



2023 NAFB CONVENTION TENTATIVE AGENDA

TUESDAY, NOVEMBER 14

11 a.m.-3 p.m.
4-9 p.m.

NAFB Board of Directors Meeting
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
Sponsored by Agoro Carbon Alliance

3-5 p.m.

Allied Industry Council Meeting and Election
Management Sales Council Meeting and Election
New Member and Past Presidents Reception
Sponsored by EVOIA

4-5 p.m.

5-6 p.m.

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.

Broadcast Service Center

Sponsored by BASF

6-8 a.m.

Trade Talk Breakfast Buffet

Co-sponsored by Case IH and American Coalition for Ethanol

6 a.m.-2 p.m.

Registration

Sponsored by John Deere

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

Trade Talk

Co-sponsored by AARP and FMC

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

Young Professionals Roundtable with NAFB Members

Sponsored by American Seed Trade Association

8 a.m.-3 p.m.

Portrait Photographer

Sponsored by Vive Crop Protection

8 a.m.-3 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

10-11:30 a.m.

Trade Talk Beef Carving

Sponsored by Cattlemen's Beef Board

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

Lunch Buffet

Sponsored by Corteva Agriscience/Pioneer

Dessert sponsored by UPL

1:30-3 p.m.

Trade Talk teardown

2-3 p.m.

Refreshment Break

Sponsored by Pivot Bio

2:30-4 p.m.

NAFB All-Member Meeting

4-4:30 p.m.

Regional Member Annual Meetings

(EAST) | (SOUTH) | (WEST)

4-5 p.m.

Young Professionals Workshop

Sponsored by American Seed Trade Association

5:45-7 p.m.

NAFB Foundation Auction and Reception

Sponsored by Propane Education and Research Council and Illinois Soybean Association

7-9:30 p.m.

Night of Honors Celebration Banquet

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.

Hall of Fame Reception

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!

Sponsored by Benson Hill

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: 10 Steps to Hosting Super Short and Super

Sponsored by Benson Hill

11-11:50 a.m.

Successful Meetings with Advertisers

Farm Bill Panel – The Latest Status on the Legislation

Sponsored by Big Iron

11-11:50 a.m.

Sales & Marketing Training with Ryan Dohrn: Seven Ways to Not Get Ghosted

Sponsored by Benson Hill

12:30-2:00 p.m.

After a Great Advertiser Meeting

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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