

# CONVENTION GUIDE

NOVEMBER 16-18, 2022

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 16**  
**7 a.m.-6 p.m.**

**Thursday, November 17**  
**6 a.m.-2 p.m.**

**Friday, November 18**  
**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 16, and 8 a.m.-3 p.m., Thursday, November 17, 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.

### PORTRAIT PHOTOGRAPHER

As a service to all Convention attendees, a photographer is available from 8 a.m.-3 p.m., both Thursday, November 17, in the Century Foyer and Friday, November 18, 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

### 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 or by scanning the QR code below to donate online.



### 2022 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 #NAFB22.

Sponsored by Farm Credit and Terrain



## CONFERENCE SOCIAL MEDIA

Post and follow the 2022 Convention on social media  
with the official convention hashtag:

**#NAFB22**

### 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.

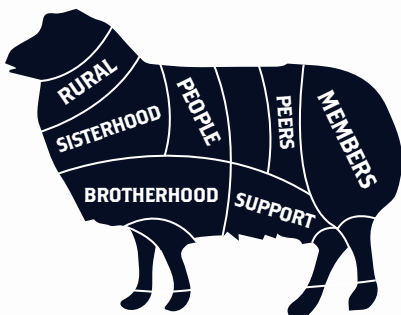
Candy has presented and coached at numerous organizations such as RTNDA, the USDA, and the National Speakers Association on communication, voice, and presentation skills.

Sponsored by Novozymes BioAg

### HEALTHY LIVING WELLNESS CHECK

A basic health screening is available from 7:30 a.m.-12:30 p.m., Friday, November 18, 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 Nutrien Ag Solutions



## WELCOME TO THE 79TH CONVENTION

Where did the time go? That's a familiar saying of many as fall is firmly knocking on the door and summer is in the rearview mirror. It's my favorite time of year with the changing of colors and harvest taking place all across my home state of Minnesota.

Also, it serves as a signal for the 2022 NAFB Convention, set for November 16-18 at the Westin Crown Center in Kansas City, Missouri. This year's theme is "NAFB 2022 – Providing Choice Information for Agriculture," which allows all of us to celebrate all levels of membership within NAFB as we – as farm broadcasters – continue to promote and inform farmers, ranchers, and consumers each and every day.

This year's convention will focus on the 2023 Farm Bill; the upcoming elections and how they may affect agriculture; new personal improvement sessions; an invitation to USDA Secretary of Agriculture Tom Vilsack; and so much more.

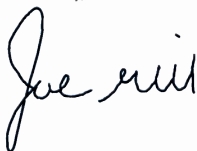
The Thursday of Convention is highlighted by Trade Talk, and it looks like we will have every booth occupied. That evening will feature the NAFB Foundation Auction and the Night of Honors banquet as we celebrate two new inductees to the NAFB Hall of Fame.

Friday evening, we will honor 2022 NAFB President Spencer Chase on his efforts of leading NAFB this past year. Make plans to join us for any and all of these happenings during this year's convention.

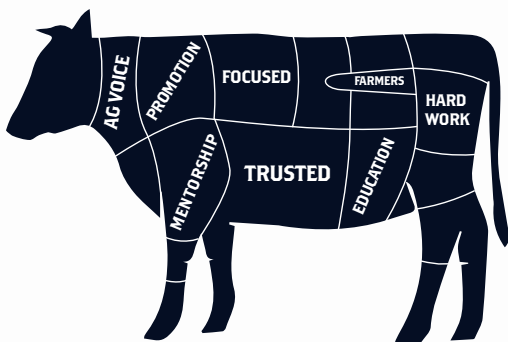
Finally, to add a Minnesota touch to this year's event, we plan to incorporate a good old fashion meat raffle in which all NAFB Convention attendees may participate – stay tuned for more details.

I'm looking forward to our 79th annual convention, and I welcome and encourage you to participate. Join us as we hone our skills and celebrate the opportunity to provide choice information for agriculture.

Sincerely,



Joe Gill  
2022 NAFB President Elect



## NAFB BOARD OF DIRECTORS



### **PRESIDENT**

Spencer Chase  
*Agri-Pulse  
Communications, Inc.*



### **PRESIDENT-ELECT**

Joe Gill  
*KASM Radio*



### **VICE PRESIDENT**

Carah Hart  
*Brownfield Ag News*



### **ALLIED INDUSTRY COUNCIL REPRESENTATIVE**

Paul Murphy-Spooner  
*United Soybean Board*



### **ALLIED INDUSTRY COUNCIL REPRESENTATIVE**

Gardner Hatch  
*Woodruff*



### **WEST REGION VICE PRESIDENT**

Delaney Howell  
*Ag News Daily, Corp.*



### **EAST REGION VICE PRESIDENT**

DeLoss Jahnke  
*RFD Radio Network®  
FarmWeekNow.com*



### **SOUTH REGION VICE PRESIDENT**

KC Sheperd  
*Radio Oklahoma  
Ag Network*



### **MANAGEMENT SALES COUNCIL REPRESENTATIVE**

Breck Von Bank  
*American Ag Network/  
Adams on Agriculture*



### **MANAGEMENT SALES COUNCIL REPRESENTATIVE**

Augie Aga  
*Northern Ag 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

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

**81st NAFB Convention**  
November 13-15, 2024  
Westin Crown Center  
Kansas City, Missouri

## TUESDAY, NOVEMBER 15

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**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 16

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**4 a.m.-6 p.m.**

**Broadcast Service Center**

Pershing Place

SPONSOR: BASF

**7 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

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

**45-Minute Voice Coaching Sessions**

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Novozymes BioAg

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

**Marketing & Promotion Advisory  
Board Committee Meeting**

Roanoke

Continental breakfast sponsored by

*AgriMarketing* magazine

**8:40-9:30 a.m.**

**Newsmaker Session: Taxes, Ag Law, &  
Estate Taxes**

Shawnee Mission

SPONSOR: Edge Dairy Farmer Cooperative



**ROGER MCEOWEN**

WASHBURN UNIVERSITY  
PROFESSOR OF  
AGRICULTURAL LAW  
AND TAXATION

Roger A. McEowen is the professor of agricultural law & taxation at the Washburn University School of Law in Topeka, Kansas. Through 2015, he was the Leonard Dolezal Professor in agricultural law at Iowa State University (ISU) in Ames, Iowa, where he also was the director of the ISU Center for Agricultural Law & Taxation (CALT), which he founded. Before joining Iowa State in 2004, he was an associate professor of agricultural law and extension specialist in agricultural law & policy at Kansas State University. From 1991-93, McEowen was in the full-time practice of law with Kelley, Scritsmier, and Byrne in North Platte, Nebraska. McEowen conducts approximately 80-100 seminars annually across the United States for farmers, agricultural business professionals, lawyers, and other tax professionals. He also conducts two radio programs, each airing twice monthly heard across the Midwest and on the web. In addition, his two-minute radio program, "The Agricultural Law and Tax Report," is heard each weekday on approximately 200 farm radio stations from New York to California as well as SiriusXM 147. He also can be seen as a weekly guest on RFD-TV, where he discusses various agricultural law and tax topics with the network's hosts.

**9:40-10:30 a.m.**

**Newsmaker Session: Technology in the Cab & on the Road**

Shawnee Mission

SPONSOR: Pivot Bio



**TRAVIS HUNT**  
FORD PRO  
INTELLIGENCE  
SALES & BUSINESS  
DEVELOPMENT  
MANAGER

Travis Hunt is a 19-year sales and marketing veteran with Ford Motor Company. In his current role as sales and business development manager at Ford Pro, Hunt is responsible for revenue generation for Ford Pro Intelligence, the software arm of Ford Pro. Ford Pro is a new global business within Ford committed to commercial customer productivity. Ford Pro delivers a work-ready suite of vehicles, products, and services for virtually every vocation, backed by technology and engineered for uptime. Hunt has a strong passion for marketing and consumer behavior and feels truly blessed to be able to build and apply those skills at Ford. What excites him the most about his current role is the ability to show fleets and commercial customers the value that Ford Pro can provide. Prior to joining Ford Pro, Hunt served as motorcraft marketing manager for Ford Customer Service Division and sales operations manager for Ford Division. His personal motto is to *“work hard, have fun, and make a difference.”*



**RYAN JARDON**  
JOHN DEERE  
MARKETING  
MANAGER

Ryan Jardon is the marketing manager for large tractors and tillage for John Deere. He facilitates marketing action related to large tractors, tillage, and precision ag integration with those products between John Deere’s factories and the market. Jardon has been with John Deere 11 years in a variety of factory and sales-region roles. He earned his bachelor’s degree in agricultural systems technology from Iowa State University and his MBA from the University of Iowa.

**10:40-11:30 a.m.**

**Newsmaker Session: An Evaluation of Election Results & the Impact to Agriculture**

Shawnee Mission

SPONSOR: POET



**JACQUI FATKA**  
AGRI-PULSE  
ASSOCIATE EDITOR

Jacqui Fatka grew up on a diversified livestock and grain farm in southwest Iowa. She uses her rural roots to dig into her coverage of agricultural policy issues with 19 years at Farm Progress and most recently as associate editor at Agri-Pulse. In 2003, she graduated from Iowa State University with a bachelor’s degree in journalism and mass communications with a minor in agriculture education, and she has been writing for agricultural audiences ever since. In college, she interned with *Wallaces Farmer* and cultivated her love of ag policy

during an internship with the Iowa Pork Producers Association, working in Senator Chuck Grassley's Capitol Hill press office. In 2003, she started full time for the Farm Progress companies' state and regional publications as the eContent editor and became *Farm Futures'* policy editor in 2004. A few years later, she began covering grain and biofuels markets for the weekly newspaper *Feedstuffs*. She covers the ongoing developments in ag policy, trade, regulations, and court rulings. Fatka also serves as the executive secretary-treasurer for the North American Agricultural Journalists. She lives on a small acreage in central Ohio with her husband and three children.

**10:45-11:30 a.m.**

**Virtual Roundtable with FCC  
Commissioner Nathan Simington**  
Roanoke



**NATHAN  
SIMINGTON**  
FCC COMMISSIONER

Nathan Simington was nominated to serve as a commissioner of the Federal Communications Commission by President Donald J. Trump. He was confirmed by the United States Senate in 2020. Previously, he served as senior advisor at the National Telecommunications & Information Administration (NTIA). In this role, he worked on many aspects of telecommunications policy, including spectrum allocation and planning, broadband access, and the U.S. government's role with the Internet. Prior to joining the commission, he was senior counsel to Brightstar Corp., an international mobile device services company. In this capacity, he led and negotiated telecommunications equipment and

services transactions with leading providers in more than 20 countries. Prior to joining Brightstar, he worked as an attorney in private practice.

Commissioner Simington is a graduate of the University of Michigan Law School. He also holds degrees from the University of Rochester and Lawrence University.

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

**NAFB Foundation  
Celebration Luncheon**

Washington Park

SPONSOR: CME GROUP



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

**Newsmaker Session: Commodity  
Partnerships Central to  
Sustainability Cycle**

Shawnee Mission

SPONSOR: National Corn Growers  
Association, National Pork Board,  
United Soybean Board



**NATHAN FIELDS**  
NATIONAL CORN  
GROWERS ASSOC.

Nathan Fields has been with the National Corn Growers Association (NCGA) since 2004 and currently oversees the production and sustainability department for the organization. Prior to his current role, he held roles directing the biotechnology, economic analysis, crop protection, and research portfolios. Prior to his employment with NCGA, Fields worked in the bio-pharmaceutical industry in R&D, custom molecule synthesis. and drug production. His



post-undergraduate work included involvement with the private-sector effort on sequencing the human genome. He graduated from the University of Illinois with a B.S. in biology and completed his Master's in Business Administration (MBA) from Southern Illinois University in Edwardsville. He is a proud father of three, youth soccer and volleyball coach, cyclist, and fan of the manual transmission.



**ASHLEY  
MCDONALD**  
NATIONAL PORK  
BOARD  
VICE-PRESIDENT OF  
SUSTAINABILITY

Ashley McDonald is the vice president of sustainability for the National Pork Board. In her role, she works on behalf of the more than 60,000 U.S. pig farmers who are striving to tell their sustainability continuous improvement stories. Prior to her tenure at the National Pork Board, McDonald was the senior director of sustainability for the National Cattlemen's Beef Association (NCBA), representing cattle producers in sustainability initiatives domestically and internationally. In that role, she served as the executive director of the U.S. Roundtable for Sustainable Beef (USRSB). She also has served previously as NCBA's environmental counsel in Washington, D.C., as well as Missouri Farm Bureau Federation's director of state legislative affairs. McDonald holds a degree in agriculture economics from the University of Missouri and a Juris Doctorate degree from the Antonin Scalia Law School (George Mason University) in Arlington, Virginia. She is the proud mom of Charlotte and Beckett.



**JACK CORNELL**  
DIRECTOR OF  
SUSTAINABLE SUPPLY  
UNITED SOYBEAN  
BOARD

Jack Cornell grew up in Darke County in southwestern Ohio, where his parents ran a small business. He learned early on the importance of agriculture to the whole rural economy. Cornell ultimately found his passion in maximizing the benefits of both native ecosystems as well as cropping systems. He holds a master's degree in plant science from Missouri State University, where he got a chance to study in the areas about which he was passionate. Cornell started his professional career with Monsanto and worked there for nine years, where he enjoyed advancing the latest technologies for farmers while working to improve the sustainability at the farms he worked at. This experience led him to being a key figure in the early development of the Soil Health Partnership, a division of the National Corn Growers, helping to grow the program from 17 sites in four states to more than 200 sites in 16 states. He has served as United Soybean Board's director of sustainable supply since May 2021. In this role, he oversees the Farmers for Soil Health Initiative and leads strategy for sustainability investments that impact farmer productivity. Cornell always strives for continual improvements around sustainability in the agricultural sector as he believes it will help farmers achieve maximum profitability.

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

**Young Professionals Orientation**

Liberty

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

**Professional Improvement Session:**

**A Deeper Understanding of**

**Commodity Markets**

Shawnee Mission

SPONSOR: Agoro Carbon Alliance



**STEVEN STASYS**

CME GROUP  
SENIOR DIRECTOR,  
AGRICULTURAL  
PRODUCTS  
BUSINESS LINE  
MANAGER

Steven Stasys has spent more than 20 years in derivative markets, starting at the Chicago Board of Trade trading floor in 2001. His career began at Ronin Capital as an independent options trader in the five-year pit. Stasys has worked at multiple global exchanges interacting with technology, product management, research, and client development. Currently, he looks after agricultural options for the CME Group, spanning the grain and oilseed, livestock, and dairy markets. Stasys holds a bachelor's degree from the Arizona State University Barret Honors College in finance.

**3:40-4:30 p.m.**

**Newsmaker Session:**

**A Perspective from Ukrainian**

**Farmer Kees Huizinga**

Shawnee Mission

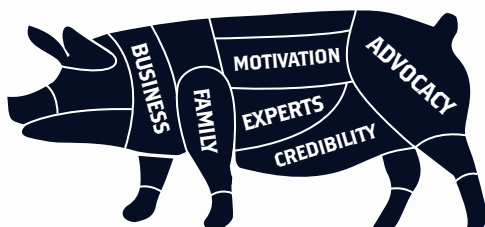
SPONSOR: Sound Agriculture



**KORNELIS  
HUIZINGA**

GLOBAL FARMER  
NETWORK

As a farmer in Ukraine, Kornelis “Kees” Huizinga has learned the weather and other normal farming challenges are not as bad as the bullets, rockets, and grenades of Russia’s war on Ukraine. With the world watching, Huizinga continues to provide updates on the troubles in Ukraine through conversations with public officials, interviews with journalists, and columns with the Global Farmer Network. By telling the real story, he makes the case for a sovereign Ukraine where farmers can enjoy the freedom to farm, the freedom to trade, and the freedom to feed the world. Huizinga has farmed in central Ukraine for 20 years, growing onions, carrots, wheat, barley, canola, sugar beets, corn, sunflowers, and navy beans. He also has a modern dairy farm. Huizinga is a member of the Global Farmer Network and recently was recognized by the organization as its 2022 Kleckner Award for Global Farm Leadership recipient.



**3-5 p.m.**

**Allied Industry Council Meeting  
and Election**

Penn Valley

**4-5 p.m.**

**Management Sales Council Meeting  
and Election**

Roanoke

**5-6 p.m.**

**New Member and Past  
Presidents Reception**

SPONSOR: EVOIA

Brookside

**6-7:30 p.m.**

**Welcome Reception**

Washington Park

SPONSOR: National Corn Growers  
Association

**7-9 p.m.**

**NAFB Past Presidents' Dinner**

Pierpont's (Union Station)

(BY INVITATION ONLY)

SPONSOR: Growth Energy

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

**"Name That Tune"**

Brookside

SPONSOR: GROWMARK

## **THURSDAY, NOVEMBER 17**

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**4 a.m.-6 p.m.**

**Broadcast Service Center**

Pershing

SPONSOR: BASF

**6-8 a.m.**

**Trade Talk Breakfast Buffet**

Garden Terrace

CO-SPONSORS: Case IH and American  
Coalition for Ethanol

**6 a.m.-2 p.m.**

**Registration**

Roanoke Foyer

SPONSOR: John Deere

**7 a.m.-1:30 p.m.**

**Trade Talk**

Century Ballroom & Foyer

CO-SPONSORS: Brevant Seeds and FMC

**8-9:30 a.m.**

**Young Professionals Roundtable  
with NAFB Members**

Liberty

**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: Verdisian Life Sciences

**10-11:30 a.m.**

**Trade Talk Beef Carving**

Century Ballroom

SPONSOR: Cattlemen's Beef Board

**11:30 a.m.-2 p.m.**

**Lunch Buffet**

Garden Terrace

LUNCH BUFFET SPONSOR:

Corteva Agriscience/Pioneer

DESSERT SPONSOR: UPL

**1:30-3 p.m.**

**Trade Talk teardown**

Century Ballroom & Foyer

**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

**4-5 p.m.**

**Young Professionals Workshop**

Shawnee Mission



**WHITNEY KINNE**

CAREER COACH/  
LEADERSHIP  
TRAINER

Whitney Kinne is a career coach, leadership trainer, and speaker serving agriculture and rural audiences. She helps high-achieving professionals across the country seek their paths to find the work they were made to do. Kinne coaches professionals one-on-one and travels to speak at events guiding professionals in agriculture to lead and serve well at both work and home. She is a proud alumni of Mizzou's ag journalism program and uses her ag communications skills daily to help her clients better market themselves for career growth. Prior to launching her own coaching business, Kinne got her start in the professional world as the director of consumer outreach for the Missouri Beef Industry Council. Later, she transitioned into a career services role, where she served 2,000 undergraduates at the University of Missouri's College of Agriculture, Food and Natural Resources. Now, Kinne works alongside her husband, Shane, to operate their family businesses and raise their two kids on the farm on which she grew up outside of Clinton, Missouri.

**5-5:30 p.m.**

**Regional Member Meetings**

(EAST) Penn Valley

(SOUTH) Roanoke

(WEST) Liberty

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

**NAFB Foundation Auction  
and Reception**

Century A

CO-SPONSORS: Propane Education &  
Research Council and Illinois  
Soybean Association

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

**Night of Honors Celebration  
Banquet**

Century B, C (TICKETED EVENT)

DINNER SPONSOR: Bayer

DESSERT SPONSOR:

Livestock Marketing Association

WINE SPONSOR:

American Seed Trade Association

VIDEO SPONSOR: United Soybean Board

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

**Hall of Fame Reception**

Century A

SPONSOR: AgReliant Genetics

## **FRIDAY, NOVEMBER 18**

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**4 a.m.-5 p.m.**

**Broadcast Service Center**

Pershing

SPONSOR: BASF

**7-9 a.m.**

**Continental Breakfast**

Garden Terrace

SPONSOR: Clean Fuels Alliance America

**7:30 a.m.-12:30 p.m.**

**Healthy Living – Wellness Check**

Century Foyer

SPONSOR: Nutrien Ag Solutions

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.

**8-10 a.m.**

**Registration**

Roanoke Foyer

SPONSOR: John Deere

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

**50-Minute One-on-One Personal**

**Branding Sessions**

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

**8:15 a.m.-12 p.m.**

**45-Minute Voice Coaching Sessions**

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Novozymes BioAg

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

**Portrait Photographer**

Roanoke Foyer

SPONSOR: Vive Crop Protection

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

**Newsmaker Session:**

**Proposition 12 and Its Effect on  
the U.S. Agricultural Community**

Shawnee Mission

SPONSOR: BigIron



**MICHAEL  
FORMICA**

CHIEF LEGAL  
STRATEGIST

In his capacity as chief legal strategist, Michael Formica works with federal agencies, the White House, and congressional lawmakers on regulatory and legal issues impacting pork producers. These issues include, but are not limited to, transportation and the environment.

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

**Professional Improvement Session:  
Building an Audience through  
Podcasting**

Shawnee Mission

SPONSOR: Cargill



**DELANEY  
HOWELL**

AG NEWS DAILY,  
CORP.

Delaney Howell grew up on a grain and livestock farm in southeast Iowa and has been involved in agriculture from a very young age. She holds a bachelor's degree in agricultural sciences and minors in broadcasting and international studies from Northwest Missouri State University and a master's in agricultural communications from Texas Tech University. Howell strives to bring the most up-to-date information on the latest "news cycle" in D.C. politics, commodity markets, and the international agricultural scene through her travels to 23 countries. You may recognize her from her role as former host of the 46-year-old agribusiness show "Market to Market" or from the daily podcast she launched in 2017, Ag News Daily. In 2018, she launched Global Ag Network, a "herd" of agriculturally focused podcasts which strive to provide entertaining, informative, and essential information to the agricultural industry. In 2020, Howell took on a new role as chief marketing officer for an ag marketing company out of Des Moines, Iowa, called Trader Ph.D., offering commodity advisory services to farmers and ranchers across the U.S.



**ANDREW  
MCCREA**  
AMERICAN  
COUNTRYSIDE

Farmer and rancher...nationally syndicated radio broadcaster... popular speaker...it's a unique combination that captivates and challenges audiences to action. Since 1996, Andrew McCrea has traveled the nation, producing the "American Countryside" features that are heard each day on more than 100 radio stations and XM satellite radio. He's conducted interviews in all 50 states and on six continents, talking to people from all walks of life: Emmy and Grammy winners, all-star athletes, and even the world's rooster crowing champion! He's been body slammed by professional wrestlers, traveled to the launch pads at Cape Canaveral, and chronicled the struggle of impoverished farmers in Africa. But often, it's an interview with someone of which you've never heard with a story you won't forget.



**KEN ROOT**  
BETTER THAN  
NUTHIN'

Ken Root is semi-retired from a long career of farm broadcasting. He began at WKY Radio and Television in Oklahoma City, Oklahoma (1974-80) and then moved to Wichita, Kansas, as the first voice of the Kansas Agriculture Network (1981-84). Root shifted to KWCH-TV in Hutchinson (1984-87) and reported on agriculture internationally. After a stint with the agri-chemical

industry and as a business owner, he became the original host of AgriTalk (1994-2001). He served as the NAFB Executive Director (2002-05), relocating the association's headquarters from St. Paul, Minnesota, to Platte City, Missouri, and then returned to broadcasting at WHO and WMT Radio in Iowa (2005-09). Root concluded his career with WHO-TV, WGFA Radio, and the Iowa Agribusiness Radio Network (2009-20). Additionally, he was a columnist for *High Plains Journal* for seventeen years. Root is now podcasting as an interviewer/talent and on his own with a weekly half-hour show called "Better than Nuthin." As the broadcasting industry has changed, he has reinvented himself to become a multimedia reporter and, now, a podcaster.

**10-10:50 a.m.**

**Professional Improvement Session:  
Women in Farm Broadcasting  
Roundtable**

**Pershing East**

SPONSOR: Missouri Soybean  
Merchandising Council



**LORRIE BOYER**  
KSIR RADIO  
REPORTER  
PODCASTER

Lorrie Boyer is an award-winning agricultural broadcaster, passionate about delivering newsworthy farming and ranching stories to the public. Her dedication to "ag-vocacy" is reflected in her 26 years of commitment and experience in the field. This seasoned broadcaster worked as farm director at KLMR Radio before serving as farm broadcaster for KVAJ, both in Lamar, Colorado. Subsequently, Boyer joined the Fort Morgan-based

radio station KSIR where she has continued to thrive for the last 19 years; she currently works as the farm director and morning show host. Boyer also anchors market reports for Your Ag Network, based in South Dakota, and serves as a weekly Colorado ag reporter on RFD-TV. A multifaceted professional, she balances all this with producing three podcasts, including her “Ag Queen Podcast.”



**CINDY CUNNINGHAM**  
WOODRUFF  
MANAGING  
SUPERVISOR

As public relations managing supervisor with Woodruff, Cindy Cunningham is providing communications strategy and support for a variety of agriculture clients seeking an experienced leader in crisis management, media relations, communications, and leadership development. Her career experience includes being the assistant vice president of communications for both the National Pork Board and the National Pork Producers Council, farm director for KICD Radio, and production manager for Post-Newsweek Cable Systems. Cunningham has been honored to serve as chair of the NAFB Allied Industry Council twice, and she received NAFB’s Meritorious Service Award in 2001. Cunningham is a graduate of South Dakota State University, holding a degree in agriculture journalism.



**SUSAN LITTLEFIELD**  
KRVN RURAL RADIO  
NETWORK  
FARM DIRECTOR

Susan Littlefield has been a member of NAFB since 1996. During that time, she has served on a variety of committees, the NAFB Board of Directors, and the organization’s Executive Board as 2015 president. Littlefield has been a farm broadcaster in the Midwest since her start in college at WRFW. She currently serves as the farm director for KRVN Rural Radio Network in Nebraska and sits on the NAFB Foundation Board, where she is the Foundation auction chair.



**SARA WYANT**  
ARGI-PULSE  
COMMUNICATIONS  
FOUNDER

Sara Wyant is president and founder of Agri-Pulse Communications, Inc., a communications firm devoted to covering farm and rural policy issues with offices in Washington, D.C.; Camdenton, Missouri; and Sacramento, California. As a veteran farm policy reporter, she is well-recognized on Capitol Hill as well as with farm and commodity associations across the country. Her firm’s subscription-only content includes the latest updates on farm policy, commodity and conservation programs, trade, food safety, rural development, and environmental and regulatory programs.



**CYNDI YOUNG**  
BROWNFIELD  
AG NEWS

Cyndi Young started her career at WJIL Radio in 1985 in Jacksonville, Illinois, going from student-teaching high school agriculture to broadcasting in ag radio. During her broadcast tenure, she worked for Oklahoma Agrinet and was farm director for WTAX in Springfield, Illinois. She joined Brownfield in 1998. For the past two decades, Young has overseen Brownfield Ag News and its growing team of ag journalists. Young has traveled extensively throughout the United States and to 16 different countries, covering agriculture for Midwestern farmers. Her work has earned her dozens of honors from agriculture groups and associations. Her passion for the industry and dedication to bringing talented young journalists into the fold of agriculture is recognized across the country. A member of NAFB for 35 years, Young was recognized as Farm Broadcaster of the Year in 1997 and received the coveted Oscar in Agriculture in 2009. She was inducted into the National Association of Farm Broadcasting Hall of Fame in 2021. Young grew up on a seventh-generation family grain and livestock farm in west central Illinois. She and her husband own Rocking P Ranch near Jamestown, Missouri, where they raise Simmental cattle and have a branded beef business.

**10-10:50 a.m.**

**Professional Improvement Session:  
Branding Yourself Like  
Machinery Pete**  
**Shawnee Mission**

SPONSOR: Missouri Soybean  
Merchandising Council



**GREG PETERSON**  
MACHINERY PETE

Greg Peterson, known as Machinery Pete, has built a network of 1,100 auction firms, 600 ag lenders, 2,000 implement dealers, and hundreds of thousands of farmers worldwide. Since 1989, Machinery Pete has compiled more than 1.5 million auction prices on all types of used farm and construction equipment sold throughout North America. MachineryPete.com is the fastest growing web site marketplace for buyers and sellers of used equipment with 6M+ page views/mo and 130,000 equipment listings for sale from dealers, auction firms, and private farmer sellers. Peterson is the multimedia expert on used equipment values for *Farm Journal*, including print and broadcast. He appears every Monday on AgriTalk radio and AgDay TV. In 2013, Machinery Pete launched a weekly 30-minute Machinery Pete TV show on RFD-TV. Now in its ninth season, Machinery Pete TV has a new show airing every Saturday at 12:30 p.m. CST and repeats each Tuesday at 4 p.m. CST on RFD-TV as well as more than 50+ affiliate TV stations across the country. A widely sought-out speaker, Peterson regularly presents to farmer, dealer, auctioneer, and investor audiences.



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

**Professional Improvement**

**Session: Idea Exchange**

**Shawnee Mission**

**SPONSOR: Cargill**



**VON KETELSEN**

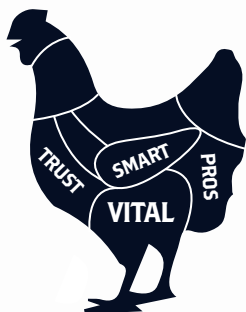
KCIM-KKRL-KIKD  
RADIO  
FARM SERVICES  
DIRECTOR

Von Ketelsen grew up on an Iowa grain and livestock farm, and is an Iowa State University graduate. Ketelsen has established himself as a leading voice of agriculture, serving as farm broadcaster for noted Iowa radio stations, as well as having written a weekly agriculture column for Iowa newspapers. He is currently farm services director for Carroll Broadcasting, a group of radio stations based in Carroll, IA. Besides broadcasting daily agribusiness reports on the radio, he communicates by utilizing all aspects of social media. A graduate instructor of the Dale Carnegie Course, Ketelsen offers media training for individuals and groups who want to improve their presentation skills. Ketelsen is an active volunteer with the American Cancer Society. An avid bicyclist, Ketelsen has served on the Iowa Bicycle Coalition board of directors and occasionally lobbies on behalf of legislation affecting bicyclists on a volunteer basis. Ketelsen has a solo acoustic guitar/vocal act, performing at coffeehouses and various events. After being asked so many times to “bring along the guitar,” he decided to incorporate music into an upbeat presentation about farming and rural life.



**COURTNEY  
KIBBLEWHITE**  
NORTHERN  
BROADCASTING  
VICE PRESIDENT

Courtney Brown Kibblewhite is an old soul, world traveler, and a cowgirl. She is the vice president and co-owner of Northern Ag Network in Montana, Wyoming, and the western Dakotas. Prior to returning to her family business, Kibblewhite worked in human capital consulting in Chicago and in academia, teaching and studying social psychology and leadership. She holds a master’s degree in organizational behavior from UC Berkeley and a bachelor’s degree in communications & international studies from Northwestern University. Kibblewhite is currently the chairperson of the Montana Chamber of Commerce, where she is proud to represent small business and the agriculture industry. She enjoys yoga, scuba-diving, and working on her family cattle ranch in Sand Springs, Montana. She and her husband Jonathan (from Wales) have a daughter Nia and son Jac.





## CAREY MARTIN

TFB RADIO  
NETWORK  
ASSOCIATE  
DIRECTOR-  
RADIO MANAGER

Carey Martin is the general manager and farm broadcaster for the Texas Farm Bureau Radio Network, based in Waco, Texas. The network was founded in 2002 and provides farm programming to more than 130 radio stations across Texas. He is responsible for all network programming and affiliate relations, and he logs thousands of miles each year traveling the state to cover Texas agriculture and visit radio stations. Martin has been involved in the radio industry for more than 30 years, working in Oklahoma, Nebraska, Louisiana, and now Texas. He recently served a two-year term on the NAFB Board of Directors as southern region vice president.



BRIAN  
WINNEKINS  
WRDN RADIO  
OWNER/FARM  
NEWS DIRECTOR

Brian Winnekins is the owner and farm broadcaster at WRDN Radio in Durand, Wisconsin. He started his career in 1989 at WKTY in La Crosse and began his farm-broadcasting career in 1998 while at WBOG in Tomah. After a stint at WCOW in Sparta from 2007-2011, he purchased WRDN and brought it back on air in 2011. Since that time, he has expanded the farm programming to seven hours per day. Along with his farm broadcasts, Winnekins also

is the on-air voice of the Durand Panthers and is involved in sales and other aspects of operating the station. Since the beginning of the COVID-19 pandemic, WRDN has expanded its on-air and online offerings to include coverage of area county fairs, livestock shows, annual meetings for area co-ops, middle-school sports, and local governmental meetings. He served as NAFB president in 2016 and was awarded Farm Broadcaster of the Year in 2020.

## Noon-1:30 p.m.

### Awards Luncheon

Century A (TICKETED EVENT)

SPONSOR: Syngenta

## TENURE AWARDS

## NEWS SERVICE AWARDS

SPONSOR: John Deere

## WORKHORSE ACHIEVEMENT AWARD

SPONSOR: Summit Nutrients

## BROADCASTER CONTESTS AWARDS

SPONSOR: Belchim

## HORIZON AWARD

SPONSOR: Syngenta

## FARM BROADCASTER OF THE YEAR

SPONSOR: Syngenta

## 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)

SPONSOR: Woodruff



## 2021 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2021:

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

Max Armstrong  
Gale Cunningham  
Mike & Stephanie Johanns  
Orion Samuelson

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

Taylor Brown  
Jim & Marlene Evans  
Gene Millard  
Larry & Christine Quinn  
Mark Vail

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

Jennifer Anderson  
Sheldon Bream  
Brownfield Ag News  
Meghan & Brian Conant  
Joe & Connie Cornely  
Terry Henne  
Pam Jahnke  
"Moberly Friends"  
MustangRed Communications  
Dee Weeda  
Cyndi Young-Puyear

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

Ag Media Research Inc.  
Agri-Pulse Communications  
Augie Aga  
Greg Akagi  
Ken Anderson  
Walt Barnhart  
John Block  
Rhiannon Branch  
Lois Brand  
Tom & Beth Brand  
Colleen Callahan Consultancy  
Barbara Campbell Determan  
Cindy Cunningham  
Tammy Dodderidge

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

Andrew Eubank  
FUJIFILM  
Allan Johnson  
Kansas Corn Growers Association  
Kansas Wheat Commission  
KCE Public Affairs Associates LLC  
David Knau  
Troy Leininger  
Susan Littlefield  
Jason Lutz  
Mark V Media Group  
Ken & Mary McCauley  
Steven Mercer  
Russell Nemetz  
Michael Orso  
Lyle Orwig  
Kristi Pettis Osterlund  
Russell Parker  
Kathy Patton-Strunk  
Roddy Peeples  
Wendy Pinkerton  
Kelly Schwalbe  
Dan Skelton  
Angie Skochdopole  
Christine Tew  
John & Darlene Vasichak  
Alan Watts

### BOOSTERS (UP TO \$99)

Stephanie Hoff  
Adam Kadavy  
Cebrina Hardy  
Janice Keene  
Courtney Kibblewhite  
Mike & Erin Nash  
Don Schultz  
Amie Simpson  
Bonita McClure

## CONVENTION SPONSORS



### Slide Show Presentations

Ron Claussen  
P.O. Box 1486  
Sioux Falls, SD 57101  
agmedia@agmedia.com



### Newsmaker Session

Kimberly Huston  
1101 West River Parkway, Suite 400  
Minneapolis, MN 55415  
kimberly.huston@padillaco.com



### Hall of Fame Reception

Amy Beck  
N16W23233 Stone Ridge Dr., Suite 200  
Waukesha, WI 53188  
abeck@morganmyers.com



### Marketing & Promotion

#### Meeting Break

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



**ethanol**

### Trade Talk Breakfast Co-Sponsor

Katie Muckenhirn  
5000 S. Broadband Lane, Suite 224  
Sioux Falls, SD 57108  
kmuckenhirn@ethanol.org



### Night of Honors Banquet Wine

Bethany Shively  
1701 Duke Street, Suite 275  
Alexandria, VA 22314  
bshively@betterseed.org



### Guest Room Internet Co-Sponsor

Steve Johnson  
14301 FNB Parkway, Suite 312  
Omaha, NE 68154  
stevej@swansonrussell.com



### Front Desk Branding

Marilyn Hall  
49 Cutten Place  
Guelph, Ontario N1G4Z7  
marilyn.hall@azotictechnologies.com



### Broadcast Service Center

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



**Convention Program  
Night of Honors Celebration  
Banquet**

Kyel Richard  
800 North Lindbergh Boulevard  
B2N  
St. Louis, MO 63167  
kyel.richard@bayer.com



**Farm Broadcaster  
Contests & Critiques**

Colleen Tocci  
10 Cobblestone Lane  
Shamong, NJ 08088  
colleen.tocci@belchim.com



**Professional Improvement Session**

Tyson Hellbusch  
213 Beaver Street  
St. Edward, NE 68660  
tyson.hellbusch@bigiron.com



**Trade Talk Co-Sponsor**

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



**Westin Lobby Branding**

Myra Verslues  
505 Hobbs Road  
Jefferson City, MO 65109  
mverslues@learfield.com



Helping the world *thrive*

**Professional Improvement Session**

Bridget Christenson  
15407 McGinty Road W  
Wayzata, MN 55391  
bridget\_christenson@cargill.com



**Trade Talk Breakfast Co-Sponsor**

Amanda Loveless  
1433 North Water Street  
Milwaukee, WI 53202  
aloveless@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



**Elevator Door Branding**

Patrick Driscoll  
1965 Rock House Road  
Westfield, NC 27053  
pat@8pointonline.com



**Convention Video Display Wall**

Michele Egan  
5246 Trudy Circle  
Gainesville, GA 30504  
usmiegg@chr-hansen.com

## CONVENTION SPONSORS



### Welcome Lobby/Restaurant Branding

John Schofield  
8401 South 132nd Street  
Omaha, NE 68138  
john.schofield@claas.com



### New Member & Past Presidents Reception

Stephanie Gable  
2801 Golf Course Drive  
Ventura, CA 93003  
sgable@evoia.us



Clean Fuels  
ALLIANCE AMERICA

### Friday Continental Breakfast

Paul Winters  
605 Clark Avenue  
Jefferson City, MO 65110  
pwinters@cleanfuels.org



FARM  
CREDIT

### Social Media Corps Co-Sponsor

Mary Carlson  
50 F Street NW, Suite 900  
Washington, DC 20001  
mary.carlson@fccouncil.com



### NAFB Foundation Luncheon Escalator Branding

Alexandra Horos  
20 South Wacker  
Chicago, IL 60606  
alexandra.horos@cmegroup.com



### Westin Lobby Stairs Branding

Philip Hayes  
4600 South Syracuse Street, Suite 1450  
Denver, CO 80237  
phayes@farmlandpartners.com



### Trade Talk Luncheon

Jane Bachmann  
7000 NW 62nd Street  
Johnston, IA 50131  
jbachmann@corteva.com



### Water Stations

Rachel Torbert  
30 E 7th Street, Suite 2650  
St. Paul, MN 55101  
rachel@roosterstrategy.com



### Newsmaker Session

Melissa Haen  
2763 Manitowoc Road  
Green Bay, WI 54311  
mhaen@voiceofmilk.com



### Cell Phone Charging Station

Amy Wolfcale  
388 El Camino Real  
San Carlos, CA 94070  
awolfcale@farmersbusinessnetwork.com



**One-on-One Professional Coaching**

Maggie Hesby  
411 N Washington Avenue  
Minneapolis, MN 55401  
mhesby@broadheadco.com



**Trade Talk Co-Sponsor**

Emily Dehn  
800 N Washington Avenue, Suite 203  
Minneapolis, MN 55401  
edehn@curiousplot.agency



**Business Communications**

**Convention Photography Co-Sponsor**

Heather Manhardt  
4242 Six Forks Road, Suite 1650  
Raleigh, NC 27609  
hmanhardt@gscommunications.com



**GROWMARK**

**"Name That Tune" Reception**

Chris Grogan  
1701 Towanda Avenue  
Bloomington, IL 61701  
cgrogan@growmark.com



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**Past President's Dinner**

Katie Webster  
701 8th Street NW, Suite 450  
Washington, DC 20001  
kwebster@growthenergy.org



**Wednesday Night Room Drop**

Lyle E. Orwig  
4 Birdie Lane  
Chaska, MN 55318  
lyle.e.orwig@gmail.com



**NAFB Foundation Auction  
Reception Co-Sponsor**

DeAnna Thomas  
1605 Commerce Parkway  
Bloomington, IL 61704  
deanna.thomas@ilsoy.org



**President's Banquet Reception**

Geoff Gray  
500 Rutherford Avenue  
Charlestown, MA 02129  
ggray@indigoag.com



**JOHN DEERE**

**NAFB Foundation Board Dinner  
News Service Awards  
Registration  
Convention Bags**

Brian Torrey  
10789 South Ridgeview Road  
Olathe, KS 66061  
torreybrianl@JohnDeere.com



**Night of Honors Banquet Dessert**

Livestock Marketing Association  
Natalie Ayers  
11501 Outlook Street, Suite 250  
Overland Park, KS 66211  
nayers@lmaweb.com

## CONVENTION SPONSORS



### Professional Improvement Session

Samantha Turner  
734 South Country Club  
Jefferson City, MO 65109  
sturner@mosoy.org



MISSOURI  
WINES®

### Night of Honors Banquet Wine

Shannon Yokley  
1616 Missouri Boulevard  
Jefferson City, MO 65109  
shannon.yokley@mda.mo.gov

mod  
op

### Convention Photography

#### Co-Sponsor

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

MorganMyers  
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### Convention Photography

#### Co-Sponsor

Amy Beck  
N16W23233 Stone Ridge Drive, #200  
Waukesha, WI 53188  
abeck@morganmyers.com



National Cattlemen's  
Beef Association

### Guest Room Keycards

John Robinson  
9110 E Nichols Avenue, Suite 300  
Centennial, CO 80112  
jrobinson@beef.org



NATIONAL  
CORN GROWERS  
ASSOCIATION

### Welcome Reception Newsmaker Session

Julie Busse  
632 Cepi Drive  
Chesterfield, MO 63005  
busse@ncga.com



NCIS

National Crop Insurance Services

### Hotel Check-in Giveaway

Laurie Langstraat  
8900 Indian Creek Parkway, Suite 600  
Overland Park, KS 66210  
lauriel@ag-risk.org



NGFA

### Convention Chronicles

Sarah Gonzalez  
1400 Crystal Drive, Suite 260  
Arlington, VA 20124  
sgonzalez@ngfa.org



### Pre-Convention Mailing Newsmaker Session

Kristin Zipperlen  
1776 NW 114th Street  
Clive, IA 50325  
kzipperlen@pork.org





**One-on-One Voice Coaching**

Scott Lynn

800 N Washington Avenue, Suite 203  
Minneapolis, MN 55401  
slynn@curiousplot.agency



**Wellness Checks**

**Hand Sanitizer Stations**

Ryan Whitney

3005 Rocky Mountain Avenue  
Loveland, CO 80538  
ryan.whitney@nutrien.com



**Ballroom Column Branding**

Suzanne Fletcher

5296 Harvest Lake Drive  
Loveland, CO 80538  
suzanne.fletcher@nutrienag.com



**Convention Photography Co-Sponsor**

Sara Steever

3510 South First Avenue Circle  
Sioux Falls, SD 57105  
sara.steever@paulsen.agency



**Thursday Afternoon Refreshment Break  
Newsmaker Session**

Erin Loesing

2910 Seventh Street  
Berkeley, CA 94710  
eloesing@pivotbio.com



**Newsmaker Session**

Erin Smith

4615 North Lewis Avenue  
Sioux Falls, SD 57104  
erin.smith@poet.com



**NAFB Foundation Auction Reception  
Co-Sponsor**

Jeremy Wishert

1140 Connecticut Ave. NW, Suite 1075  
Washington, DC 20036  
jeremy.wishart@propane.com



**Convention Lanyards**

Betty Doke

480 Southpoint Circle  
Brownsburg, IN 46112  
betty@protecttheharvest.com



**Door Hangers**

Anna Hall

4001 Lexington Avenue North  
Arden Hills, MN 55126  
ahall@landolakes.com



**Registration Giveaway**

Deana Larson

3900 W. Innovation Street, #100  
Sioux Falls, SD 57105  
deana.larson@rcis.com



**Convention Coffee Cart**

**Convention Welcome Banner**

Ken Colombini

16034 Manchester Rd., Suite 101  
Ellisville, MO 63011  
kcolombini@ethanolrfa.com

## CONVENTION SPONSORS

### Schippers USA

#### Ear Tag Keychains

John Witter  
3233 Fieldcrest Drive  
Davenport, IA 52806  
j.witter@schippersusa.com

### Sound

#### Newsmaker Session

Dalton Tietz  
5858 Horton Lane, Suite 575  
Emeryville, CA 94549  
d.tietz@sound.ag



**summit**  
NUTRIENTS

#### Workhorse Achievement Award

Lisa Adams  
2904 West 46th Avenue  
Kansas City, KS 66103  
lisa@sage-vc.com



#### Awards Luncheon

#### Horizon Award

#### Farm Broadcaster of the Year

Pam Caraway  
410 South Swing Road  
Greensboro, NC 27409  
pam.caraway@syngenta.com



**TARANIS**

#### Ballroom Foyer Imaging

Sarah Rang  
725 East Main Street  
Westfield, IN 46074  
sarah.rang@taranis.ag



**Terrain**

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#### Convention Survival Kits

#### Social Media Corps Co-Sponsor

#### Attendee List

Heather Stettner  
PO Box 1120  
Santa Rosa, CA 95402  
hstettner@agloan.com



#### Vestibule Branding

Maddie Kaye  
4001 Lexington Avenue North  
Arden Hills, MN 55126  
mkaye@landolakes.com



#### U.S. CUSTOM HARVESTERS, INC.

#### Guest Room Internet Co-Sponsor

Mandi Sieren  
PO Box 97  
Sylvia, KS 67581  
office@uschi.com



#### NAFB Hall of Fame Induction Video

#### Convention Schedule at a Glance

#### Newsmaker Session

Paul Murphy-Spooner  
16305 Swingley Ridge Road, Suite 150  
Chesterfield, MO 63017  
pmurphyspooner@unitedsoybean.org



**Trade Talk Luncheon Dessert**

Kimberly Gilbert  
630 Freedom Business Center, Suite 402  
King of Prussia, PA 19406  
kimberly.gilbert@upl-ltd.com



**VERDESIAN**

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**Trade Talk Refreshment Break**

Joe Vaillancourt  
1001 Winstead Drive, Suite 480  
Cary, NC 27513  
joe.vaillancourt@vlsci.com



**Portrait Photographer**

Emily Roden  
Unit 1, 6275 Northam Drive  
Mississauga, ON L4V 1Y8  
eroden@vivecrop.com

**WINFIELD®  
UNITED**

**Early Registration Giveaway**

Bill Brozak  
800 N Washington Avenue, Suite 203  
Minneapolis, MN 55401  
bbrozak@curiousplot.agency

**WOODRUFF**

**President's Banquet**

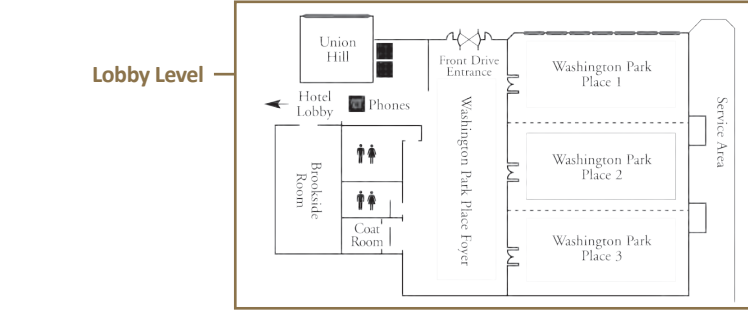
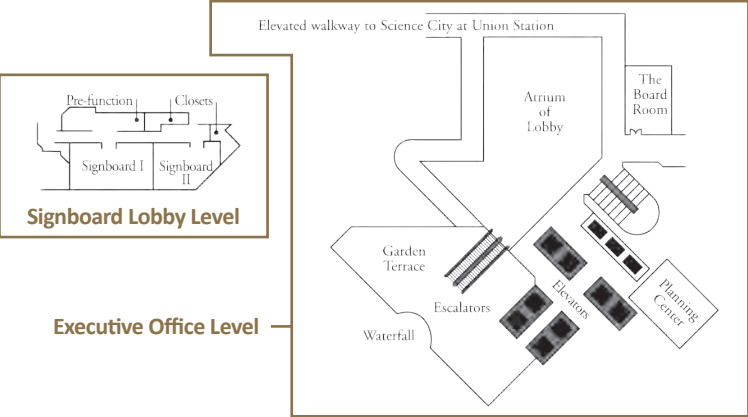
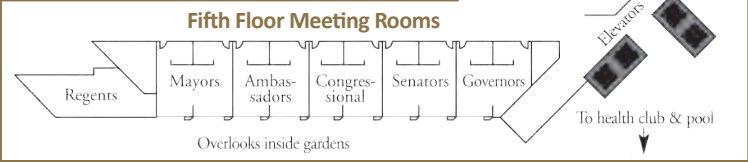
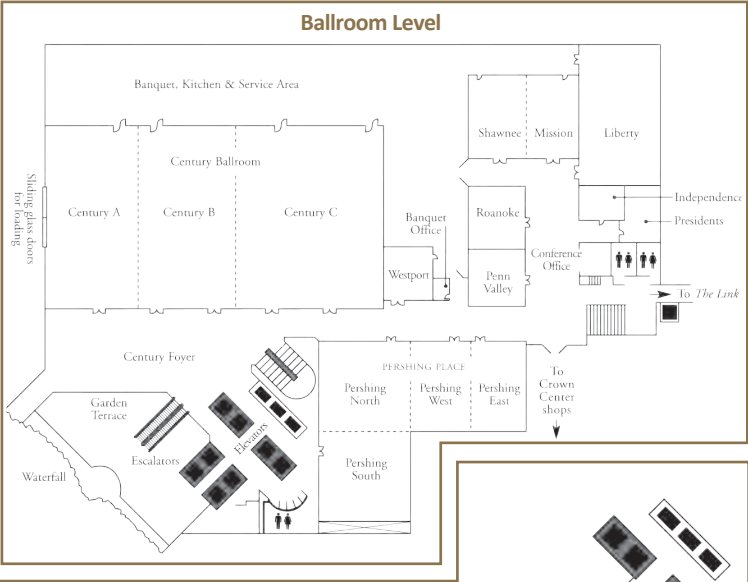
Cindy Cunningham  
331 Southwest Blvd.  
Kansas City, MO 64108  
ccunningham@wearewoodruff.com

## NOTES

## NOTES

[illegible]

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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