

CONVENTION GUIDE

NOVEMBER 15-17, 2023

NATIONAL ASSOCIATION OF FARM BROADCASTING
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 15

8 a.m.-6 p.m.

Thursday, November 16

6 a.m.-2 p.m.

Friday, November 17

8-10 a.m.

In addition to providing registration services, NAFB staff are available to answer 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 15, and 8 a.m.-3 p.m., Thursday, November 16, 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 16, in the Century Foyer and Friday, November 17, 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 16. Booster Club donations may be made at the NAFB Foundation table in Roanoke Foyer or by scanning the QR code below to donate online.



2023 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 #NAFB23.

Co-sponsors: Farm Credit and Great Plains Manufacturing



CONFERENCE SOCIAL MEDIA

Post and follow the 2023 Convention on social media
with the official convention hashtag:

#NAFB23

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

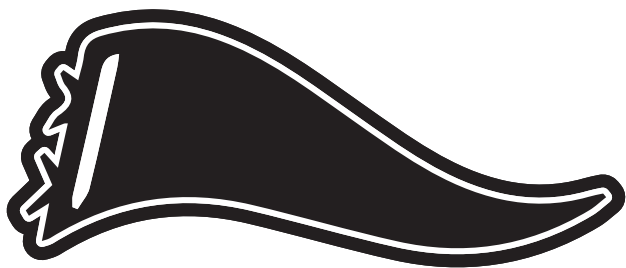
Farm broadcasters have the opportunity to improve their on-air vocal performances by attending voice coaching sessions with Dr. Candice Coleman. Coleman has more than 40 years experience coaching broadcasters, businesspeople, and professional actors and speakers. She's very effective in pin-pointing individual challenges and sharing exercised-based solutions. Coleman 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.-12:30p.m., Friday, November 17, in the Century Foyer. 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.

Sponsored by Nutrien Ag Solutions



WELCOME TO THE 80TH CONVENTION

NAFB Convention feels like coming home.

It's a combination of things: the historic ag vibes of Cowtown, the smell of BBQ, and being together with the people who make our work great. Missouri also is where homecoming was invented. That's why Homecoming is the theme for the 80th NAFB Convention, November 15-17, 2023, in Kansas City.

At convention, we'll celebrate the culture, history, and advancements of the association and focus on the future of farm broadcasting while reporting the latest news.

A big part of our history is rooted in radio, and the viability of AM radio has been challenged this year; NAFB will showcase a panel discussion with industry experts focused on this important issue. We'll also have sales training for members and a "women in media" panel along with leadership and voice coaching.

Wednesday and Friday will feature sessions on the new Farm Bill, trade, the farm economy, and the regulatory environment. Additionally, we will welcome Secretary of Agriculture Tom Vilsack, who will join us Thursday afternoon.

On Thursday, Trade Talk is open from 7 a.m.-1:30 p.m. All-member and regional meetings follow and, in the evening, the NAFB Foundation will host its annual auction followed by the Night of Honors. Farm Broadcasters Mike Murphy and Mike Perrine will be inducted into the NAFB Hall of Fame.

We also have a bright future at NAFB. The NAFB Foundation is awarding eight scholarships during the its luncheon on Tuesday; and the student program is back this year, featuring a professional development session with Whitney Kinne.

Note a schedule change: the NAFB Broadcast Council meeting has moved to 8-9 a.m., Friday morning, November 17; this gives broadcast members an extra hour Thursday afternoon. On Friday, we'll also award members for their outstanding work and toast NAFB President Joe Gill at the President's Banquet.

Remember to pack your favorite sports and company wear for Wednesday night!

Come home to the Westin Crown Center in Kansas City, Missouri, for the 80th NAFB Convention.

Sincerely,

A handwritten signature in black ink that reads "Carah Hart". The signature is fluid and cursive, with the first name "Carah" being more prominent than the last name "Hart".

Carah Hart
2023 NAFB President Elect

NAFB BOARD OF DIRECTORS



PRESIDENT

Joe Gill
KASM Radio



PRESIDENT ELECT

Carah Hart
Brownfield Ag News



VICE PRESIDENT

Jeff Nalley
Cromwell Ag Radio Network



ALLIED INDUSTRY COUNCIL REPRESENTATIVE

Gardner Hatch
Woodruff



ALLIED INDUSTRY COUNCIL REPRESENTATIVE

Shannon Yokley Reenan
Incarnate Consulting



WEST REGION VICE PRESIDENT

Delaney Howell
Ag News Daily, Corp.



EAST REGION VICE PRESIDENT

Brent Adams
Rural Strong Media



SOUTH REGION VICE PRESIDENT

KC Sheperd
*Radio Oklahoma
Ag Network*



MANAGEMENT SALES COUNCIL REPRESENTATIVE

Augie Aga
Northern Ag Network



MANAGEMENT SALES COUNCIL REPRESENTATIVE

Amy Biehl-Owens
KRVN Rural Radio Network



MARKETING & PROMOTIONS COMMITTEE CHAIR

Anita Vanderwert
Brownfield Ag News

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 or by phone at (816) 226-4063.

FUTURE NAFB NATIONAL CONVENTION DATES

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

82nd NAFB Convention
November 19-21, 2025
Westin Crown Center
Kansas City, Missouri

TUESDAY, NOVEMBER 14

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 15

4 a.m.-6 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

8 a.m.-6 p.m.

Registration

Roanoke Foyer

SPONSOR: John Deere

8 a.m.-4 p.m.

NAFB Foundation Silent Auction

Pershing East

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

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

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

8:45 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

8:45-10 a.m.

**Panel Discussion: Maintaining
AM Radio in Vehicles**

Shawnee Mission

SPONSOR: Chr. Hansen



NICOLE GUSTAFSON

NATIONAL ASSOCIATION
OF BROADCASTERS
SENIOR VICE PRESIDENT

Nicole Gustafson is the senior vice president and counsel for government relations for the National Association of Broadcasters. Previously, she served for two years as vice president of government affairs for the National Football League and 11 years in Congress in counsel and coalitions roles for then-House Majority Whip Steve Scalise, House Majority Leader Eric Cantor, Senate Republican Conference Vice Chair John Cornyn, and Senator Chuck Grassley. Gustafson also practiced First Amendment law with Bopp, Coleson & Bostrom. Nicole holds degrees in American history/government and communications from William Penn University and her J.D. from the University of Iowa.



MANNY CENTENO

DHS/FEMA
PROGRAM MANAGER

Manny Centeno began serving as a project manager at the Federal Emergency Management Agency (FEMA) in June 2010. Now, as a FEMA IPAWS program manager, he leads sustainment, modernization, construction, and operations of the National Public Warning System (NPWS), Nationwide Emergency Alert System (EAS), Primary Entry Point (PEP) network. Centeno designed and deployed a highly capable emergency satellite communications network;

developed and managed the IPAWS Laboratory at the Joint Interoperability Test Command component of the Defense Information Systems Agency (DISA); and designed the new NPWS all-hazards communications shelters to support modernization and enhancements of national emergency broadcast capabilities. NPWS shelters include protection against High-Altitude Electromagnetic Pulse (HEMP). The development of these protection schemes is used by the Department of Homeland Security (DHS) as a best practice. Centeno set the foundation for his broadcast and emergency communications career more than 30 years ago as an on-air announcer, manager, marketing executive, and engineer; and he also spent ten years in the film and television industry. He has extensive first-hand experience in operating broadcast stations during disaster response and recovery. Centeno has been an engineer with companies such as 360 Systems in California and ManTech International in Washington, D.C., and he was a specialized technical expert & project manager at the Defense Information Systems Agency (DISA).



**NEAL
BREDEHOEFT**
UNITED SOYBEAN
BOARD
DIRECTOR



JACK CORNELL
UNITED SOYBEAN
BOARD
DIRECTOR,
SUSTAINABLE
SUPPLY



**HAROLD
WOLLE JR.**
NATIONAL
CORN GROWERS
ASSOCIATION
PRESIDENT

10:20-11:15 a.m.

**Newsmaker Session: Farmers for
Soil Health: 30 Million Acres of
Cover Crops by 2030**

Shawnee Mission

SPONSORS: National Corn Growers Association, National Pork Board, and United Soybean Board

Farmers in 20 states may now enroll in cost-share programs through Farmers for Soil Health. This corn, pork, and soy commodity initiative, in partnership with the National Fish and Wildlife Foundation and USDA's Partnerships for Climate-Smart Commodities, advances conservation practices to improve soil health across the U.S. One of its goals is to double cover crop acres in the U.S. to 30 million acres by 2030. The focus is to bring money directly back to farmers, where sustainability is happening at the farm level. Participating farmers who plant cover crops will receive payments to help transition totaling \$50, spanning three years, per new acre of cover crops planted; or a one-time payment of \$2 per acre

for farmers with existing cover crops. Hear from commodity staff about the program and three farmers' perspectives on planting cover crops and its environmental and economic benefits.

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

NAFB Foundation Celebration Luncheon

Washington Park Place

SPONSOR: CME Group



1:40-2:30 p.m.

Weather Outlook with Drew Lerner

Shawnee Mission

SPONSOR: POET



DREW LERNER

WORLD WEATHER, INC.
SENIOR AGRICULTURAL
METEOROLOGIST,
FOUNDER, AND
PRESIDENT

Drew Lerner is president and senior agricultural meteorologist of World Weather, Inc. Lerner has been forecasting international weather for 44 years. He began his meteorology career in 1978 when he participated in an international effort to collect data and improve weather forecasting for the Asian monsoon. Since then, he has been supporting the agricultural industry by providing detailed, short- and long-range weather predictions for each major crop area in the world. His daily assessments of crop and weather expectations supports commodity market trade and farmers and also helps many companies make better agricultural business decisions. Lerner started World Weather, Inc., in 2001 after leading Global Weather Services in the late 1990s. World

Weather, Inc., is based in the Kansas City area and supports an expanding group of clients residing in North and South America, India, Europe, Africa, and Australia.

2:30-3:30 p.m.

Young Professionals Orientation

Liberty

SPONSOR: American Seed Trade Association

2:40-3:30 p.m.

Newsmaker Session: An Economic Outlook of the Farm Economy

Shawnee Mission

SPONSOR: Edge Dairy Cooperative



CHAD HART

IOWA STATE
UNIVERSITY
PROFESSOR OF
ECONOMICS

Chad Hart was born and raised in southwest Missouri, and his parents raised cattle and operated a small meat locker. He received a B.S. in economics with minors in mathematics, history, and astronomy from Southwest Missouri State University in 1991. Hart moved to Iowa that summer to pursue graduate education and received a Ph.D. in economics and statistics in 1999 from Iowa State University. Upon graduation, he worked as a researcher at the Center of Agricultural & Rural Development (CARD) at Iowa State; Hart then joined the faculty in 2008. His main research areas are in agricultural marketing and risk management.



DR. SCOTT BROWN
UNIVERSITY OF MISSOURI
DIVISION OF APPLIED
SOCIAL SCIENCES

Dr. Scott Brown serves as an associate extension professor in the University of Missouri's Division of Applied Social Sciences and interim director of the Rural and Farm Finance Policy Analysis Center. Over the past three decades, he has worked extensively on agricultural policy. You can hear his livestock-focused market outlook on Brownfield Ag News' weekly livestock update. Dr. Brown received his Ph.D. in agricultural economics from the University of Missouri and his B.S. degree in agricultural business from Northwest Missouri State University. He grew up on a diversified farm in northwest Missouri.



DR. JAMES MINTERT
PURDUE UNIVERSITY
DIRECTOR, CENTER
FOR COMMERCIAL
AGRICULTURE

Dr. James Mintert is a professor of agricultural economics at Purdue University and also serves as director of Purdue's Center for Commercial Agriculture. The center serves the commercial ag sector by conducting applied research as well as developing and delivering information to commercial farmers via web postings, webinars, podcasts, conferences, and workshops. Dr. Mintert is one of the principal investigators for the Purdue University-CME Group Ag Economy Barometer, a nationwide monthly sentiment survey of U.S. farmers. In addition to his responsibilities with the center, Dr. Mintert teaches an undergraduate class on commodity

risk management. He holds both B.S. and M.S. degrees in agricultural economics from Purdue and a Ph.D. from the University of Missouri. He originally acquired his interest in agriculture while working on his family's farm in the Mississippi and Missouri River bottoms, just north of St. Louis, Missouri.

3-5 p.m.

Allied Industry Council Meeting and Election

Penn Valley

3:40-4:30 p.m.

Newsmaker Session: Commodity Market Panel

Shawnee Mission

SPONSOR: Agoro Carbon Alliance



TOMMY GRISAFI
AG BULL MEDIA
OWNER AND HOST

Tommy Grisafi is a risk advisor and commodity broker for Advance Trading, Inc. He is the owner of Ag Bull Media and the host of the Ag Bull and ATI ProMedia podcasts. Grisafi developed an interest in managing risk when he attended a class field trip to the Chicago Board of Trade (CBOT) in 1990 while still in high school. He became a recognized member of the CBOT and CME Group on his 21st birthday and has maintained this status for 30 years. In his tenure with ATI, Grisafi has worked with customers across the corn belt with a focus in North Dakota, South Dakota, the Red River Valley, and Iowa. He also is a regular guest commentator for RFD-TV, U.S. Farm Report, and This Week in Agribusiness.



DON ROOSE
U.S. COMMODITIES
PRESIDENT AND CEO

Don Roose started U.S. Commodities, Inc., in 1986, and he serves as its president and CEO. The company is a full-service grain, livestock, and energy risk management firm located in West Des Moines, Iowa. U.S. Commodities creates risk management programs for grain elevators, cattle and hog feedlots, producers, manufacturers, and processors. Roose has five decades of risk management experience. He was a grain trader and analyst with Merrill Lynch in the early '80s prior to founding U.S. Commodities Inc. Roose grew up on a grain and livestock farm operation and has remained involved throughout his career. He graduated from Iowa State University with a BS degree. He and his partner, Jason Roose, provide research and advice to many outlets across the United States and Europe.



MIKE ZUZOLO
GLOBAL
COMMODITY
ANALYTICS &
CONSULTING LLC
PRESIDENT AND
FOUNDER

Having been a National Futures Association regulatory commodities representative since 1995, Mike Zuzolo's independent analysis has become well-known in the commodity industry. His research spotlights the commodity sector as having both characteristics of an asset as well as a commodity with supply-demand fundamentals; this aides him in formulating "overvalue" and "undervalue" prices for key

commodities, with the goal of trying to form clearer and better price analysis for his clients and subscribers. Zuzolo appears every Tuesday morning on RFD-TV to share his analysis and commentary; he also is a regular guest on Agriculture of America as well as AgDayTV. His comments often are featured on major newswires, including AFP, Reuters, and Dow Jones/WSJ. He is a regular featured analyst for WILL-University of Illinois as well as Alpha Media, Brownfield, Rural Radio Network, KBUF, RRFN, & WLDS. Zuzolo has resided in northeast Kansas since 2012 with his wife and five children. He is a 1989 graduate of Miami University (of Ohio), where he earned a political science degree and minors in history and American studies.

4-5 p.m.

**Management Sales Council Meeting
and Election**

Roanoke

5-6 p.m.

**New Member and Past Presidents
Reception**

Brookside

SPONSOR: EVOIA

6-7:30 p.m.

Welcome Reception

Washington Park Place

SPONSOR: National Corn

Growers Association

7-9 p.m.

NAFB Past Presidents Dinner Winter
Skies at the Sheraton

SPONSOR: Growth Energy

7:30-9 p.m.

"Name That Tune"

Brookside

SPONSOR: GROWMARK

THURSDAY, NOVEMBER 16

4 a.m.-6 p.m.

Broadcast Service Center

Pershing Place

SPONSOR: BASF

6-8 a.m.

Trade Talk Breakfast Buffet

Garden Terrace

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

SPONSORS: AARP and FMC

8-9:30 a.m.

**Young Professionals Roundtable
with NAFB Members**

Liberty

SPONSOR: American Seed Trade Association

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

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.

News Conference with USDA

Secretary of Agriculture Tom Vilsack

Shawnee Mission



TOM VILSACK

U.S. SECRETARY OF
AGRICULTURE

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

appointment, he served two terms as the governor of Iowa, served in the Iowa state senate, and as the mayor of Mt. Pleasant, Iowa.

2-3 p.m.

Refreshment Break

Roanoke Foyer

SPONSOR: Pivot Bio

2:30-4 p.m.

NAFB All-Member Meeting

Liberty

4-4:30 p.m.

Regional Member Meetings

(EAST) Penn Valley

(SOUTH) Roanoke

(WEST) Liberty

4-5 p.m.

Young Professionals Workshop

Shawnee Mission

SPONSOR: American Seed Trade Association



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.

5:45-7 p.m.

**NAFB Foundation Auction
and Reception**

Century A

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 Bankers Association

VIDEO SPONSOR: United Soybean Board

9:30-10:30 p.m.

Hall of Fame Reception

Century A

SPONSOR: Ag Resource Management

FRIDAY, NOVEMBER 17

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

8-9 a.m.

**Broadcast Council Meeting and
Election**

Liberty

8 a.m.-3 p.m.

Portrait Photographer

Roanoke Foyer

SPONSOR: Vive Crop Protection

8-11:50 a.m.

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

Union Hill West

(BY APPOINTMENT ONLY)

SPONSOR: Firestone Ag

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

45-Minute Voice Coaching Sessions

Union Hill

(BY APPOINTMENT ONLY)

SPONSOR: Novozymes BioAg



9-9:50 a.m.

**Women in Farm Broadcasting
Roundtable**

Shawnee Mission

SPONSOR: Missouri Soybean Association



PAM JAHNKE
MIDWEST FARM
REPORT RADIO
NETWORK
FARM DIRECTOR

Getting up at 2 in the morning might shock some of her listeners, but for Pam Jahnke, it is part of the business. Raised on a dairy farm just north of Green Bay, Wisconsin, Jahnke grew up surrounded by agriculture. Living on her family's 200-acre dairy farm, she learned the "farm work ethic" first-hand. She has been dedicated to agriculture throughout her life, being actively involved in both 4-H and FFA activities. At the University of Wisconsin-River Falls, Jahnke studied broadcast journalism and broad area agriculture. She started the campus's first ever radio "farm show" and received the top national scholarship from the then National Association of Farm Broadcasters (now, NAFB). After college, she moved into her chosen field, doing farm broadcasting, radio, and television, from Green Bay to Eau Claire, Wisconsin . . . and she has never looked back. Jahnke is a past president of NAFB and was named Farm Broadcaster of the Year in 2013. In 2022, she was inducted into the NAFB Hall of Fame. Jahnke has received many honors, including the "Honorary Recognition" award from UW-Madison's College of Agriculture, her honorary "American FFA Degree," and citations from the Wisconsin State Senate. She has been named "Friend of Agriculture"

by the Wisconsin Department of Agriculture for her assistance in raising awareness of the "Harvest of Hope" program, and she has been honored as "AgriMarketing Person of the Year" by the Badger Chapter of the National AgriMarketing Association (NAMA). In her spare time, Jahnke is active farming in partnership with her brother, sister, and mother on the home farm. To date, the Wisconsin Farm Report network has grown to encompass 26 stations in Wisconsin and Minnesota as well as daily appearances on the CBS TV affiliate in Madison.



**CYNDI YOUNG-
PUYEAR**
BROWNFIELD &
LEARFIELD AG
DIRECTOR

Cyndi Young-Puyear is director of Brownfield & Learfield Ag. She started her career in 1985 at WJIL Radio, in Jacksonville, Illinois, going from student-teaching high-school agriculture to work 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-Puyear has overseen Brownfield Ag News and its growing team of ag journalists. Young-Puyear 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-Puyear was recognized as Farm Broadcaster of the Year in 1997 and received the coveted Oscar in Agriculture in 2009. She was inducted into the NAFB Hall of Fame in November 2021. Young-Puyear 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.

9-9:50 a.m.

Sales & Marketing Training with Ryan Dohrn: Get More Meetings Now! Research Like a Pro!

Pershing East

SPONSOR: Benson Hill



RYAN DOHRN

BRAIN SWELL MEDIA
FOUNDER

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and has trained more than 30,000 media sales reps in seven countries. Dohrn sells advertising every day and has been a part of more than 1.5 billion dollars in media revenue. He is a graduate of the Cornell Executive Leadership Program; and his 30-year media sales and marketing career includes roles at WKBF AM, WPXR FM, WLS/ABC TV, Sinclair Broadcasting, Cumulus Radio, and The New York Times Company. He is an Emmy Award winner and a multiple business books author, and he has been featured in USA Today and on Forbes.com. Dohrn

currently works each month with 50+ media companies and their related sales and management teams.

10-10:50 a.m.

Farm Bill Update from The Hill Shawnee Mission

SPONSOR: The Fertilizer Institute

Invited:



DEBBIE STABENOW

U.S. SENATE
AGRICULTURAL
COMMITTEE
CHAIR

- Senate Agriculture Committee Chair
- Senate Committee on Agriculture, Nutrition, and Forestry
- Joint Committee on Taxation
- Senate Committee on Environment and Public Works
- Senate Committee on Budget
- Senate Committee on Finance



JOHN BOOZMAN

U.S. SENATE
AGRICULTURAL
COMMITTEE
RANKING MEMBER

- Senate Agriculture Committee Ranking Member
- Senate Committee on Agriculture, Nutrition, and Forestry
- Senate Committee on Veterans' Affairs
- Senate Committee on Environment and Public Works
- Senate Committee on Appropriations



**GLENN "GT"
THOMPSON**

U.S. HOUSE
AGRICULTURAL
COMMITTEE
CHAIR

- House Agriculture Committee Chair
- House Committee on Agriculture
- House Committee on Education and the Workforce



DAVID SCOTT

U.S. HOUSE
AGRICULTURAL
COMMITTEE
RANKING MEMBER

- House Agriculture Committee Ranking Member
- House Committee on Agriculture
- House Committee on Financial Services

10-10:50 a.m.

**Sales & Marketing Training with
Ryan Dohrn: 10 Steps to Hosting
Super Short and Super Successful
Meetings with Advertisers**

Pershing East

SPONSOR: Benson Hill

11-11:50 a.m.

**Farm Bill Panel – The Latest Status
on the Legislation**

Shawnee Mission

SPONSOR: BigIron



**JONATHAN
COPPESS**

GARDNER
AGRICULTURAL
POLICY
DIRECTOR

Jonathan Coppess is an associate professor of agricultural policy & law at the University of Illinois at Urbana-Champaign and director of the Gardner Agriculture Policy Program. The author of *The Fault Lines of Farm Policy: A Legislative and Political History of the Farm Bill*, he is a member of the farmdoc project and a frequent contributor to farmdoc daily. Coppess previously served as chief counsel for the Senate Committee on Agriculture, Nutrition, and Forestry as well as on a temporary, part-time basis as a special counsel. Prior to his service on the Senate Agriculture, Nutrition, and Forestry Committee, he served as the administrator of the Farm Service Agency at USDA and legislative assistant to Senator Ben Nelson. Prior to his time in Washington, D.C., Coppess was a litigation associate at Freeborn & Peters LLP in Chicago, Illinois. He grew up on his family's farm in western Ohio, earned his bachelor's degree from Miami University in Oxford, Ohio, and his Juris Doctor from the George Washington University Law School in Washington, D.C.



**COLLIN C.
PETERSON**
FOUNDER
THE PETERSON
GROUP, INC.

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

Congressman Peterson grew up on a farm near Moorhead, Minnesota, and was active in 4H, high-school music, and sporting activities; and working on the farm. He earned a BA in accounting and business administration from Minnesota State University Moorhead, served in the National Guard, and went on to become a Certified Public Accountant in Detroit Lakes, Minnesota. He also served in the Minnesota State Senate for 10 years with a focus on the agriculture and tax committees. The Congressman currently serves as president and founder of his government affairs and public policy firm, The Peterson Group.



**PATRICK
WESTHOFF**
FOOD AND
AGRICULTURAL POLICY
RESEARCH INSTITUTE
DIRECTOR

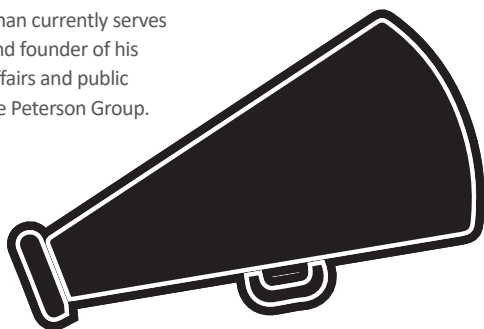
Patrick Westhoff is the director of the Food and Agricultural Policy Research Institute (FAPRI) and the Howard Cowden professor of agricultural and applied economics at the University of Missouri (MU). He grew up on an Iowa farm, has degrees from the University of Iowa and the University of Texas, and obtained his Ph.D. in agricultural economics from Iowa State University. He served in the Peace Corps in Guatemala and was an economist with the U.S. Senate Committee on Agriculture, Nutrition, and Forestry before joining MU in 1996.

11-11:50 a.m.

**Sales & Marketing Training with
Ryan Dohrn: 7 Ways to Not Get
Ghosted After a Great Advertiser
Meeting**

Pershing East

SPONSOR: Benson Hill



12:30-2 p.m.

Awards Luncheon

Century A (TICKETED EVENT)

SPONSOR: Syngenta

TENURE AWARDS

NEWS SERVICE AWARDS

SPONSOR: John Deere

**WORKHORSE ACHIEVEMENT
AWARD**

SPONSOR: Ceradis Crop Protection

**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



2022 NAFB FOUNDATION BOOSTER CLUB

The following individuals, companies, and organizations contributed to the Booster Club in calendar year 2022:

PLATINUM LEVEL (\$1,000+)

Max Armstrong
Mike & Stephanie Johanns
Ken & Mary McCauley
Gene Millard
Lyle Orwig
Orion Samuelson
Mark Vail

GOLD LEVEL (\$500-\$999)

Tom & Beth Brand
Gale Cunningham
Ron Hays
Larry & Christine Quinn
Hugh Whaley

SILVER LEVEL (\$250-\$499)

Jennifer Anderson
Mark Bjorgo
Taylor Brown
Brownfield Ag News
Barbara Campbell Determan
Meghan & Brian Conant
Joe & Connie Cornely
Terry Henne
Pam Jahnke
Andrew LaVigne
Mark V Media Group
Todd Martin
Dee Weeda
Don & Kolleen Wick
Cyndi Young-Puyear

BRONZE LEVEL (\$100-\$249)

Ag Media Research Inc.
Augie Aga
Greg Akagi
Lois Brand
Colleen Callahan Consultancy
Karen Coble Edwards
Cindy Cunningham
Chabella Guzman
Janice Keene
Troy & Karen Leininger
Susan Littlefield
Steven Mercer
Michael Orso
Russell Parker
Kathy Patton-Strunk
Joe Schuele
Dan Skelton
Angie Skochdopole
Christine Tew
John & Darlene Vasichek
Sara Wyant
Shannon Yokley

BOOSTERS (UP TO \$99)

Colter Brown
Joe Gill
Anna Hastert
Courtney Kibblewhite
Mike & Erin Nash
Bill Mann Rittman
Don Schultz
Kelly Schwalbe

CONVENTION SPONSORS



Trade Talk Co-Sponsorship

Sean Voskuhl
126 N. Bryant Ave
Edmond, OK 73034
swvoskuhl@aarp.org



Westin Coffee Bar Branding

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



ADFARM

Event Photography Co-Sponsorship

Rosie Thoni
2101 Broadway Blvd
Kansas City, MO 64108
rosie.thoni@adfarm.com



AG MEDIA RESEARCH®
STUDIES

Slide Show Presentations

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



American
Bankers
Association®

Night of Honors Banquet Wine Sponsor

Sarah Grano
1333 New Hampshire Ave. NW
Washington, DC 20036
sgrano@aba.com



Hall of Fame Reception

Katherine Kirkpatrick
420 Throckmorton, Suite #1100
Fort Worth, TX 76102
kkirkpatrick@armlend.com



Trade Talk Breakfast Co-Sponsor

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



Wednesday Programming

Ashley Bruner
100 N. Tampa St., Suite 3200
Tampa, FL 3602
ashley.bruner@agorocarbon.com



Young Professionals Programming

Libby Hogen-Heath
1701 Duke St.
Alexandria, VA 22314
lheath@betterseed.org



Guest Room Internet Co-Sponsor

Annie Hamilton
728 Antelope Creek Ave.
Chico, CA 95973
annie.hamilton@adfarm.com



Front Desk Branding

Marilyn Hall
49 Cutten Pl., Suite 205
Guelph, Ontario N1G4Z7
Marilyn.hall@azotictechnologies.com



Broadcast Service Center

Chip Shilling
2 TW Alexander Dr.
Research Triangle Park, NC 27709
chip.shilling@basf.com



Night of Honors Celebration Banquet

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



**Farm Broadcaster
Contests & Critiques**

Dayna Bastian
225 Wilmington West Chester Pike,
Suite 200
Chadds Ford, PA 19317
dayna.bastian@paulsen.agency



Friday Professional Improvement

Tracy Snider
1001 North Warson Rd.
St. Louis, MO 63132
tsnider@bensohill.com



Newsmaker Session

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



Westin Lobby Branding

Myra Verslues
505 Hobbs Rd.
Jefferson City, MO 65109
mverslues@learnfield.com



Trade Talk Breakfast Co-Sponsor

Rebecca Ivey
621 State St.
Racine, WI 53402
rebecca.ivey@caseih.com

CONVENTION SPONSORS



Funded by
the Beef Checkoff

Trade Talk Carving Stations

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



Ceradis® Crop Protection
Green innovations

Workhorse Achievement Award

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



**Certified™
Agriculture
Dealership**

Elevator Door Branding

Patrick Driscoll
1965 Rock House Rd.
Westfield, NC 27053
pat@certifiedagdealer.com



Improving food & health

Wednesday Newsmaker Session

Michele Egan
9015 W. Maple St.
Milwaukee, WI 53214
usmieg@chr-hansen.com



Welcome Lobby/Restaurant Branding

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



Clean Fuels
ALLIANCE AMERICA

Friday Continental Breakfast

Paul Winters
605 Clark Ave., PO Box 104898
Jefferson City, MO 65110
pwinters@cleanfuels.org



CME Group

NAFB Foundation Luncheon Escalator Branding

Molly Dubnow
molly.dubnow@cmegroup.com
20 S. Wacker
Chicago, IL 60606



CORTEVA™
agriscience

Trade Talk Luncheon

Lori Hallowell
151 N 8th St.
Lincoln, NE 68508
lhallowell@bader-rutter.com



Early Registration Giveaway

Luke Kujath
800 Washington Ave., Suite 203
Minneapolis, MN 55401
lkujath@curiousplot.agency



**EARTH
OPTICS**

Water Station Sponsorship

Todd Martin
320 N. Rollston Ave., Suite #102
Fayetteville, AR 71701
todd.martin@earthoptics.com



Newsmaker Session

Travis Senn
2763 Manitowoc Rd.
Green Bay, WI 54311
tsenn@voiceofmilk.com



New Member

& Past Presidents Reception

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



Social Media Corps Co-Sponsor

Mary Streiffert
50 F St. NW
Washington, DC 20001
mary.streiffert@fccouncil.com



Mobile Device Charging Station

Lori Wohletz
388 El Camino Real
San Carlos, CA 94070
lwohletz@farmersbusinessnetwork.com



One-on-One Professional Coaching

Maggie Hesby
411 N Washington Ave., Suite 500
Minneapolis, MN 55401
mhesby@broadheadco.com



Trade Talk Co-Sponsor

Emily Dehn
800 N Washington Ave., #203
Minneapolis, MN 55401
edehn@curiousplot.agency



Business Communications

Convention Photography Co-Sponsor

Steven Halsey
111 West 33rd St., 22nd Floor
New York, NY 10001
shalsey@gscommunications.com



Social Media Corps Co-Sponsorship & Convention Program

Marcus Squier
3510 South First Ave. Circle
Sioux Falls, SD 57105
marcus.squier@paulsen.ag



"Name That Tune" Reception

Sabrina Burkiewicz
1701 Towanda Ave.
Bloomington, IL 61701
sburkiewicz@growmark.com



Past Presidents Dinner

Jacob Barron
701 8th St. NW, Suite 450
Washington, DC 20001
jbarron@growthenergy.org

CONVENTION SPONSORS



NAFB Foundation Auction Reception

Co-Sponsor

Claire Weinzierl
1108 Trinity Ln.
Bloomington, IL 61704
claire.weinzierl@ilsoy.org



Professional Improvement Session

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



President's Banquet Reception

Caroline Ahn
500 Rutherford Ave.
Boston, MA 02129
cahn@indigoag.com



MISSOURI
WINES®

Night of Honors Banquet Wine

Jim Anderson
1616 Missouri Blvd.
Jefferson City, MO 65109
jim.anderson@mda.mo.gov



JOHN DEERE

NAFB Foundation Board Dinner News Service Awards Registration Convention Bags

Jenni Badding
10789 S Ridgeview Rd.
Olathe, KS 66061
baddingjenniferj@johndeere.com

mod
op

Convention Photography

Co-Sponsor

Leigh Ann Cleaver
1525 Locust St.
Kansas City, Missouri 64108
leighann.cleaver@modop.com



Night of Honors Banquet Dessert

Kristen Parman
11501 Outlook St., Suite 250
Overland Park, KS 66211
kparman@lmaweb.com



National Cattlemen's
Beef Association

Guest Room Keycards

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



**Welcome Reception
Newsmaker Session**
Bryan Goodman
632 Cepi Dr.
hesterfield, MO 63005
goodman@ncga.com



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



Convention Chronicles
Sarah Gonzalez
1400 Crystal Dr., Suite 260
Arlington, VA 22202
sgonzalez@ngfa.org



Convention Survival Kits
Nicole Phillips
1005 North Warson Road
St. Louis, MO 63132
nphillips@newleafsym.com



**Pre-Convention Mailing
Newsmaker Session**
Kristin Zipperlen
1776 NW 114th St.
Clive, IA 50325
kzipperlen@pork.org



Professional Voice Coaching
Riki Lundquist
800 North Washington Ave., Suite 203
Minneapolis, MN 55401
rlundquist@curiousplot.agency



**Wellness Checks
Hand Sanitizer Stations**
Ryan Whitney
3005 Rocky Mountain Ave.
Loveland, CO 80538
Ryan.whitney@nutrien.com



Ballroom Column Branding
Patrice Fielding
140 Quarry Park Blvd. SE, Suite 130
Calgary, AB T2C 3G3
patrice.fielding@adfarm.com



Convention Photography Co-Sponsor
Sara Steever
3510 South First Ave. Circle
Sioux Falls, SD 57105
sara.steever@paulsen.agency



Wednesday Night Room Drop
Bradlee Conseavage
101 Innovation Blvd., Suite 206
State College, PA 16803
bconseavage@phospholutions.com

CONVENTION SPONSORS



Thursday Afternoon Refreshment Break

Erin Loesing
1019 Lafayette Ave.
St. Louis, MO 63104
eloesing@pivotbio.com



Newsmaker Session

Erin Smith
4615 North Lewis Ave.
Sioux Falls, SD 57104
erin.smith@poet.com



NAFB Foundation Auction Reception Co-Sponsor

Brooke Behrendt
1202 P St.
Lincoln, NE 68508
brookeb@swansonrussell.com



Convention Lanyards

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



Door Hangers Sponsorship

Anna Hall
4001 Lexington Ave. N
Arden Hills, MN 55126
ahall@landolakes.com



Hotel Check-in Giveaway

Dayna Bastian
3510 South First Ave. Circle
Sioux Falls, SD 57105
dayna.bastian@paulsen.agency



Convention Coffee Cart

Convention Welcome Banner

Ken Colombini
16024 Manchester Rd., Suite 101
Elisville, MO 63011
kcolombini@ethanolrfa.com



Video Display Wall

Kelcey Hick
5858 Horton St., Suite 575
Emeryville, CA 94608
k.hick@sound.ag



Awards Luncheon

Horizon Award

Farm Broadcaster of the Year

Leah Sailovic
410 Swing Rd.
Greensboro, NC 27409
lsailovic@gscommunications.com



Ballroom Foyer Imaging

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



Terrain

The lay of the land, from agriculture's leading experts.

Attendee List

Heather Stettner
389 Q Rd.
Palmer, NE 68864
hstettner@terrainag.com



**THE
FERTILIZER
INSTITUTE**

Friday Programming Segment

Chris Glen
4201 Wilson Blvd., Suite 700
Arlington, VA 22203
cglen@tfi.org



Vestibule Branding

Maddie Kaye
4001 Lexington Ave. 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 Rd., Suite 150
Chesterfield, MO 63017
pmurphyspooner@unitedsoybean.org



Trade Talk Luncheon Dessert

Cindy Cunningham
6855 Woodland Ave., #308
West Des Moines, IA 50266
ccunningham@wearewoodruff.com



Portrait Photographer

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

WOODRUFF

President's Banquet

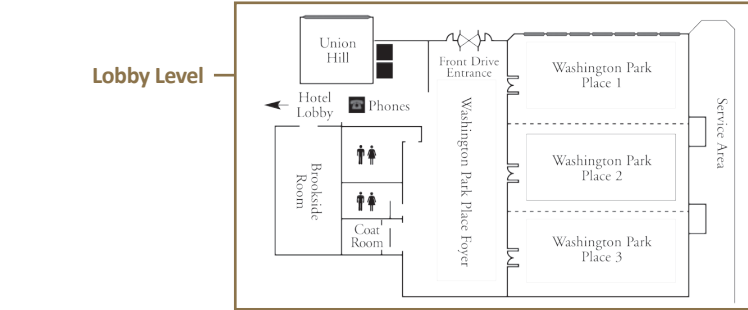
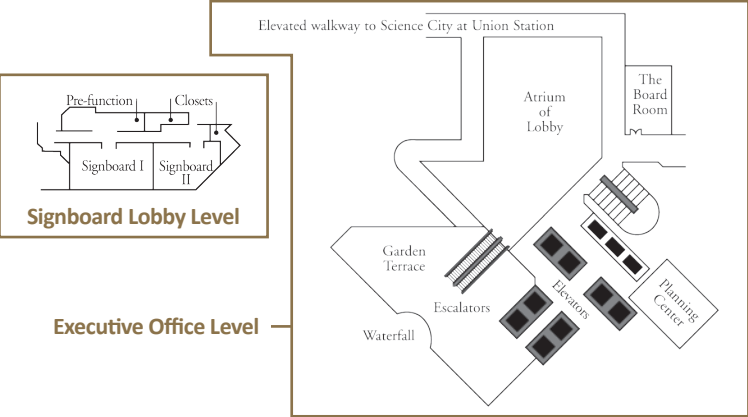
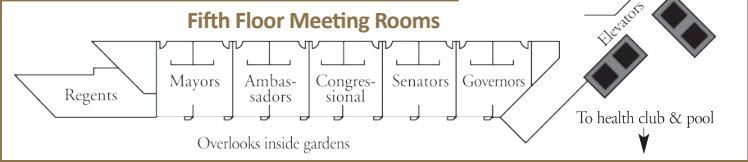
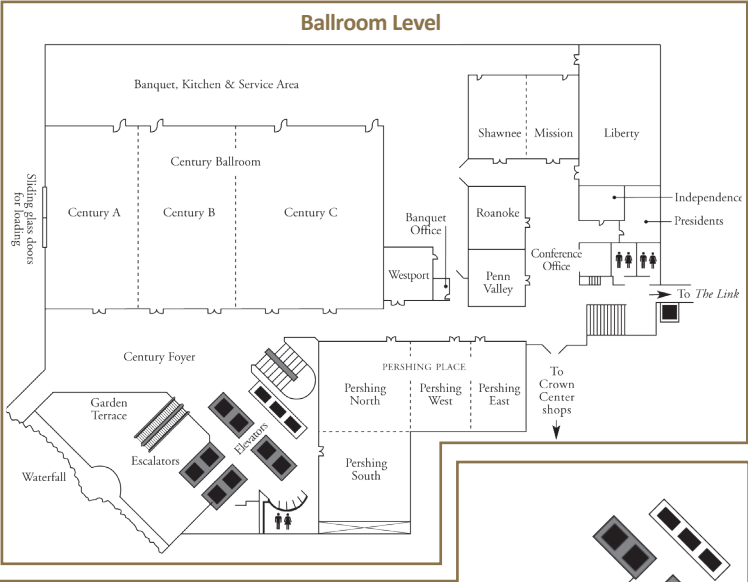
Cindy Cunningham
6855 Woodland Ave., #308
West Des Moines, IA 50266
ccunningham@wearewoodruff.com

NOTES

NOTES

[illegible]

HOTEL MAP



Better Yields Start Here.



James Shurts

President, Ag Division



Tony Wisker

Vice President of
Sales & Marketing,
Ag Division



Doug Stucky

Product Manager,
Ag Division

Visit us to learn more about our **innovative solutions**
and how Great Plains is **empowering producers**
on their soil health journey.

VISIT US AT **BOOTH #8**



Great Plains is a proud member of the
ForGround by Bayer grower support network.



Healthy Soil Starts Here.

Some say **TILLAGE**
like it's a bad thing!

Learn how vertical tillage can **improve soil health**
and **boost yields**, even for no-till operations.

VISIT US AT **BOOTH #8**



Great Plains is a proud member of the
ForGround by Bayer grower support network.