



## 2023 NAFB CONVENTION TENTATIVE AGENDA

### TUESDAY, NOVEMBER 14

11 a.m.-3 p.m.

**NAFB Board of Directors Meeting**

4-9 p.m.

**NAFB Foundation Board of Directors Meeting and Dinner**

Sponsored by John Deere

### WEDNESDAY, NOVEMBER 15

4 a.m.-6 p.m.

**Broadcast Service Center**

Sponsored by BASF

8 a.m.-6 p.m.

**Registration**

Sponsored by John Deere

8 a.m.-4 p.m.

**NAFB Foundation Silent Auction**

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

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

Sponsored by Firestone Ag

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

**45-Minute Voice Coaching Sessions**

Sponsored by Novozymes BioAg

8:30-11:30 a.m.

**Marketing & Promotion Advisory Committee Meeting**

Continental Breakfast sponsored by *Agri Marketing Magazine*

8:45-10 a.m.

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

Sponsored by Chr. Hansen

10:20-11:15 a.m.

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

Sponsored by National Corn Growers Association, National Pork Board, United Soybean Board

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

**NAFB Foundation Celebration Luncheon**

Sponsored by CME Group

1:40-2:30 p.m.

**Weather Outlook with Drew Lerner**

Sponsored by POET

2:30-3:30 p.m.

**Young Professionals Orientation**

Sponsored by American Seed Trade Association

2:40-3:30 p.m.

**Newsmaker Session: An Economic Outlook of the Farm Economy**

Sponsored by Edge Dairy Cooperative

3:40-4:30 p.m.

**Newsmaker Session: Commodity Market Panel**

Sponsored by Agoro Carbon Alliance

3-5 p.m.

**Allied Industry Council Meeting and Election**

4-5 p.m.

**Management Sales Council Meeting and Election**

4:30 p.m.

**News Conference with USTR Chief Agricultural Negotiator Doug McKalip**

5-6 p.m.

**New Member and Past Presidents Reception**

Sponsored by EVOIA

6-7:30 p.m.

**Welcome Reception**

Sponsored by National Corn Growers Association

7-9 p.m.

**NAFB Past Presidents' Dinner**

Sponsored by Growth Energy

7:30-9 p.m.

**"Name That Tune"**

Sponsored by GROWMARK

## THURSDAY, NOVEMBER 16

4 a.m.-6 p.m.	<b>Broadcast Service Center</b> Sponsored by BASF
6-8 a.m.	<b>Trade Talk Breakfast Buffet</b> Co-sponsored by Case IH and American Coalition for Ethanol
6 a.m.-2 p.m.	<b>Registration</b> Sponsored by John Deere
7 a.m.-1:30 p.m.	<b>Trade Talk</b> Co-sponsored by AARP and FMC
8 a.m.-9:30 a.m.	<b>Young Professionals Roundtable with NAFB Members</b> Sponsored by American Seed Trade Association
8 a.m.-3 p.m.	<b>Portrait Photographer</b> Sponsored by Vive Crop Protection
8 a.m.-3 p.m.	<b>NAFB Foundation Silent Auction</b>
8 a.m.-4:50 p.m.	<b>50-Minute One-on-One Personal Branding Sessions</b> Sponsored by Firestone Ag
8:45 a.m.-4:45 p.m.	<b>45-Minute Voice Coaching Sessions</b> Sponsored by Novozymes BioAg
10-11:30 a.m.	<b>Trade Talk Beef Carving</b> Sponsored by Cattlemen's Beef Board
11:30 a.m.-2 p.m.	<b>Lunch Buffet</b> Sponsored by Corteva Agriscience/Pioneer Dessert sponsored by UPL
1:30-3 p.m.	<b>Trade Talk teardown</b>
2 p.m.	<b>USDA Agriculture Secretary Tom Vilsack</b>
2-3 p.m.	<b>Refreshment Break</b> Sponsored by Pivot Bio
2:30-4 p.m.	<b>NAFB All-Member Meeting</b>
4-4:30 p.m.	<b>Regional Member Annual Meetings</b> (EAST)   (SOUTH)   (WEST)
4-5 p.m.	<b>Young Professionals Workshop</b> Sponsored by American Seed Trade Association
5:45-7 p.m.	<b>NAFB Foundation Auction and Reception</b> Sponsored by Propane Education and Research Council and Illinois Soybean Association
7-9:30 p.m.	<b>Night of Honors Celebration Banquet</b> Dinner sponsored by Bayer Dessert sponsored by Livestock Marketing Association Wine sponsored by American Bankers Association Hall of Fame videos sponsored by United Soybean Board
9:30-10:30 p.m.	<b>Hall of Fame Reception</b> Sponsored by Ag Resource Management

## FRIDAY, NOVEMBER 17

4 a.m.-5 p.m.

### Broadcast Service Center

Sponsored by BASF

7-9 a.m.

### Continental Breakfast

Sponsored by Clean Fuels Alliance America

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

### Healthy Living – Wellness Check

Sponsored by Nutrien Ag Solutions

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

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

Sponsored by Firestone Ag

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

### 45-Minute Voice Coaching Sessions

Sponsored by Novozymes BioAg

8-10 a.m.

### Registration

Sponsored by John Deere

8 a.m.-3 p.m.

### Portrait Photographer

Sponsored by Vive Crop Protection

8-9 a.m.

### Broadcast Council Meeting and Election ← new time for 2023

9-9:50 a.m.

### Women in Farm Broadcasting Roundtable

Sponsored by Missouri Soybean Association

9-9:50 a.m.

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

10-10:50 a.m.

### Farm Bill Update from The Hill

Sponsored by The Fertilizer Institute

10-10:50 a.m.

### Sales & Marketing Training with Ryan Dohrn: 7 Ways to Not Get Ghosed

### After a Great Advertiser Meeting

11-11:50 a.m.

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

Sponsored by Big Iron

11-11:50 a.m.

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

12:30-2:00 p.m.

### Awards Luncheon

Luncheon sponsored by Syngenta

News Service Awards sponsored by John Deere

Workhorse Achievement Award sponsored by Ceradis Crop Protection

Broadcaster Contests Awards sponsored by Belchim

6-6:45 p.m.

### President's Reception

Sponsored by Indigo Ag

6:45-9 p.m.

### President's Banquet

Sponsored by Woodruff

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