



# **HARVESTING NEWS**

FOR RURAL  
AMERICA



## **CONVENTION GUIDE**

NOVEMBER 17-19, 2021

NATIONAL ASSOCIATION OF FARM BROADCASTING

[NAFB.com](http://NAFB.com)

## 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 17**  
**8 a.m.-6 p.m.**

**Thursday, November 18**  
**6 a.m.-2 p.m.**

**Friday, November 19**  
**8-10 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.

Lanyards sponsored by  
Protect the Harvest

### MEAL TICKETS

Tickets will be collected at the NAFB Foundation Celebration 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 17, and 8 a.m.-3 p.m., Thursday, November 18, in Pershing East. 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.

The NAFB Foundation also is hosting an online auction with unique items on which people may bid. Click the QR code to go to the site, and be sure to share the online auction to social media.



### PORTRAIT PHOTOGRAPHER

As a service to all Convention attendees, a photographer is available from 8 a.m.-3 p.m., both Thursday, November 18, in the Century Foyer and Friday, November 19, 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 Vive Crop Protection

### MULT BOXES

Mult boxes will be stationed at newsmaker-programming sessions for broadcasters to connect their 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 18. Booster Club donations may be made at the NAFB Foundation table in Roanoke Foyer.



## CONFERENCE SOCIAL MEDIA

Post and follow the 2021 Convention on social media with the official convention hashtag:

**#NAFB21**

### 2021 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 **#NAFB21**.

Sponsored by Farm Credit

### 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 the registration desk for more details.

Sponsored by Firestone Ag

### PERSONAL VOICE COACHING

Farm broadcasters have the opportunity to improve their on-air vocal performance by attending voice coaching sessions with Dr. Candice Coleman. Candy has more than 40 years experience coaching broadcasters, businesspeople, and professional actors and speakers. She's very effective in pin-pointing individual challenges and sharing exercised-based solutions.

Candy has presented and coached at numerous organizations such as RTNDA, the USDA, and the National Speakers Association on communication, voice, and presentation skills.

Sponsored by Novozymes BioAg

### HEALTHY LIVING WELLNESS CHECK

A basic health screening is available from 7 a.m.-Noon, Friday, November 19, 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.

Additionally, NAFB has partnered with DKMS, which manages the world's largest stem cell donor register, on a donor drive to help fight blood cancers. A DKMS representative will be on-site the Friday morning of Convention to facilitate potential donors' cheek swabs, which will help identify bone-marrow matches across the globe. Stop by the drive to potentially become a blood-cancer patient's second chance at life!

Sponsored by the National Bison Association



## WELCOME TO THE 78TH CONVENTION

Normal is a funny word, isn't it?

Since last spring, we've all been pushing to get "back to normal." For some, it's a relative term. For farm broadcasters, it's an elusive one.

We don't keep a "normal" sleep schedule; our listeners need us up before the crack of dawn. Our vacations aren't exactly "normal," when we hop on a plane to go somewhere warm, it's to spend long hours in a convention center to report information. We might not have a "normal" relationship with our competitors; our farm broadcast colleagues are some of our closest friends.

But make no mistake – we're going to have a "normal" convention this year. Sure, there are always going to be factors outside our control, but all factors point to our annual gathering in Kansas City resuming November 17-19 at the Westin Crown Center in Kansas City.

When I was charged with developing a theme for this year's NAFB Convention, I wanted something that reflected the work we do and the people we serve. The words "Harvesting News for Rural America" checked all those boxes, and I'm excited to work with NAFB's excellent staff to bring you a gathering that will help us do just that.

We'll celebrate all the things that make our organization and industry great as we award and recognize our next generation of leaders at the NAFB Foundation luncheon and raise money for the future through live, silent, and online auctions.

Our ever-popular Trade Talk will be back in-person, giving broadcasters a wide array of speakers across all corners of the agriculture industry to inform their audiences and offering our partner companies with the opportunity to reach across the country with the key messages they're seeking to share.

This year's newsmaker sessions will feature a dynamic lineup of speakers to bring you the latest in agriculture's hot topics. The professional-improvement opportunities will give you an opportunity to leave Kansas City as a more well-rounded member of the agricultural-communications community.

We'll also have the chance to recognize the work and accomplishments of 2021 NAFB President Gale Cunningham.

And last, but certainly not least, we'll do business as an organization. Our convention gives us a chance to get together and make critical decisions about the future of our Allied Industry, Management Sales, and Broadcast Councils.

It's going to be a packed convention from start to finish, so I hope you'll make plans to join us for three days of journalism, professionalism, and hopefully a little bit of "normal."

Sincerely,

Spencer Chase  
2021 NAFB President-Elect

## NAFB BOARD OF DIRECTORS



**PRESIDENT**  
Gale Cunningham  
*WYXY Radio*



**PRESIDENT-ELECT**  
Spencer Chase  
*Agri-Pulse Communications, Inc.*



**VICE PRESIDENT**  
Joe Gill  
*KASM Radio*



**ALLIED INDUSTRY COUNCIL REPRESENTATIVE**  
Paul Murphy-Spooner  
*United Soybean Board*



**ALLIED INDUSTRY COUNCIL REPRESENTATIVE**  
Amy Bradford  
*GROWMARK, Inc.*



**WEST REGION VICE PRESIDENT**  
Carah Hart  
*Red River Farm Network*



**EAST REGION VICE PRESIDENT**  
DeLoss Jahnke  
*RFD Radio Network*



**SOUTH REGION VICE PRESIDENT**  
Carey Martin  
*Texas Farm Bureau Radio Network*



**MANAGEMENT SALES COUNCIL REPRESENTATIVE**  
Breck Von Bank  
*American Ag Network / Adams on Agriculture*



**MANAGEMENT SALES COUNCIL REPRESENTATIVE**  
Tim Marshall  
*KRVN Rural Radio Network*



**MARKETING & PROMOTIONS COMMITTEE CHAIR**  
Kelly Bogard  
*Texas Farm Bureau Radio 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 more than 180 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](mailto:news@nafb.com) or by phone at (816) 226-4063.

## FUTURE NAFB NATIONAL MEETING DATES

**79th NAFB Convention**  
November 16-18, 2022  
Westin Crown Center  
Kansas City, Missouri

**80th NAFB Convention**  
November 15-17, 2023  
Westin Crown Center  
Kansas City, Missouri

## TUESDAY, NOVEMBER 16

### 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

SPONSOR: JOHN DEERE

## WEDNESDAY, NOVEMBER 17

### 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)

SPONSOR: Farm Credit

### 8 a.m.-6 p.m.

**Registration**

Roanoke Foyer

SPONSOR: John Deere

### 8 a.m.-4 p.m.

**NAFB Foundation Silent Auction**

Pershing East

### 8 a.m.-4:50 p.m.

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

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

### 8:30-11:30 a.m.

**Marketing & Promotion Advisory Board Committee Meeting**

Roanoke

SPONSOR: AgriMarketing magazine

### 8:45 a.m.-4:45 p.m.

**45-Minute Voice Coaching Sessions**

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Novozymes BioAg

### 9-10 a.m.

**Trade Policy and the Biden Administration**

Shawnee Mission

SPONSOR: POET

It's no secret trade was a headline issue for former President Donald Trump, and the administration's actions left several possible routes for the Biden administration to take. Hear from some of agriculture's foremost trade experts as they discuss new markets, existing deals, and global trade politics.



**Ted McKinney**

CHIEF EXECUTIVE  
OFFICER OF NASDA

Ted serves as the chief executive officer of NASDA, the National Association of State Departments of Agriculture. Prior to NASDA, he also was the first U.S. Department of Agriculture (USDA) Under Secretary for Trade and Foreign Agricultural Affairs from 2017-2021. In that role, Under Secretary McKinney led the development and implementation of the department's trade policy, oversaw and facilitated foreign market access, and promoted opportunities for U.S. agriculture through various trade programs and high-level government negotiations.



**SHARON BOMER LAURITSEN**

AGTRADE  
STRATEGIES, LLC.  
FOUNDER

Sharon Bomer Lauritsen is the founder of AgTrade Strategies LLC, a consulting service on U.S. agricultural trade policies. She retired from the U.S. government in 2020 with 29 years of experience, most recently as the Assistant U.S. Trade Representative for Agricultural Affairs and Commodity Policy, Office of the U.S. Trade Representative, Executive Office of the President. Sharon served at USTR for 15 years, leading agriculture trade negotiations for the United States, including with Canada, China, the European Union, India, Japan, Mexico, South Korea, and at the World Trade Organization.

### 10:15-11 a.m.

**Sustainability in Agriculture – It's More than a Buzzword**  
**Shawnee Mission**

SPONSOR: Nutrien Ag Solutions

The agriculture community has known throughout its existence the importance of sustainability. Listen to industry experts discuss their sustainability plans, how sharing what the industry is doing with consumers, and what lies ahead in the future.



**BRETT KAYSEN**

NATIONAL PORK  
BOARD  
SENIOR VP,  
SUSTAINABILITY

Brett L. Kayesen, Ph.D., is the senior vice president of sustainability for the National Pork Board. He leads the organization-wide effort to establish pork as the responsible protein of choice. He works to

strengthen food chain and consumer understanding of pork production practices by developing research-based communication strategies that engage and influence key decision makers.



**MYRIAH JOHNSON**

NCBA – SENIOR  
DIRECTOR OF BEEF  
SUSTAINABILITY  
RESEARCH

Myriah Johnson serves as the senior director of beef sustainability research with the National Cattlemen's Beef Association (NCBA). In her position, Myriah leads the Beef Checkoff's sustainability research program. She is responsible for not only setting the direction of the research program but developing and implementing Checkoff-funded programs, through NCBA as a contractor to the Beef Checkoff, that validate and benchmark how beef is responsibly and sustainably raised.

Myriah earned a B.S. in agricultural economics at Oklahoma State University, her M.S. in agricultural economics from Texas A&M University and Ph.D. in animal science, also from Texas A&M University. Myriah was raised in Perry, Oklahoma, on a cow-calf, stocker and small grains operation.

### 11:30 a.m.-1:30 p.m.

**NAFB Foundation Celebration Luncheon**

**Washington Park Place**

LUNCH SPONSOR: CME Group



**1:40-2:30 p.m.**

**The Agriculture Workforce:  
Who can get the job done?**

**Shawnee Mission**

SPONSOR: Edge Dairy Cooperative

“Help Wanted” signs are in business windows all over the country, but workforce concerns are nothing new in agriculture. Hear from a variety of perspectives on the issues facing farmers and ranchers and what possible approaches exist to help.



**BRODY STAPEL**  
EDGE DAIRY  
FARMER  
COOPERATIVE  
BOARD MEMBER

Brody Stapel is from Cedar Grove, Wisconsin, where he runs a dairy farm with his brother, Jory, and father, Rudy. Brody has been on the Edge Dairy Farmer Cooperative board since 2016 and has served as board president since 2019. In addition, he serves on the board of the U.S. Farmers and Ranchers in Action (USFRA). Today, Double Dutch Dairy consists of 250 cows and 1,100 acres, where they employ two full-time and two part-time employees.



**MICHAEL MARSH**  
NATIONAL COUNCIL  
OF AGRICULTURAL  
EMPLOYERS  
PRESIDENT AND CEO

Michael Marsh earned bachelor's degrees in history and accounting from the University of Wyoming where he also studied law. He is a certified public accountant. Although Michael started his career in public accounting working for a CPA firm that had many farm and ranch clients, his career changed dramatically

when he began to focus in the areas of forensic accounting and fraud investigation.

After consulting for a few years in the areas of litigation support in Federal District Court and complex financial transactions, Michael has returned to his true passion advocating on behalf of America's farmers and ranchers.



**SHANNA KAPP**  
TRIUMPH FOODS  
RECRUITMENT  
AND EMPLOYMENT  
SUPERVISOR

Shanna currently serves as the recruitment and employment supervisor for Triumph Foods in St. Joseph, Missouri. Triumph Foods is the second-largest pork production facility in the United States, employing more than 2,800 people at capacity. Shanna oversees a team of recruiters who specialize in seeking out new talent through innovative means. Shanna has been in the human resources field for more than 20 years serving for companies in the agriculture, non-profit, and for-profit sectors.

**2:40-3:30 p.m.**

**Carbon Sequestration: What do  
farmers (and farm broadcasters)  
need to know?**

**Shawnee Mission**

SPONSOR: POET

Farmers and ranchers are being sold on the potential for their land to be enrolled in markets that will pay for carbon they store in the soil. But what questions should they ask before signing up? And what do ag journalists need to know to better inform producers as they weigh the decision?



**CHRIS  
HARBOURT**  
INDIGO AG  
VICE PRESIDENT

Chris first joined Indigo in 2019 as vice president, where he was responsible for guiding Indigo's product and engineering teams in the development of digital agronomic tools to support row crop growers in adopting more beneficial growing practices proven to reduce on-farm emissions and sequester carbon dioxide in soils.

Today, as global head of carbon, Chris oversees all aspects of the Carbon by Indigo program – from scientific collaborations to corporate buyer partnerships, grower resources to business strategy – with the aim of establishing agricultural carbon credits as an indispensable resource for increasing grower profitability and environmental sustainability.



**JASON WELLER**  
LAND O' LAKES, INC.  
SENIOR DIRECTOR  
SUSTAINABILITY

Jason Weller joined Land O'Lakes, Inc., in 2017 as senior director of sustainability and in 2020 was appointed president of Truterra, the farmer-led and farmer-driven sustainability business unit at Land O'Lakes. Weller currently serves as the chair of the board of directors for the Soil Health Institute as well as on the board of the Soil and Water Conservation Society. Prior to joining Land O'Lakes, he served as chief of USDA's Natural Resources Conservation Service, the nation's largest working lands conservation organization that partners with

farmers and ranchers to deliver assistance to protect and improve the quality of their operations' natural resources.



**ANDREW LENTZ**  
ECOSYSTEM  
SERVICES MARKET  
CONSORTIUM  
POLICY DIRECTOR

As Ecosystem Services Market Consortium's policy director, Andrew develops the consortium's strategic national policy plan to support and align with ESMC's mission, vision, and national program buildup. Andrew has more than a decade of experience in the nation's capital, serving in roles in the public and private sectors, including at the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). Andrew spent more than seven years at FAS where he supported international agricultural capacity building and development projects in Iraq, Afghanistan, and throughout Africa. He has also held positions in the U.S. House of Representatives and at a national political party.





**3-5 p.m.**  
**Allied Industry Council Meeting  
and Election**  
**Penn Valley**

**3:40-4:30 p.m.**  
**Expanding Processing Possibilities**  
**Shawnee Mission**  
SPONSOR: Nutrien Ag Solutions

Where's the beef? Or the pork?  
Or the chicken? USDA is looking  
to invest in expanding the nation's  
meat processing capacity, but how  
should they do it?



**SCOTT BROWN**  
UNIVERSITY OF  
MISSOURI  
DIRECTOR OF  
STRATEGIC  
PARTNERSHIPS  
COLLEGE OF AG

Scott Brown is an associate extension professor in the division of applied social sciences and the director of strategic partnerships for the College of Agriculture, Food and Natural Resources at the University of Missouri. Scott has worked with U.S. Congress over the past three decades testifying before House and Senate Agriculture committees. He can be heard weekly on Brownfield Ag News' weekly livestock update and writes monthly columns for *Missouri Ruralist* and *Hoard's Dairyman*. Scott received his Ph.D. degree in agricultural economics from the University of Missouri and his B.S. degree in agricultural business from Northwest Missouri State University.



**LEE REICHMUTH**  
U.S. CATTLEMEN'S  
ASSOCIATION  
BOARD OF  
DIRECTORS

Lee Reichmuth serves on the U.S.  
Cattlemen's Association's board of

directors, representing producers in Nebraska and Iowa. He owns and operates Reichmuth Farms in Lindsay, Nebraska, which specializes in purchasing, selling, and delivering feeder cattle and grain. A frequent guest on CNBC and other media outlets to discuss the implications of current market conditions, Lee is an expert market analyst and risk-mitigation strategist.

**4-5 p.m.**  
**Management Sales Council  
Meeting and Election**  
**Roanoke**

**5-6 p.m.**  
**New Member and Past  
Presidents Reception**  
**Brookside  
(INVITATION ONLY)**  
SPONSOR: National Corn  
Growers Association

**6-7:30 p.m.**  
**Welcome Reception**  
**Washington Park Place  
(TICKETED EVENT)**  
SPONSOR: National Corn  
Growers Association

**7-9 p.m.**  
**NAFB Past Presidents' Dinner**  
**Pierpont's at Union Station  
(INVITATION ONLY)**  
SPONSOR: Growth Energy

**7:30-9 p.m.**  
**President-Elect's "Name That Tune"**  
**Brookside**  
SPONSOR: GROWMARK

**THURSDAY, NOVEMBER 18**

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

**6 a.m.-2 p.m.**  
**Registration**  
**Roanoke Foyer**  
SPONSOR: John Deere

**6-8 a.m.**  
**Breakfast Buffet**  
**Garden Terrace**  
SPONSORS: Agoro Carbon Alliance  
and American Coalition for Ethanol

**7 a.m.-1:30 p.m.**  
**Trade Talk**  
**Century Ballroom**  
SPONSORS: FMC and Brevant Seeds

**8 a.m.-3 p.m.**  
**Portrait Photographer**  
**Century Foyer**  
SPONSOR: Vive Crop Protection

**8 a.m.-3 p.m.**  
**NAFB Foundation Silent Auction**  
**Pershing East**

**8 a.m.-4:50 p.m.**  
**50-Minute One-on-One Personal  
Branding Sessions**  
**Union Hill West  
(BY APPOINTMENT ONLY)**  
SPONSOR: Firestone Ag

**8:45 a.m.-4:45 p.m.**  
**45-Minute Voice Coaching Sessions**  
**Union Hill**  
**(BY APPOINTMENT ONLY)**  
SPONSOR: Novozymes BioAg

**9:30-10:30 a.m.**  
**Trade Talk Refreshment Break**  
**Century Foyer**  
SPONSOR: Verdesian Life Sciences

**11:30 a.m.-2 p.m.**  
**Lunch Buffet**  
**Garden Terrace**  
LUNCH SPONSORS: Corteva Agriscience  
and Pioneer  
DESSERT SPONSOR: UPL  
**1:30-2:30 p.m.**  
**Trade Talk teardown**  
**Century Ballroom**

**1:30-3:30 p.m.**  
**Refreshment Break**  
**Roanoke Foyer**  
SPONSOR: Pivot Bio

**1:45-2:15 p.m.**  
**USDA Secretary Vilsack (INVITED)**  
**Shawnee Mission**



**Secretary Tom  
Vilsack**  
USDA SECRETARY OF  
AGRICULTURE

Thomas J. Vilsack was confirmed as the 32nd United States Secretary of Agriculture on Feb. 23, 2021, by the U.S. Senate, returning to a role he served for eight years under President Barack Obama. As leader of the U.S. Department of Agriculture as the 30th Secretary of Agriculture between 2009-2017, Vilsack worked hard to strengthen the American agricultural economy, build vibrant rural communities, and create new markets for innovation in rural America. He fought to put Americans back to work by investing in rural infrastructure, renewable energy, and large-scale conservation partnerships. Under his leadership, USDA supported America's farmers, ranchers, and growers who drove the rural economy forward, set records for U.S. agricultural exports, provided food assistance to millions of Americans, and helped provide a safe, sufficient, and nutritious food supply for the American people.

Vilsack was the longest-serving member of President Obama's original cabinet. Prior to his appointment, he served two terms as the governor of Iowa, and served in the Iowa state senate and as the mayor of Mt. Pleasant, Iowa.

**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 Meetings**  
(EAST) Roanoke  
(SOUTH) Shawnee Mission  
(WEST) Liberty

**5:45-7 p.m.**

**NAFB Foundation Auction and**  
**President-Elect Reception**  
**Century A**

SPONSOR: Propane Education and  
Research Council

**7-9:30 p.m.**

**Night of Honors Celebration**  
**Banquet**

**Century B/C (TICKETED EVENT)**

DINNER SPONSOR: Bayer

WINE SPONSOR: American Seed  
Trade Association

DESSERT SPONSOR: Livestock Marketing  
Association

**9:30-10:30 p.m.**

**Hall of Fame Reception**  
**Century A**

SPONSOR: U.S. Roundtable for  
Sustainable Beef

## **FRIDAY, NOVEMBER 19**

**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

Services include blood-pressure checks, cholesterol-level tests, and flu shots from health-care professionals on-site. It is recommended to not eat before having your cholesterol levels checked.

Additionally, NAFB has partnered with DKMS, which manages the world's largest stem cell donor register, on a donor drive to help fight blood cancers. A DKMS representative will be on-site to facilitate potential donors' cheek swabs, which will help identify bone-marrow matches across the globe. Stop by the drive to potentially become a blood-cancer patient's second chance at life! You also will receive a small gift.

**8-10 a.m.**

**Registration**  
**Roanoke Foyer**  
SPONSOR: John Deere

**8 a.m.-3 p.m.**

**Portrait Photographer**  
**Roanoke Foyer**  
SPONSOR: Vive Crop Protection

**8-11:50 a.m.**

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

**8-8:50 p.m.**

**Farm Bill 101**  
**Shawnee Mission**  
SPONSOR: Edge Dairy Cooperative  
As Congress prepares to write the next farm bill, hear from insiders and Hill veterans as they offer thoughts on how Capitol Hill might address things in 2023.



**PAT WESTHOFF**

FAPRI-MU  
POLICY RESEARCH  
INSTITUTE  
DIRECTOR

Pat Westhoff is the director of the Food and Agricultural Policy Research Institute at the University of Missouri (FAPRI-MU) and the Howard Cowden Professor of Agricultural and Applied Economics in the MU Division of Applied Social Sciences.

He is a native of Manchester, Iowa, where he grew up on the family dairy farm. He has a B.A. in political science from the University of Iowa, an M.A. in Latin American studies from the University of Texas, and a Ph.D. in agricultural economics from Iowa State University.

He joined FAPRI-MU in 1996 and has worked on a range of projects in the United States, Europe, Africa, and Latin America.



**COLLIN PETERSON**

THE PETERSON  
GROUP  
PRESIDENT &  
FOUNDER

Congressman Collin C. Peterson represented Minnesota's Seventh District from 1991 to 2021. He served as Chairman and Ranking Member of the U.S. House Agriculture Committee from 2005 to 2021 and was instrumental in writing and passing four farm bills. He is a nationally recognized expert on agriculture policy and has a strong reputation for his steadfast commitment to bringing everyone to the table while offering positive and practical solutions to difficult problems.

Mr. Peterson is currently President and founder of his government affairs and public policy firm, The Peterson Group. He also has a partnership with Combest Sell and Associates in Washington D.C. to advise and consult on policies that bolster U.S. agriculture and rural America.



**PAT ROBERTS**

CAPITOL  
COUNSEL, LLC  
PARTNER

(INVITED)

Pat Roberts is a partner with Capitol Counsel, LLC. Roberts joins the firm as a former Senator and Congressman from Kansas. During his 23 years in the Senate, Roberts served as Chairman of both the Senate Agriculture Committee and Senate Intelligence Committee. While serving in the House of Representatives, Roberts was Chairman of the House Agriculture Committee. He became the first member of Congress in history to have chaired both the House and Senate Agriculture Committees. He also served as the Ranking Member of each committee. Roberts has built a reputation as a national leader in agriculture, health care and defense, in addition to being recognized as a leader in food and biosecurity issues.

**9-9:50 a.m.**

**Professional Improvement: Writing**  
**Tight, Writing Right**  
**Shawnee Mission**

SPONSOR: National Association  
of Broadcasters & BigIron Auctions

Whether you're writing ad copy or a news story, the words you use are important. Learn to write engaging, accurate pieces and refresh your memory on some tricks of the trade to keep your audience engaged.



**NATHAN VICKERS**  
KCTV5 KANSAS CITY  
MULTIMEDIA  
JOURNALIST AND  
REPORTER

Nathan Vickers is an Emmy-Winning multimedia journalist at KCTV5 News in Kansas City. He grew up in El Dorado Springs, Missouri, where his family runs a small farm. He studied at Truman State University in Kirksville, Missouri, where he played on the university football team and studied music and communications. A summer internship started his career in broadcast. During college, Vickers took an internship at the "Late Show with David Letterman," working for the show's human-interest department that helped facilitate segments like Stupid Pet Tricks. After Vickers completed his undergraduate degree, he returned to New York to earn a Master of Science degree in Journalism from Columbia University. Vickers was a recipient of an NAFB Foundation Scholarship.

#### 10-10:50 a.m.

**Professional Improvement:**  
**How I watch the markets**  
**Shawnee Mission**

**SPONSOR:** National Association of Broadcasters & BigIron Auctions

Hear from Market Analyst Arlan Suderman as he shares his tricks of the trade to help you become a more astute observer of the numbers.



**ARLAN SUDERMAN**  
STONEX GROUP INC.  
– FCM DIVISION  
CHIEF COMMOD-  
ITIES ECONOMIST

Arlan Suderman is the chief commodities economist for StoneX Group Inc. – FCM division, a financial services provider for global markets. Suderman oversees the company's commodity market intelligence efforts. He provides unique market insight on global macro-economic trends and their implications for the commodity markets.

Suderman is a leading commentator in the ag commodity sector, with particular expertise in the interaction with the broader markets. Previously, Suderman served as senior market analyst at Water Street Solutions, an agricultural consulting firm.

Prior to that, Suderman was a market analyst for *Farm Futures* magazine and FarmFutures.com, while also providing written daily market commentary for Farm Progress companies' family of state and regional publications and websites.

#### 11-11:50 a.m.

**Professional Improvement:**  
**From the store shelves**  
**Shawnee Mission**

**SPONSOR:** National Association of Broadcasters & BigIron Auctions

Back by popular demand, Chad Colby brings you the latest in technology that can help you in the studio and on the road.



**CHAD COLBY**  
COLBY AGTECH  
FOUNDER

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 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.

#### 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 2021 Horizon Award, Farm Broadcaster of the Year, NAFB News Service awards, Broadcast Contest awards, and membership tenure awards.

#### TENURE PRESENTATIONS

**BROADCAST CONTEST AWARDS**

**SPONSOR:** Mahindra & ROXOR

**NAFB NEWS SERVICE AWARDS**

**SPONSOR:** John Deere

**HORIZON AWARD**

**SPONSOR:** Syngenta

**FARM BROADCASTER OF THE YEAR AWARD**

**SPONSOR:** Syngenta

#### 1:45-2:30 p.m.

**International Travel Possibilities**  
**After COVID**  
**Shawnee Mission**



**LANA STEINER**  
CUSTOM TRAVEL  
NETWORK

As a 10-year veteran in the special-interest travel business, Lana has organized and personally accompanied international trips for many high-profile delegations from the United States and Australia. Born and raised in the former Eastern Bloc nation of Belarus, Lana has experienced life behind the Iron Curtain first-hand before moving to Chicago with her family in the early 1990s.

Under Lana's guidance, Custom Travel Network (CTN) has grown to become an important player in customized international travel, with clients including several nationwide organizations as well as alumni travel organizations. Lana is fluent in Russian and resides with husband Bernhard, CTN's founder, and their twins Alexis and Nicholas in Orange County, California.

#### 6-6:45 p.m.

**President's Reception**  
**Benton's**  
**SPONSOR:** Indigo Ag

#### 6:45-9 p.m.

**President's Banquet**  
**Benton's**  
**(RESERVATION REQUIRED)**  
**DINNER SPONSOR:** Woodruff





## 2020 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2020:

### PLATINUM LEVEL (\$1,000+)

Mike & Stephanie Johanns  
Lyle Orwig  
Orion Samuelson  
Syngenta

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

Max Armstrong  
Tom & Beth Brand  
CropLife America  
Jim & Marlene Evans  
Joe Gill  
Gene Millard  
Minnesota AgriGrowth Council  
MustangRED Communications  
Larry & Christine Quinn  
Rabo AgriFinance  
Sara Wyant

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

Sheldon Bream  
Taylor Brown  
Brownfield Ag News  
CALLIS  
Jessie Logan  
Mark Vail  
Hugh Whaley  
Don & Kolleen Wick  
Cyndi Young-Puyear

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

Ag Media Research Inc.  
Augie Aga  
Greg Akagi  
Ken Anderson  
Lois Brand  
Colleen Callahan Consultancy  
Barbara Campbell Determan  
Dwayne Cartmell  
Colorado Potato Administrative Cmte  
Joe & Connie Cornely  
Country Financial  
Andrew LaVigne  
Mark V Media Group  
Michael Orso  
Kathy Patton-Strunk  
Paulsen Marketing Inc.  
Roddy Peeples  
Bill Mann Rittman  
Joe Schuele  
Dan Skelton  
John Vasichek  
Vroom Leigh Agriculture, LLC  
Shannon Yokley

### BOOSTERS (\$25-\$99)

Denny Bannister  
Skip & Susan Davis  
John Gooding  
Chabella Guzman  
Cebrina Hardy  
Julie Harker  
Janice Keene  
Courtney Kibblewhite  
Mike & Erin Nash  
Kelly Schwalbe



**Event Photography**  
AdFarm  
Rosie Thoni  
2101 Broadway, Suite 21  
Kansas City, MO 64108  
rosie.thoni@adfarm.com



**Trade Talk Breakfast Co-Sponsor**  
Agoro Carbon Alliance  
Kimberly Huston  
1101 West River Parkway, Suite 400  
Minneapolis, MN 55415  
kimberly.huston@padillaco.com



AG MEDIA RESEARCH®  
STUDIES

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



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



**Trade Talk Breakfast Co-Sponsor**  
American Coalition for Ethanol  
Katie Muckenhirn  
5000 S. Broadband Lane, Suite 224  
Sioux Falls, SD 57104  
kmuckenhirn@ethanol.org

## CONVENTION SPONSORS



**Night of Honors Banquet Wine**  
American Seed Trade Association  
Bethany Shively  
1701 Duke Street, Suite 275  
Alexandria, VA 22314  
bshively@betterseed.org



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



**Broadcast Service Center  
Broadcast Service Center Coffee Cart  
Broadcast Service Center Internet  
Computer Center**  
BASF  
Casey Allen  
2 TW Alexander Drive  
Research Triangle Park, NC 27709  
casey.allen@basf.com



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

## CONVENTION SPONSORS



### Professional Improvement Co-Sponsor

BigIron Auctions  
Abby Eastman  
213 Beaver Street  
St. Edward, NE 68660  
abby.eastman@bigiron.com



### Trade Talk Co-Sponsor

Brevant Seeds  
Sarah Petersheim  
1901 W HWY 124  
Harrisburg, MO 65256  
spetersheim@bader-rutter.com



### Trade Talk Carving Stations

Cattlemen's Beef Board  
Sarah Metzler  
7555 E. Hampden Avenue, Suite 610  
Denver, CO 80231  
smetzler@beefboard.org



**Certified™  
Agriculture  
Dealership**

**Elevator Door Branding**  
Certified Agriculture Dealers  
Lyle Orwig  
1965 Rockhouse Road  
Westfield, NC 27053  
lyle@certifiedagdealer.com



*Improving food & health*

### Convention Video Display

CHR Hansen  
Michele Egan  
9015 West Maple Street  
Milwaukee, WI 53214  
usmieg@chr-hansen.com



### NAFB Foundation Luncheon

Escalator Clings  
CME Group  
Alexandra Horos  
20 S. Wacker Drive  
Chicago, IL 60606  
alexandra.horos@cmeigroup.com



### Trade Talk Luncheon

Corteva Agriscience and Pioneer  
Lori Hallowell  
151 N. 8 Street  
Lincoln, NE 68508  
lhallowell@bader-rutter.com



### Newsmaker Sessions

Edge Dairy Farmer Cooperative  
Jamie Mara  
2763 Manitowoc Road, Suite B  
Green Bay, WI 54311  
jmara@voiceofmilk.com



### Social Media Corps

Farm Credit Council  
Brittany Jablonsky  
50 F Street NW, Suite 900  
Washington, DC 20001  
brittany.jablonsky@fccouncil.com



### Water Stations

FarmOp Capital  
Landon Morris  
30 E 7th Street, Ste 2650  
St. Paul, MN 55101  
lmorris@foc.ag



### One-on-One Professional Coaching

Firestone Ag  
Sarah Ludlow  
411 N Washington Avenue # 500  
Minneapolis MN 55401  
sludlow@broadheadco.com



### Trade Talk Co-Sponsor

FMC  
Jenna Hasara  
800 N. Washington, Suite 203  
Minneapolis, MN 55401  
jhasara@curiousplot.agency



### Event Photography

G&S Communications  
Heather Manhardt  
4242 Six Forks Road, Ste 1650  
Raleigh, NC 27609  
hmanhardt@gscommunications.com



### President-Elect's "Name That Tune" Reception

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

## CONVENTION SPONSORS



### NAFB Past Presidents' Dinner

GROWTH ENERGY  
Leigh Claffey  
701 8th Street NW, Suite 450  
Washington, DC 20001  
LClaffey@growthenergy.org



### President's Reception

Indigo Ag  
Katelyn Nerbonne  
500 Rutherford Avenue  
Charlestown, MA 02129  
knerbonne@indigoag.com



### JOHN DEERE

### NAFB Foundation Board Dinner News Service Awards

Registration & Conference Bags  
Chad Passman  
10789 S. Ridgeview Road  
Olathe, KS 66061  
PassmanChad@JohnDeere.com

## LAND O'LAKES, INC.

### Door Hangers

Land O'Lakes, inc.  
Anna Hall  
4001 Lexington Ave. N  
Arden Hills, MN 55126  
ahall@landolakes.com

## CONVENTION SPONSORS



**Night of Honors Banquet Dessert**  
Livestock Marketing Association  
Natalie Ayers  
11501 Outlook Street, Suite 250  
Overland Park, KS 66211  
lmainfo@lmaweb.com

**Mahindra**  
Tractors & Utility Vehicles

**Farm Broadcaster  
Contests & Critiques**  
Mahindra Ag North America  
Susan Moriarty  
9020 Jackrabbit Road  
Houston, TX 77095  
moriarty.susan@mahindra.com

**mod  
op**

**Event Photography**  
ModOp  
Leigh Ann Cleaver  
1525 Locust Street  
Kansas City, MO 64108  
leighann.cleaver@modop.com



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



**Professional Improvement Co-Sponsor**  
National Association of Broadcasters  
Liliana Ranon  
1 M Street SE, Suite 710  
Washington, DC 20003  
lranon@nab.org



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



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



**Opening Reception**  
National Corn Growers Association  
Julie Busse  
632 Cepi Drive  
Chesterfield, MO 63005  
busse@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



**Pre-Convention Mailing**  
National Pork Board  
Claire Masker-King  
1776 NW 114th Street  
Clive, IA 50229  
cmasker-king@pork.org

**novozymes**  
BioAg

**Professional Voice Coaching**  
Novozymes BioAg  
Scott Lynn  
800 N. Washington Avenue # 203  
Minneapolis, MN 55401  
slynn@curiousplot.agency

## CONVENTION SPONSORS

**Nutrien**  
Ag Solutions

**Newsreader Sessions**  
Nutrien Ag Solutions  
Hilary Winn  
1720 Market Street  
P.O. Box 775670  
St. Louis, MO 63177  
Hilary.winn@obpagency.com

**Nutrien**  
Premium Fertilizer  
Technologies

**Ballroom Column Branding**  
Nutrien Premium Fertilizer  
Technologies  
Patrice Fielding  
140 Quarry Park Blvd SE, Suite #130  
Calgary AB T2C3G3  
Patrice.fielding@adfarm.com

**PAULSEN**

**Event Photography**  
Paulsen  
Sara Steever  
3510 S. First Avenue Circle  
Sioux Falls, SD 57105  
sara.steever@paulsen.agency

**PIVOT BIO**

**Thursday Afternoon Refreshment  
Break**  
Pivot Bio  
Erin Loesing  
2710 S. Loop Dr  
Ames, IA 50010  
eloesing@pivotbio.com

## CONVENTION SPONSORS



**Newsmaker Sessions**  
POET  
Jessica Sexe  
4615 N. Lewis Avenue  
Sioux Falls, SD 57104  
jessica.sexe@poet.com



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



**Convention Lanyards**  
Protect The Harvest  
Betty Doke  
480 Southpoint Circle  
Brownsburg, IN 46112  
betty@protecttheharvest.com



**Hotel Check-In Giveaway**  
RCIS  
Allyse Steffen  
3510 South First Avenue Circle  
Sioux Falls, SD 57105  
allyse.steffen@paulsen.agency



**Welcome Banner Convention  
Coffee Cart**  
Renewable Fuels Association  
Ken Colombini  
16024 Manchester Road, Suite 101  
Ellisville, MO 63011  
kcolombini@ethanolrfa.org



**Registration List**  
Swanson Russell  
Andrew Warner  
1202 P Street  
Lincoln, NE 68508  
andrew@swansonrussell.com



**Awards Luncheon  
Farm Broadcaster of the Year &  
Horizon Awards**  
Syngenta  
Katie Lloyd  
4242 Six Forks Road  
Raleigh, NC 27609  
klloyd@gscommunications.com



**Hall of Fame Induction  
Schedule at a Glance**  
United Soybean Board  
Paul Murphy-Spooner  
16305 Swingley Ridge Rd., Suite 150  
Chesterfield, MO 63017  
pmurphyspooner@unitedsoybean.org



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



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



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



**Hall of Fame Reception**  
U.S. Roundtable for Sustainable Beef  
Megan Farley  
9110 E. Nichols Avenue, Suite 300  
Centennial, CO 80112  
mfarley@beef.org

## CONVENTION SPONSORS



**Professional Portrait Photography**  
Vive Crop Protection  
Arlene Warner  
1, 6275 Northam Drive  
Mississauga, ON L4V 1Y8  
awarner@vivecrop.com



**VERDESIAN**

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EFFICIENCY PEOPLE™

**Trade Talk Refreshment Break**  
Verdesian Life Sciences  
Joe Vaillancourt  
1001 Winstead Drive  
Cary, NC 27513  
joe.vaillancourt@vlsci.com



**Early Registration Giveaway**  
Winfield United  
Charlie O'Brien  
800 N. Washington Avenue North #203  
Minneapolis, MN 55401  
cobrien@flmharvest.com



**President's Banquet**  
Woodruff  
Cindy Cunningham  
331 Southwest Blvd.  
Kansas City, MO 64108  
ccunningham@wearewoodruff.com



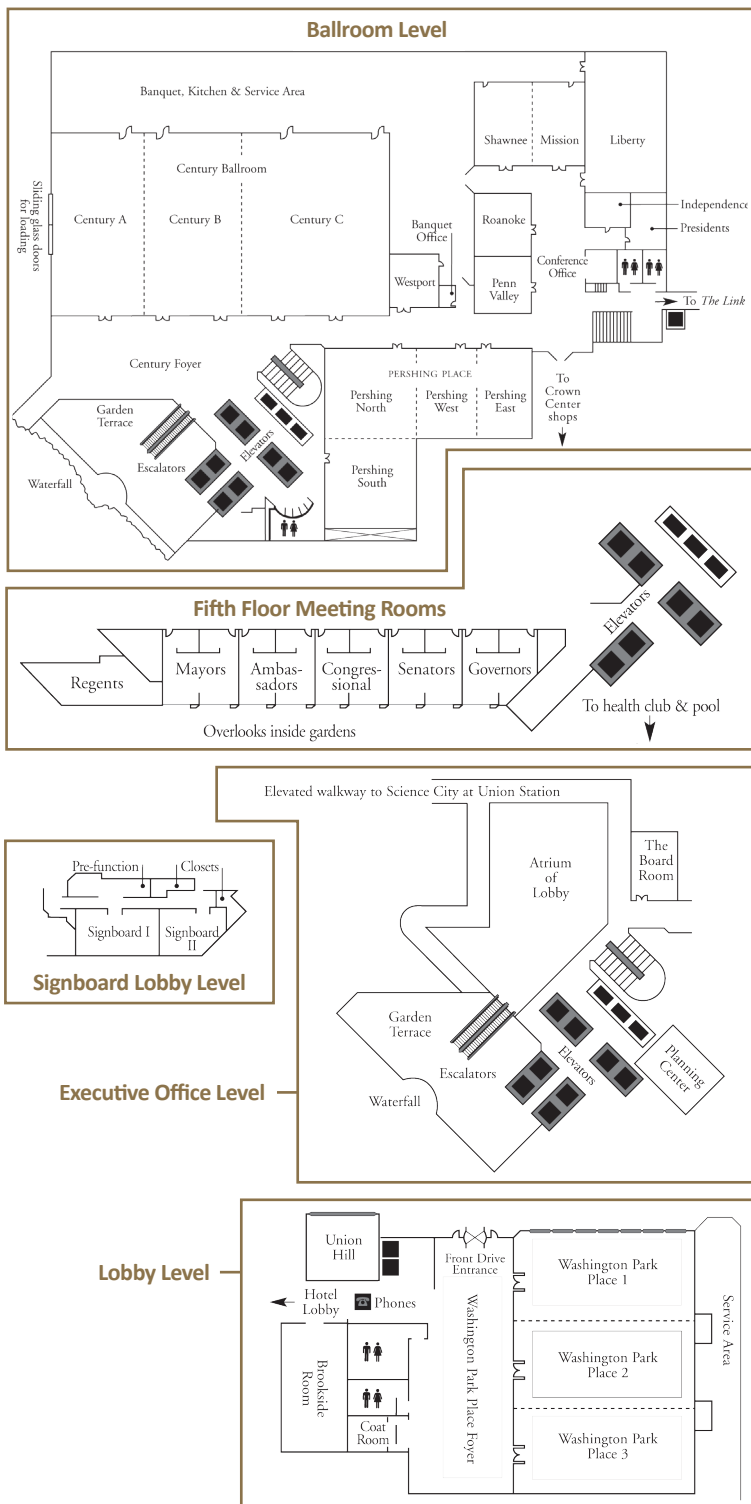
## NOTES

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## NOTES

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## HOTEL MAP



## Sustaining healthy crops



At Bayer, we think of crop science as a journey. A journey to a sustainable world that grows more with less. We're pioneering new technologies, expanding education, and supporting farmers and growers. Together, we can improve lives through a food system that is better for farmers, consumers, and the planet.

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