
Tracy Willits
2929 Seventh Street, Suite 120
Berkeley, CA 94710
tracy@pivotbio.com

U.S. Roundtable for Sustainable Beef
Hall of Fame Reception
U.S. Roundtable for Sustainable Beef
Jaclyn Roberts
1275 Pennsylvania Avenue, NW
Washington, DC 20024
jroberts@beef.org

Pivot Bio

Thursday Afternoon Refreshment Break
Pivot Bio
Tracy Willits
2929 Seventh Street, Suite 120
Berkeley, CA 94710
tracy@pivotbio.com

RCIS

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

Sipcam Agro USA, Inc.

Trade Talk Breakfast
Sipcam Agro USA, Inc. - Woodruff
Katana Ewbank
331 Southwest Boulevard
Kansas City, MO 64108
office@uschi.com

U.S. Roundtable for Sustainable Beef
Hall of Fame Reception
U.S. Roundtable for Sustainable Beef
Jaclyn Roberts
1275 Pennsylvania Avenue, NW
Washington, DC 20024
jroberts@beef.org

USAPEp

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

UPL - Woodruff

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

Vive Crop Protection

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

WinField United

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