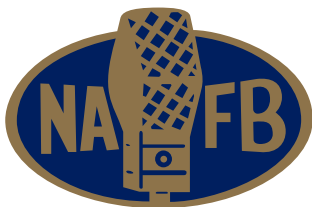




WAVES of **OPPORTUNITY**

73rd CONVENTION | NOV 9-11, 2016



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 9:
8:00 am - 6:00 pm

Thursday, November 10:
6:00 am - 2:00 pm

Friday, November 11:
8:00 am - 10:00 am

In addition to providing registration services, NAFB staff members are available to answer any questions about convention. Sponsored by John Deere

NAME BADGES

Name badges must be worn for entry to all conference programs, events, and functions.

MEAL TICKETS

Tickets will be collected at the NAFB Foundation Luncheon, Welcome Reception, Night of Honors Celebration Banquet, and Awards Luncheon. Tickets can be found with your name badge.

MEETING ATTIRE

The NAFB Convention is “business casual,” with the exception of the President’s Banquet, which is “black-tie optional.”

GUEST ROOM INTERNET

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

NAFB FOUNDATION AUCTION

The NAFB Foundation Silent Auction is located in East Pershing Place, Wednesday, November 9, 8:00 am – 4:00 pm and Thursday, November 10, 8:00 am – 3:00 pm. Items will be moved to Century A for final bidding at 5:45 pm. The Live Auction starts at 6:00 pm in Century A.

YOUNG PROFESSIONALS PROGRAM

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

Sponsored by American Seed Trade Association

PORTRAIT PHOTOGRAPHER

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

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

Sponsored by AdFarm, OsbornBarr and Paulsen

MULT BOXES

Mult boxes will be stationed at professional improvement and programming sessions for broadcasters to connect their own recorders into the sound system.

Sponsored by BASF Corporation



CONFERENCE SOCIAL MEDIA

Post and follow the 73rd Convention on social media with the official convention hashtag:

#NAFB16

2016 SOCIAL MEDIA CORPS

College students passionate about social media and digital storytelling will once again be sharing convention stories throughout the event. They will be guiding the online conversations using hashtag **#NAFB16**. Sponsored by Farm Credit

BOOSTER CLUB

Support the NAFB Foundation with a \$100 donation. For each \$100 donation, you are eligible for a chance at a \$500 buying credit for the NAFB Foundation Live Auction, Thursday evening November 10. Booster Club donations can be made at the NAFB Foundation table in Roanoke Foyer.

MAKE A GREEN CHOICE (MAGC)

NAFB has partnered with the Westin Hotel for Make a Green Choice, a sustainability program designed to conserve our natural resources. As a participant in this program, housekeeping will not service your room daily. In lieu of daily service (normally to receive \$5 food/beverage credit or SPG points), the Westin will donate \$5 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 program.

NAFB BROADCAST SERVICE CENTER

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

VIDEO TAPING NEWS SERVICE

A video camera and operator is provided for NAFB broadcasters video interviews. If you would like to use this free service, simply coordinate with the on-site representative and/or camera operator outside of the Broadcast Service Center. This service is available on a first-come first-served basis from 7 am until 1:30 pm on Thursday. Sponsored by the National Rural Electric Cooperative Association

HEALTHY LIVING WELLNESS CHECK

A basic health screening is available in Century Foyer, Friday from 7 am to noon. Services include blood pressure checks, cholesterol levels tested, and flu shots from the health care professionals on site. You will also receive a small gift. It’s recommended to not eat before having your cholesterol levels checked. Sponsored by the National Bison Association

WELCOME TO THE 73RD CONVENTION

Thank you for making time in your busy schedule to attend NAFB Convention. We are glad you are able to join us this year as we explore the Waves of Opportunity. The 73rd NAFB Convention will provide you with new insight, perspectives, and ideas to help focus on the waves of opportunity for the future. We grow as an association and industry when we tackle the opportunities laid out before us, while succeeding in communicating the business of agriculture to the 3.1 million farmers and ranchers. NAFB Convention allows members and industry partners to connect, network and learn from each other as we head into the new year.

As an association, we continue to look towards the future and find opportunities to develop the next generation of farm broadcasters. This year for the first time ever, NAFB Foundation is awarding six \$5,000 scholarships to college students representing the future of the industry. NAFB Foundation has awarded 110 scholarships since 1977 and presented \$345,000 in college scholarships.

Be sure to check out the professional development sessions to learn more about the Millennial generation, improving your on-air sound, video production secrets and more. Thanks again for attending the NAFB Convention. We hope you take home knowledge to help you succeed in your professional career, and beyond.

NAFB Board of Directors

NAFB BOARD OF DIRECTORS



PRESIDENT
Brian Winnekins
WRDN Radio



PRESIDENT ELECT
Tom Steever
Brownfield Ag News



NATIONAL VICE PRESIDENT
Tom Cassidy
Ag Radio Network



EAST REGION VICE PRESIDENT
Bryan McGarvey
WASK/WKOA Radio



SOUTH REGION VICE PRESIDENT
Lorrie Boyer
KSIR Radio



WEST REGION VICE PRESIDENT
Sabrina Hill
AgNet West Radio Network



MANAGEMENT & SALES COUNCIL REPRESENTATIVE
Tim Marshall
KRVN Rural Radio Network



MANAGEMENT & SALES COUNCIL REPRESENTATIVE
Breck Von Bank
Brownfield Ag News



ALLIED INDUSTRY REPRESENTATIVE
Laura Henke
FLM+



ALLIED INDUSTRY REPRESENTATIVE
Mark Lambert
National Corn Growers Association



MARKETING & PROMOTIONS CHAIR
Lance Knudson
American Ag Network

NAFB NEWS SERVICE



The NAFB News Service connects you to current agricultural news

from around the country, and from fellow NAFB members.

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

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

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

The NAFB News Service connects daily with 75 member stations, and more than 40 networks. NAFB members can be heard daily on more than 1,300 radio, TV and satellite stations throughout the United States.

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

FUTURE NAFB NATIONAL MEETING DATES

74th NAFB Convention 2017
November 8-10, 2017
Westin Crown Center
Kansas City, MO

75th NAFB Convention 2018
November 7-9, 2018
Westin Crown Center
Kansas City, MO

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

TUESDAY, NOVEMBER 8

12:00 pm - 4:00 pm
NAFB Board of Directors Meeting
Penn Valley

5:00 pm - 9:00 pm
NAFB Foundation Board of Directors Meeting
Roanoke
DINNER SPONSOR: John Deere

WEDNESDAY, NOVEMBER 9

4:00 am - 6:00 pm
Broadcast Service Center
Pershing Place
SPONSOR: BASF Corporation

8:00 am - 6:00 pm
Registration
Roanoke Foyer
SPONSOR: John Deere

8:00 am - 4:00 pm
NAFB Foundation Silent Auction
East Pershing Place

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

8:30 am - 11:30 am
Marketing & Promotion Advisory Board Meeting
Roanoke
BREAK SPONSOR: Agri Marketing magazine

8:00 am - 9:00 am
Refreshment Break
Roanoke Foyer
SPONSOR: KATZ Radio Group

8:30 am - 9:45 am
Counting the Returns: Agriculture Reacts to the Election
Shawnee Mission
SPONSOR: Farmers Edge



Jay Truitt
POLICY SOLUTIONS

Jay Truitt has been a central figure in the United States livestock and food industry public policy arena for more than 20 years. Prior to Policy Solutions, he served as Vice President of Government Affairs for the National Cattlemen's Beef Association. In that capacity, he led public policy efforts for the beef industry through two farm bill debates and some of the most challenging issues to ever face the industry. Truitt worked as part of the beef industries "BSE Crisis" team that received numerous awards and honors for their handling of the United States first case of BSE.

Truitt has also served as the CEO and Executive Vice President of the Missouri Cattlemen's Association and the Missouri's Cattlemen Foundation. Truitt received his B.A in Communications from the United States Air Force.



Dr. Bob Young
CHIEF ECONOMIST,
AMERICAN FARM
BUREAU FEDERATION

Dr. Young has been Chief Economist and Deputy Executive Director of Public Policy at American Farm Bureau Federation since 2003 and February 2013 respectively. Dr. Young served as a Co-Director of the Food and Agricultural Policy Research Institute from 1991 to 2003. He also served as an Associate Professor in Agricultural Economics at the University of Missouri. Dr. Young served as the Chief Economist of the Senate Agriculture Committee from 1987 to 1991. He has a Doctorate degree in Agricultural Economics and Bachelor's and Master's degrees in Atmospheric Sciences from the University of Missouri.



Roger Johnson
PRESIDENT, NATIONAL
FARMERS UNION

Roger Johnson is president of the National Farmers Union (NFU), a grassroots organization representing more than 200,000 family farmers, ranchers, fisherman and rural communities across the United States.

Johnson was elected to lead the family farm organization at the NFU in 2009. He has since expanded the education department by providing more programs for beginning, college-aged and women farmers, increased the number of Farmers Union state divisions, and developed a strategic plan for the organization. Johnson has also overseen a number of important policy initiatives important to family farmers.



Jon Doggett
EXECUTIVE VICE
PRESIDENT, NATIONAL
CORN GROWERS
ASSOCIATION

Jon Doggett is Executive Vice President for the National Corn Growers Association (NCGA). He leads efforts to expand NCGA's alliances and strategic partnerships and elevate its national profile. He manages the organization's Washington, DC office and leads its public policy efforts.

Doggett joined NCGA in 2002 as Vice President of Public Policy. He was named one of Washington's Most Influential Lobbyists by The Hill newspaper in 2004.

Prior to joining NCGA, Doggett spent eleven years at the American Farm Bureau Federation, where he was the Bureau's lead lobbyist on a number of public policy issues.

10:00 am - 10:45 am
Ag Manners
Shawnee Mission
SPONSOR: Grassland Oregon



Dr. Patricia Tice
ETIQUETTE IOWA

Dr. Patricia Tice is an award winning (former) university professor, with a bachelor's and master's degree from Iowa State University and a doctorate in human behavior from Oxford University. She is a proud farm girl, and she has written the new book, Agri Manners: Essential Etiquette for Professional Success. Dr. Tice and her husband, Lynn Henderson, publish Agri Marketing magazine and its related digital media. Her life mission is to support, honor and respect agriculture and its related industries.

Dr. Tice will share insight into why people behave the way they do, and how to earn trust and respect in the professional world. She will also provide a look at what motivates us to behave the way we do. Attendees will learn the four tenets of ag manners, the single driving force for all human behavior, what people notice first when meeting someone, and how to always be the best person you can be, on air and off.

11:30 am - 1:30 pm
NAFB Foundation Luncheon
Washington Park Place
SPONSOR: CME Group

Noon - 10:00 pm
Trade Talk Setup
Century Ballroom and Foyer

2:00 pm - 2:45 pm
Communicating to the
Millennial Farmer
 Shawnee Mission
 SPONSOR: POET



MODERATOR:
Dave Katzer
 ACCOUNT DIRECTOR,
 GLOBAL PRAIRIE

Dave Katzer is a leader of the agriculture and life sciences practice in the Global Prairie Kansas City office. Katzer has supported and counseled clients along every link of the farm to fork food chain. He grew up on a diversified crop and livestock farm in Kansas and remains connected to agriculture and the rural lifestyle with his wife and two sons on their rural acreage. Katzer earned a Bachelor of Science degree in mass communications with emphasis in agriculture economics from Kansas State University.



Garrett Riekhof
 MILLENNIAL
 GROWER,
 HIGGINSVILLE, MO

Garrett Riekhof and his wife, Cara, are the fifth generation to the family farm in Lafayette County, Missouri. Garrett holds a Bachelor of Science degree in Agricultural Economics from the University of Missouri-Columbia. The couple has been able to network with young producers and ag business professionals like themselves from around the country while participating in the Agriculture Future of America Leadership Program, the Missouri Ag Leaders of Tomorrow, and serving on the Farm Bureau Young Farmer and Rancher board.



Topanga McBride
 JUNIOR, KANSAS
 STATE UNIVERSITY

Topanga McBride is pursuing a degree in Agricultural Communications and Journalism as well as a degree in Agricultural Economics. Born in Phoenix, Arizona, and raised in Fort Collins, Colorado, McBride grew up raising and showing Milking Shorthorns in 4-H. In high school, she came to realize her peers and teachers had little understanding of where their food came from, inspiring her to start a Tumblr blog dedicated to clearing up consumer confusion regarding agriculture. Today, McBride utilizes this blog along with engaging in #AgChat discussions and writing about agriculture through Spoon University, a college student food resource.



Kevin Heikes
 VICE PRESIDENT -
 PRODUCT, FARMLINK

Kevin Heikes manages the FarmLink product pipeline to ensure farmers and agribusinesses have access to advanced technology for precision agriculture. Heikes helped develop the FarmLink suite of data products, including the recent launch of Discovery, which validates yield results for 2016 planning. Heikes holds a Bachelor of Science in Agribusiness from Colorado State University and a Master of Agribusiness from Kansas State University. He was raised on a cattle operation in southern Colorado.



Clarissa Unger
 DIRECTOR OF
 PARTNERSHIPS,
 YI ADVISORS

Clarissa Unger is the Director of Partnerships for YI Advisors, the consulting arm of Young Invincibles - the nation's largest youth advocate organization. She has a background in advocacy, communications, and fundraising, and has worked on strategic campaigns both nationally and internationally. Most recently, Unger served as the Development Coordinator for the Robert. J. Dole Institute of Politics at the University of Kansas.

Unger holds a Masters in Public Administration from the University of Kansas and a Masters in Comparative European Politics from Trinity College in Dublin, Ireland. Originally from Northwest Kansas, she comes from a family of wheat and corn farmers.

3:00 pm - 3:45 pm
Reaching the Millennials
 Shawnee Mission
 SPONSOR: Livestock Marketing Association



Phillip Hayes
 OWNER,
 NORTH BRIDGE
 COMMUNICATIONS

Phillip Hayes owns and operates North Bridge Communications, a DC based public relations firm specializing in agriculture, energy, and trade issues. In addition to representing the American Sugar Alliance and the Sugar Association, Hayes' firm also serves as the agency-of-record for the crop insurance industry, the National Farmers Union, and Farm Policy Facts.

Hayes began his career on Capitol Hill as a legislative assistant for a member of the House Appropriations Committee and as the staff director of the Senate Agriculture Subcommittee on Production and Price Competitiveness. A graduate from the University of North Carolina at Chapel Hill, he holds degrees in journalism and history.

4:00 pm - 4:45 pm
The Trans-Pacific Partnership and
Importance for American Farmers
 Shawnee Mission
 SPONSOR: Irrigation Association



Ambassador
Darci Vetter
 CHIEF AGRICULTURAL
 NEGOTIATOR

Darci Vetter serves as Chief Agricultural Negotiator with the rank of Ambassador at the Office of the U.S. Trade Representative. She is responsible for bilateral and multilateral negotiations and policy coordination regarding agricultural trade.

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

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

5:00 pm - 5:45 pm
Young Professionals:
Meet & Greet
 Union Hill
 SPONSOR: American Seed Trade Association

5:00 pm - 5:30 pm
Announcing USFRA's New Faces of
Farming & Ranching
 Shawnee Mission

U.S. Farmers & Ranchers Alliance (USFRA) has a core theme of bringing the farmer and rancher voice into mainstream conversations and pop culture. The renowned program, "Faces of Farming and Ranching" helps bridge the gap and inform today's consumer about how food is grown and raised sustainably using the latest technology and innovations. USFRA is proud to debut its newly selected third class of FACES of agriculture that will serve as national spokespeople for the industry.

5:00 pm - 6:00 pm
**New Members and
Past Presidents Reception**
Brookside
(INVITATION ONLY)
SPONSOR: AGP

6:00 pm - 7:30 pm
Welcome Reception
Washington Park Place
(TICKETED EVENT)
SPONSOR: National Corn Growers
Association

7:30 pm - 9:00 pm
NAFB Past Presidents Dinner
Pierpont's at Union Station
(INVITATION ONLY)
SPONSOR: GROWTH ENERGY

7:30 pm - 9:00 pm
**President-Elect's
'Name That Tune'**
Brookside
SPONSOR: GROWMARK

THURSDAY, NOVEMBER 10

4:00 am - 6:00 pm
Broadcast Service Center
Pershing Place
SPONSOR: BASF Corporation

6:00 am - 2:00 pm
Registration
Roanoke Foyer
SPONSOR: John Deere

6:00 am - 8:00 am
Trade Talk Breakfast Buffet
Garden Terrace
SPONSORS: Dow AgroSciences and
Kinze Manufacturing, Inc.

7:00 am - 1:30 pm
Video Taping News Service
Pershing Hallway
SPONSOR: National Rural Electric
Cooperative Association

7:00 am - 1:30 pm
Trade Talk
Century Ballroom
SPONSORS: FMC Agricultural Solutions and
Koch Agronomic Services

8:00 am - 8:45 am
**Young Professionals: Roundtable
with NAFB Members**
Union Hill
SPONSOR: American Seed Trade
Association

8:00 am - 3:00 pm
Portrait Photographer
Century Foyer
SPONSORS: AdFarm, OsbornBarr, and
Paulsen

8:00 am - 3:00 pm
NAFB Foundation Silent Auction
East Pershing Place

8:00 am - 5:50 pm
**50-Minute Voice
Coaching Sessions**
Governors (5th Floor)
(BY APPOINTMENT ONLY)
SPONSOR: Firestone AG

9:00 am - 9:45 am
**Young Professionals: Business
Etiquette**
Union Hill
SPONSOR: American Seed Trade
Association

9:30 am - 10:30 am
Trade Talk Refreshment Break
Century Foyer
SPONSOR: West Central Distribution

11:30 am - 2:00 pm
Trade Talk Lunch Buffet & Dessert
Garden Terrace
LUNCH SPONSOR: U.S. Farmers
and Ranchers Alliance
DESSERT SPONSOR: Arysta LifeScience

1:30 pm - 2:30 pm
Secretary of Agriculture Tom Vilsack
Shawnee Mission



Tom Vilsack
SECRETARY OF
AGRICULTURE

As leader of the U.S. Department of Agriculture (USDA), Vilsack has worked hard to strengthen the American agricultural economy, build vibrant rural communities and create new markets for the tremendous innovation of rural America. In more than six years at the Department, Secretary Vilsack has worked to implement President Obama's agenda to put Americans back to work and create an economy built to last. USDA has supported America's farmers, ranchers and growers who are driving the rural economy forward, provided food assistance to millions of Americans, carried out record conservation efforts, made record investments in our rural communities and helped provide a safe, sufficient and nutritious food supply for the American people.

1:30 pm - 3:00 pm
Trade Talk Teardown
Century Ballroom

2:00 pm - 3:00 pm
Refreshment Break
Roanoke Foyer
SPONSOR: KATZ Radio Group

2:30 pm - 4:00 pm
NAFB All Member Meeting
Liberty

4:00 pm - 4:45 pm
**Young Professionals: Backpack
Journalism**
Union Hill
SPONSOR: American Seed Trade
Association

4:00 pm - 5:00 pm
**Broadcast Council Meeting
and Election**
Liberty

5:00 pm - 5:30 pm
Regional Member Annual Meetings
(EAST) Roanoke
(SOUTH) Mission
(WEST) Liberty

5:45 pm - 7:00 pm
**NAFB Foundation Auction and
President-Elect Reception**
Century A
SPONSORS: Alltech and Propane Education
& Research Council

7:00 pm - 9:30 pm
**Night of Honors Celebration
Banquet**
Century BC
(TICKETED EVENT)
DINNER SPONSOR: Monsanto
DESSERT SPONSOR: K-Coe Isom

This special evening event and program features the introduction of the 2016 NAFB Hall of Fame, the Herb Plambeck Award for Creative Excellence, and the Dix Harper Meritorious Service Award honorees.

**HERB PLAMBECK CREATIVE
EXCELLENCE AWARDS**

**DIX HARPER MERITORIOUS
SERVICE AWARD**

HALL OF FAME INDUCTION

SPONSOR: United Soybean Board
PRODUCTION: Farm Journal Broadcasting
INDUCTIONS: Susan Littlefield,
Immediate Past President
KRVN Rural Radio Network



Bob Bosold
WAXX / WAYY RADIO



Lynn Ketelsen
LINDER FARM
NETWORK

9:00 pm
Hall of Fame Reception
Shawnee Mission

FRIDAY, NOVEMBER 11

4:00 am - 6:00 pm

Broadcast Service Center
Pershing Place

SPONSOR: BASF Corporation

6:30 am

NAFB 5K Walk
Roanoke Foyer

SPONSOR: Farmers Business Network, Inc.

7:00 am - 9:00 am

Continental Breakfast
Garden Terrace

SPONSOR: National Biodiesel Board

7:00 am - Noon

Healthy Living – Wellness Check
Century Foyer

Flu Shots, Cholesterol Testing and
Blood Pressure Checks

SPONSOR: National Bison Association

8:00 am - 10:00 am

Registration
Roanoke Foyer

SPONSOR: John Deere

8:00 am – 9:00 am

**Young Professionals:
Speed Dating**

Roanoke
SPONSOR: American Seed Trade
Association

8:00 am - 3:50 pm

**50-Minute Voice
Coaching Sessions**
Governors (5th Floor)
(BY APPOINTMENT ONLY)
SPONSOR: Firestone AG

8:00 am – 10:30 am

Networking Exchange
Century A

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

8:00 am - 3:00 pm

Portrait Photographer
Century Foyer

SPONSORS: AdFarm, OsbornBarr, and Paulsen

9:00 am – 9:45 am

**Professional Improvement Session:
Improving Your On-Air Sound**
Shawnee Mission

SPONSOR: DuPont Pioneer



Rustin Hamilton

ILLUMINA
FILMWORKS

From leading a film crew of over 20 while directing television spots to shooting solo with a camera and a few clothes in Haiti or Africa, Hamilton has experience on almost every level in the video and film world. As a graduate in journalism his plan was to work in the newspaper and magazine field, which he did, until he was asked to help write his first video script. With no budget to hire a producer on those first projects, and with his love for amateur photography, Hamilton quickly took to the idea of not only writing but producing and then directing videos.

It was the idea of syncing the perfect shot with powerful words that appealed to him the most and he stayed with video for almost a decade. Throughout the mid to late 90's Hamilton took on a new challenge, this time in talk radio, as the producer of the nationally syndicated show "Agritalk" for six years. However, in 2002 he unexpectedly returned to video and film when he was offered the opportunity to write and direct a number of national TV spots. From that point on Hamilton returned to producing corporate videos, commercials, documentaries and television as Hamilton Productions. In 2012, he formed Illumina Filmworks with noted editor and videographer Dave Constine.

9:30 am - 11:00 am

Refreshment Break
Roanoke Foyer

SPONSOR: KATZ Radio Group

10:00 am - 10:45 am

**Professional Improvement Session:
So...You Want to Win The Doan?**
Shawnee Mission

SPONSOR: DuPont Pioneer



Ken Root

ROOT
COMMUNICATIONS

Ken Root has been in farm broadcasting since 1974. Root won an Oscar in Agriculture in 1983 and again in 2008, and was named NAFB Farm Broadcaster of the Year in 2009. His session will provide you with keys to developing an award winning news segment, and how to submit the package to make it stand out from other entries.

Root's career spans four decades, and has produced hundreds of thousands of segments for radio, TV and print. Including working for WKY Radio and TV, the Kansas Agriculture Network, Kansas Broadcasting System, American Cyanamid, Agri-Talk, WHO and WMT and Iowa Agribusiness Radio Network. He also served as NAFB President in 1986, and as Executive Director from 2002-2005. Ken now lives in Dyersville, Iowa with his wife Jane Ertl.

11:00 am - 11:45 am

**Professional Improvement Session:
Secrets to Good Video: Telling a
Story with Visuals**
Shawnee Mission
SPONSOR: DuPont Pioneer



Rustin Hamilton

ILLUMINA
FILMWORKS

Noon - 1:30 pm

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

NAFB NEWS SERVICE AWARDS

Micheal Clements
NAFB News Service Editor
SPONSOR: John Deere

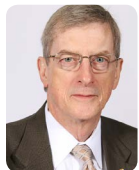
HORIZON AWARD

SPONSOR: Syngenta

FARM BROADCASTER OF THE YEAR AWARD

SPONSOR: Syngenta

1:30 pm – 2:15 pm
Professional Improvement Session:
Grow a Money Tree with Non-
Traditional Revenue
 Shawnee Mission
 SPONSOR: DuPont Pioneer



Don Molino
 NEWSLETTERS
 FARM DIRECTOR,
 THE LOUISIANA FARM
 BUREAU AGRI-NEWS
 RADIO NETWORK

Don Molino developed a highly-read, and respected newsletter within the agriculture industry. He will provide you with tips on how to grow your business outside of your traditional revenue stream. Molino has been a NAFB member for 29 years serving currently as the Farm Director for the Louisiana Farm Bureau Agri-News Radio Network, he previously was the News Director Mississippi Agricultural & News Network, and spent on radio and TV in the Dallas, Texas area.



Michelle Underwood
 STATION TRIPS
 DIRECTOR OF
 MEDIA RELATIONS &
 MARKETING,
 HOLIDAY VACATIONS

Holiday Vacations is a national, fully-guided tour company located in Eau Claire, Wisconsin, and provides farm broadcasters and their listeners, tours to both domestic and international destinations. Underwood works with TV and Radio stations throughout the United States to build relationships with their viewers and listeners while generating a non-traditional revenue stream.



Duane Robison
 WEB BANNERS
 VICE PRESIDENT OF
 SALES – AGHUB,
 CARBON MEDIA GROUP

Duane Robison is experienced in both account management and building teams to exceed goals. He has extensive experience in all aspects of Consumer Products: Sales, Marketing, Retail, Wholesale. Mostly experienced in B2B Integrated Media Sales with additional experience in building events.

6:00 pm - 6:45 pm
President's Reception
Century A
 FEATURING THE BRIAN STEEVER BAND
 SPONSOR: JCB Agriculture

6:45 pm - 9:00 pm
President's Banquet
 (RESERVATION REQUIRED)
Century A
 SPONSOR: National Pork Board



2015 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies and organizations contributed to the Booster Club in calendar year 2015:

PLATINUM LEVEL (\$1,000+)

Max Armstrong
 Rich & Sharon Hull
 Ken & Jane Root
 Orion Samuelson

GOLD LEVEL (\$500-\$999)

American Ag Network
 Growmark, Inc./Growmark Foundation
 Dave Knau
 Gene Millard
 National Milk Producers Federation
 Lyle Orwig
 Rabo Agrifinance, Inc.

SILVER LEVEL (\$250-\$499)

Taylor Brown
 Brownfield Ag News
 Pam Fretwell
 Al Gustin
 Terry Henne
 Pam Jahnke
 Andrew LaVigne
 Vic McGill
 Paulsen
 US Custom Harvesters
 Mark Vail
 Hugh Whaley
 Don & Kolleen Wick
 Cindy Young-Puyear

BRONZE LEVEL (\$100-\$249)

Ag Media Research
 Greg Akagi
 Brian Allmer
 Ken Anderson
 Broadcast Sales, Inc.
 Colleen Callahan Communications
 Jim Dewey
 Neal Gladner
 Greg Guse
 Mike Hansen
 Bruce Herz
 Jerry Lackey
 Roddy Peeples
 Mike Perrine
 Christine Quinn
 Larry Quinn
 Bill Mann Rittman
 Dan Skelton
 Angie Skochdopole
 Tom Steever
 Jason Vance
 John Vasichek
 Keith Williams
 Lory Williams
 WinField
 WMBD – WIRL Radio
 WRDN Radio

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Lorrie Boyer
 Joe Gill
 Jesse Harding
 Harriet Harper
 Al Karstens
 Janice Keene
 Troy Leininger

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



**New Member and
Past Presidents Reception**
AGP
Jim Rodenburg
12700 W. Dodge Road
Omaha, NE 68154
jrodenburg@agp.com



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



**Foundation Auction &
President Elect Reception**
Alltech
Jennifer Norrie
3031 Catnip Hill Road
Nicholasville, KY 40356
jnorrie@alltech.com



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



Slide Show Presentations
AMR, Inc.
Ron Claussen
P.O. Box 1486
Sioux Falls, SD 57101
agmedia@agmedia.com



Guest Room Internet
AMVAC
Jim Lappin
Crop Marketing Manager,
Corn and Soy
jamesl@amvac-chemical.com



Trade Talk Dessert
Arysta LifeScience
Linda Frerichs
15401 Weston Parkway, Suite 150
Cary, NC 27513
Linda.Frerichs@arysta.com
919.678.4948



We create chemistry
Broadcast Service Center
Broadcast Service Center Internet
Broadcast Service Center Coffee Break
Computer Work Stations
Mult Boxes
BASF Corporation
Colby Mower
26 Davis Drive
Research Triangle Park, NC 27709
colby.mower@basf.com



**Welcome Lobby /
Brasserie Branding**
Case IH
Dan Danford
621 State Street
Racine, WI 53402
dan.danford@caseih.com



Trade Talk Carving Stations
Cattlemen's Beef Board
Melissa Jackson
9000 E Nichols Avenue Suite 215
Centennial, CO 80112
mjackson@sandboxwww.com



NAFB Foundation Luncheon
Escalator Clings
CME Group
20 South Wacker Drive
Chicago, IL 60606
education@cmegroup.com



Dow AgroSciences

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



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



Social Media Corps
Farm Credit
Debbie Wing
50 F St NW, Suite 900
Washington, DC 20001
wing@fccouncil.com



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Video Display
Farm Journal Broadcasting
Mark DePrez
54516 State Route 933N
South Bend, IN 46845
mdeprez@farmjournal.com



NAFB 5K
Farmers Business Network, Inc.
Charles Baron
6009 S Sharon Ave, STE 105
Sioux Falls, SD 57108
baron@farmersbusinessnetwork.com



Wednesday Programming:
**Counting the Returns: Agriculture
Reacts to the Election**
Farmers Edge
Marina Barnes
5220 12th Avenue East, Suite B
Shakopee, MN 55379
marina.barnes@farmersedge.ca



Professional Voice Coaching
Firestone AG
Cindy Hackmann
broadhead
636.544.6657
chackmann@broadheadco.com



Trade Talk
FMC Agricultural Solutions
Joan Olson
FLM+
800 Washington Ave N, Ste 203
Minneapolis, MN 55401
jolson@wideopenthinking.com

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Wednesday Programming:
Ag Manners
 Grassland Oregon
 Risa DeMasi
 4455 60th Avenue NE
 Salem, OR 97305
risademasi@grasslandoregon.com

GROWMARK

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



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



The Trans-Pacific Partnership and Its Importance for American Farmers
 Irrigation Association
 John Farnar
 8280 Willow Oaks Corp Drive,
 Suite 400
 Fairfax, VA 22031
johnfarnar@irrigation.org



President's Reception
 JCB Agriculture
 Jennifer Stiansen
 2000 Bamford Blvd.
 Pooler, GA 31322
jennifer.stiansen@jcb.com



JOHN DEERE

NAFB Foundation Dinner
NAFB News Service Awards
Registration & Convention Bags
 John Deere
 Jennifer Anderson
 10789 S. Ridgeview Road
 Olathe, KS 66061
andersonjennifer@johndeere.com



Refreshment Breaks
 KATZ Radio Group
 Vic McGill
 Sherri Sadon
 233 North Michigan Avenue Suite 300
 Chicago, IL 60601
vic.mcgill@katzadvantage.com
sherri.sadon@katzradiogroup.com



Night of Honors Banquet Dessert
 K-Coe Isom
 Jeanne Bernick
 P.O. Box 489
 Walcott, IA 52773
jeanne.bernick@kcoe.com



Trade Talk Breakfast Buffet
 Kinze Manufacturing, Inc.
 Jessica L. Held
 Lessing-Flynn Advertising
 3106 Ingersoll Avenue
 Des Moines, IA 50312
j.held@lessingflynn.com



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



Cupcake Room Drop
Elevator Door Branding
 Kubota Tractor Corporation
 3401 Del Amo Blvd.
 Torrance, CA 90503
 310.370.3370



Wednesday Programming:
Reaching the Millennials
 Livestock Marketing Association
 Lindsay Graber
 10510 N. Ambassador Drive
 Kansas City, MO 64153
lgraber@lmaweb.org

MONSANTO

Convention Program
Night of Honors Celebration Banquet
 Monsanto
 Jeff Neu
 800 North Lindbergh Boulevard
 St. Louis, MO 63141
jeffrey.w.neu@monsanto.com



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



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

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Guest Room Keys
 National Cattlemen's Beef
 Association and Federation of
 State Beef Councils
 Chase Adams
 1275 Pennsylvania Avenue NW
 Suite 801
 Washington, DC 20004
cadams@beef.org



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



NAFB Luggage Tag
 National Crop Insurance Services
 Laurie Langstraat
 8900 Indian Creek Parkway, Suite 600
 Overland Park, KS 66210
lauriel@ag-risk.org



Convention Chronicles
 National Grain and Feed Association
 Sarah Gonzalez
 1400 Crystal Drive, Suite 260
 Arlington, VA 22202
sgonzalez@ngfa.org

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



Video Taping News Service
National Rural Electric
Cooperative Association
Dan Riedinger
4301 Wilson Boulevard
Arlington, VA 22203
dan.riedinger@nreca.coop

OSBORN BARR

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

PAULSEN

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



Wednesday Programming:
Communicating to the Millennial
Farmer Panel
POET
Matt Merritt
4615 N. Lewis Avenue
Sioux Falls, SD 57104
matt.merritt@poet.com



**Foundation Auction &
President Elect Reception**
Propane Education & Research Council
Cinch Munson
Director of Agriculture Business
Development
1202 P Street
Lincoln, NE 68508
cinch.munson@propane.com



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



Convention Coffee Cart
Welcome Banner
Renewable Fuels Association
Christopher Findlay
425 Third Street SW, Suite 1150
Washington, DC 20024
cfindlay@ethanolrfa.org



Water Stations/Water Bottles
Rob-See-Co
Brenda Christensen
Marketing Manager
1015 N. 205th Street
Elkhorn, NE 68022
402-218-1356 ext. 620



Awards Luncheon
**Farm Broadcaster of Year &
Horizon Award**
Syngenta
Ann Bryan
410 Swing Road
Greensboro, NC 27409
ann.bryan@syngenta.com



Hotel Check-in Giveaway
The Fertilizer Institute
Kathy Mathers
425 Third Street SW
Suite 950
Washington, DC 20024
kmathers@tfi.org



Hall of Fame Induction
Schedule at a Glance
United Soybean Board / Soy Checkoff
Jennifer Anthony
Osborn Barr
914 Spruce Street
St. Louis, MO 63102
jennifer.anthony@osbornbarr.com



U.S. CUSTOM HARVESTERS, INC.

Guest Room Internet
U.S. Custom Harvesters, Inc.
PO Box 148
Turon, KS 67583
620.200.1381
office@uschi.com

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



Trade Talk Refreshment Break
West Central Distribution
Shawne Ungs
Karwoski & Courage Public Relations
150 S. 5th Street, Suite 900
Minneapolis, MN 55402
s.ungs@creativepr.com
k.mccall@creativepr.com

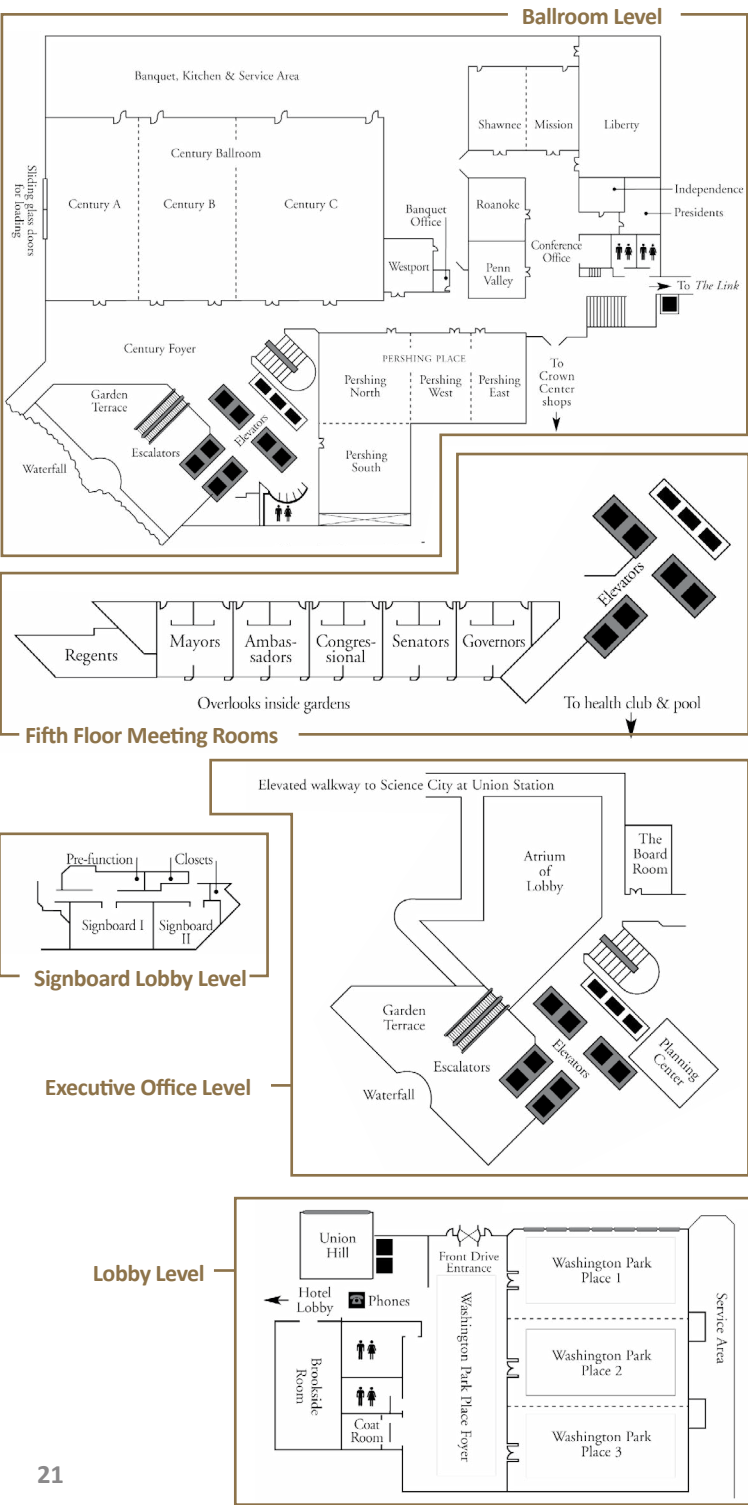
WINFIELD

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



Yamaha Vehicle Display
Yamaha Motor Corporation, USA
Scott Newby
1270 Chastain Road
Kennesaw, GA 30144
scott_newby@yamaha-motor.com

HOTEL MAP



AMERICA'S FARMERS COMMUNITY OUTREACH

THREE DISTINCT PROGRAMS, ONE GOAL
SUPPORTING THE RURAL COMMUNITIES WHERE FARMERS
LIVE, WORK AND RAISE THEIR FAMILIES.



Gives farmers a chance to win **\$2,500** to direct toward nonprofit organizations to help feed the hungry, purchase lifesaving EMS equipment, support ag youth programs, buy classroom resources and more.
ENROLL: AUG - NOV



Works with farmers to nominate rural public school districts to compete for a grant of **\$10,000** or **\$25,000**. These grants support math and science education by funding projects like technology upgrades, greenhouses and laboratory equipment.
NOMINATE: JAN - APR



Encourages rural youth to remain in agriculture and provides **\$1,500** scholarships to support their education in ag-related fields. The scholarships are administered by the National FFA Organization. FFA membership is not required.
ENDORSE/APPLY: NOV - FEB

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AMERICA'S FARMERS

COMMUNITY OUTREACH



Through the America's Farmers programs,
in partnership with farmers,
the Monsanto Fund has
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\$36 million
to rural America since 2010.



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