



JANUARY 9–14, 2015 • SAN DIEGO

AFBF ANNUAL CONVENTION & IDEAG TRADE SHOW

TRADITION,
PERSEVERANCE,
VISION:

FARM
BUREAU
PROUD



CONVENTION PROGRAM

Welcome to San Diego

and the 96th Annual Convention of the


TRADITION, PERSEVERANCE

Your interaction during the **American Farm Bureau Federation's 96th Annual Convention** empowers American agriculture.

Behind each of your families are testimonials of **tradition, perseverance and vision** — stories worth sharing. Through your involvement and action, Farm Bureau embodies these qualities.

Whether your agricultural tradition is rooted in generations past or you are a beginning farmer, we know you work hard to persevere through the hard times, always building with



The logo consists of a series of white, three-dimensional cubes arranged in a staggered, geometric pattern. The background of the entire page is a soft-focus image of a field of tall, golden-brown grain, likely corn, under a bright, hazy sky.

American Farm Bureau Federation®

NCE, VISION. **FARM
BUREAU
PROUD**

optimistic vision toward a brighter tomorrow. And that is why we welcome you to this convention.

Celebrate this meeting. Network. Visit the new IDEAg Trade Show, to gain insights on innovation, investment and infrastructure. Be open to the inspiration of our keynote speakers. Interact with old friends, and make new connections. Engage full-throttle in this unique Farm Bureau experience.

Enjoy San Diego. Participate in the many activities. When you return home, let there be no question that you are Farm Bureau Proud.



Schedule-at-a-Glance

FRIDAY,

JANUARY 9, 2015

8:00 a.m. – 6:00 p.m.

Convention Registration

Exhibit Hall C

4:00 – 5:00 p.m.

Future of Agriculture Panel

(By Invitation Only)

Exhibit Hall A, B1

5:00 – 7:00 p.m.

VIP Event – IDEAg Trade Show

(By Invitation Only)

Exhibit Hall C

SATURDAY,

JANUARY 10, 2015

6:30 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

7:00 a.m. – 3:00 p.m.

Foundation Golf Classic

Rancho Bernardo Resort & Spa

8:00 a.m. – 10:30 a.m.

IDEAg Innovate Conference

(Free to all registered attendees.)

Rooms 5A, 5B

8:30 a.m. – 3:00 p.m.

YF&R Achievement Award

Interviews

Room 30A

9:00 a.m. – 4:00 p.m.

IDEAg Trade Show

Exhibit Hall C

9:30 a.m. – 3:15 p.m.

**YF&R Excellence in
Agriculture Presentations**

Rooms 29A, 29B, 29C

11:00 a.m. – 12:00 p.m.

YF&R Discussion Meet Round 1

2:00 – 3:00 p.m.

YF&R Discussion Meet Round 2

7:00 – 10:00 p.m.

**Foundation Night Out –
Inspiration Hornblower**

(Ticketed Event)

SUNDAY,

JANUARY 11, 2015

6:30 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

7:00 – 8:30 a.m.

Foundation Flapjack Fundraiser

(Ticketed Event)

Ballroom 20

9:00 – 10:30 a.m.

Opening Session

Exhibit Hall A, B1

10:30 a.m. – 3:30 p.m.

IDEAg Trade Show

Exhibit Hall C

10:30 a.m. – 12:30 p.m.

**YF&R Excellence in
Agriculture Presentations**

Rooms 33A, 33B, 33C

**CONNECT WITH
FARM BUREAU**

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10:45 a.m. – 12:00 p.m.

Rural Entrepreneurship Challenge

Cultivation Center, Trade Show Floor

11:30 a.m. – 1:00 p.m.

Leadership Luncheon

(Ticketed Event)

Ballroom 20D

1:15 – 2:15 p.m.

YF&R Discussion Meet Sweet 16

Rooms 2, 3, 4, 5

1:15 – 2:15 p.m.

Featured Workshop: Applications of UAS Technology in Precision Agriculture

Ballroom 6A

1:15 – 2:15 p.m.

Featured Workshop: FDA Regulatory and Issue Update

Ballroom 6B

2:30 – 3:15 p.m.

Workshops

3:30 – 4:30 p.m.

IDEAg Trade Show Reception

Exhibit Hall C

4:30 – 5:00 p.m.

Vespers

Exhibit Hall A, B1

MONDAY, JANUARY 12, 2015

7:00 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

8:30 – 10:00 a.m.

General Session

Exhibit Hall A, B1

10:30 – 11:30 a.m.

YF&R Discussion Meet Final Four

Ballroom 6A

10:30 – 11:15 a.m.

Workshops

11:30 a.m. – 12:15 p.m.

Workshops

1:15 – 2:00 p.m.

Workshops

2:30 – 4:00 p.m.

Closing General Session

Exhibit Hall A, B1

TUESDAY, JANUARY 13, 2015

8:00 a.m. – 5:00 p.m.

Voting Delegate Session

Exhibit Hall A, B1

12:00 p.m.

Voting Delegate Luncheon

Ballroom 6A

1:00 p.m.

Regional Caucuses

WEDNESDAY, JANUARY 14, 2015

7:00 – 8:00 a.m.

AFBF Board of Directors Breakfast

Marriott Marquis, Marina Ballroom Salon D

8:00 a.m.

AFBF Board of Directors Meeting

Marriott Marquis, Marina Ballroom Salon E

DOWNLOAD THE CONVENTION MOBILE APP!

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Play Store or App Store
and search for AFBF
Annual Convention and
download.*

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wherever you go by downloading the
new Annual Convention mobile app!



Mobile Website

To access the mobile website, go to: <https://afbf15.quickmobile.com>. The mobile Web version can be accessed on any device that has an Internet connection and a browser (recommended for newer BlackBerry devices, tablets, laptops, PCs, etc.). Make sure to allow Push Notifications to receive important announcements and onsite changes!



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at: videos.fb.org



Wireless/Connectivity

SSID – AFBF Guest
Login – FBGuest
Password – Chevy

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CHEVROLET



NEW THIS YEAR!!

IDEAg @ AFBF Annual Convention

Take advantage of the all-new IDEAg Trade Show @ AFBF Annual Convention by being a part of the more than 5,000 leading farmers and ranchers who visit the trade show and view the latest products from top agribusinesses.

IDEAg @ AFBF is a not-to-miss event and the most important agriculture trade show of the year!

Three MUST visits while at the Tradeshow!

Come visit the AFBF Booth and discuss hot issues with AFBF staff!

We will have guest appearances by our topic experts to answer your questions regarding a number of topics concerning farmers and ranchers.

Topics will include:

- Farm Bill
- Water
- Go Team
- Big Data
- Immigration
- GMOs

For a complete schedule, please visit the booth. **We look forward to speaking with you!**

IDEAg Cultivation Center

The IDEAg Cultivation Center serves as the educational centerpiece of the trade show. Located in the middle of the show floor, behind the AFBF Booth, the Cultivation Center allows attendees to gather information on various topics. The theater in the round setting provides the perfect opportunity for our exhibitors, sponsors, educators and ag enthusiasts each present a 15-minute session highlighting their newest and best ideas and to attract potential customers back to their booths and educating the public on developments in the agriculture industry.

Check out the schedule on the trade show floor or in the Annual Convention app.



Tell us why you're Farm Bureau Proud!

Visit the AFBF Booth and write down you are Farm Bureau Proud. If you feel like shouting your pride to the rooftops, then pose for a picture that may be shown during the general sessions!

Friday, January 9

4:00 – 7:00 p.m.

The Future of Agriculture

Panel Discussion & Reception *Invite only*

Saturday, January 10

9:00 a.m. – 4:00 p.m.

**Open to
ag professionals**

Sunday, January 11

10:30 a.m.–4:30 p.m.

**Farm Bureau
members only**

The Future of Agriculture VIP Event

Friday, January 9

4:00 – 7:00 p.m. *By invitation only.*

Kick off the IDEAg @ AFBF Trade Show with Friday evening's VIP event, The Future of Agriculture.

The panel discussion, moderated by American Farm Bureau Federation President Bob Stallman, will feature senior executives from leading businesses in the agriculture sector. You will get an insider's look at the future of the food value chain. You will also have the opportunity to address your questions to the leaders. After the panel, we will move to the Exhibit Hall where you can get the first look at the exciting new trade show floor and cutting-edge products from our exhibitors while you mingle with your peers.



Jack Sinclair, EVP of the Grocery Division, Wal-Mart



Jerry Flint, VP of Regulatory and Industry Affairs, DuPont Pioneer



Trevor Mecham, Director, CNH Industrial Precision Solutions & Telematics, NAFTA Region

Entertainment and light hors d'oeuvres provided. Cash bar available.

Panel Discussion Sponsored by:



Reception Sponsored by:



IDEAg Innovate Conference

Saturday, January 10,
8:00–10:30 a.m.

The best and most innovative technology for farmers and ranchers will be presented in a comprehensive and interactive conference Saturday morning. The three sections will be focused on the latest technology products: Irrigation, UAVs and the Internet.

These three sections will present the best products and services with panel discussions, demonstrations and hands-on information on the future of agriculture and products that will transform the American farm and ranch.

The Innovate Conference is included with the price of your registration.

Sponsored by:  **PRECISION** Ag
INSTITUTE

Session 1: Connected Precision Irrigation – The Next Leap in Productivity

Speaker: Andy Smith, Director of Industry Relations, Valley Irrigation

It is no secret that water is a driving factor in agricultural productivity and profitability. Clearly, the converse is also true – often water can become a significant limiting factor. Making the right decisions with water is critical.

Session 2: Technology and the Internet of Things in Agriculture

Lance Donny, Founder and CEO, OnFarm

Technology and the Internet of Things are transforming every aspect of modern life, including agriculture. Farmers now have an array of data and intelligence that, once combined, gives them the insights they need to be more proactive, productive, and profitable.

Session 3: Unmanned Aerial Vehicles: The Future of Agriculture

Speakers: Kyle Miller, USI Ambassador, Unmanned Safety Institute; Aaron Greenwald, President, Chief Operating Officer and Co-Founder, Waypoint Global Strategies

The World in 2015 edition of the Economist Magazine called UAVs the most important innovation for agriculture for the next 50 years. In this session, Waypoint Global Strategies will discuss what this means for your farm and your ranch and share key products, services and leading innovations.

Session 4: Big Data and the Future of Agriculture: Panel Discussion

Speakers: Tyler Hogrefe, Technical Product Manager, John Deere Intelligent Solutions Group; Andy Smith, Director of Industry Relations, Valley Irrigation; Lance Donny, Founder and CEO, OnFarm; Kyle Miller, USI Ambassador, Unmanned Safety Institute; Aaron Greenwald, President, Chief Operating Officer

Foundation Golf Classic

The Foundation's Golf Classic will be held at the sprawling Rancho Bernardo Inn Golf Resort & Spa. This event offers Farm Bureau members and guests an opportunity to golf, network and support agricultural literacy. **The Golf Classic Tournament starts Saturday at 7:00 a.m.**

Thank you to all of our sponsors.



Foundation's Night Out on the Inspiration Hornblower

Saturday, January 10

7:00 – 10:00 p.m.

General admission: \$85

Boat Loading 6:15 – 6:45 p.m.

The Foundation will be giving away a My American Farm Kiosk!

Chevrolet will be giving away 2015 Super Bowl tickets!

Sponsors:



Foundation Online/ Onsite Auction

Bid to Benefit Ag Literacy!

January 2-11

Join the Foundation in our auction area on the trade show floor to keep an eye on your bids! All funds raised will go toward building awareness, understanding and a positive public perception of agriculture through education.

Auction ends Sunday at 4:30 p.m.

Matching funds up to \$15,000 sponsored by



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Foundation Flapjack Fundraiser

Sunday, January 11

7:00 a.m. (doors open 6:45 a.m.)

Tickets are \$36 per person or \$34 each when you buy a table of ten (\$340). Purchase at registration while supplies last.

Join us at the 2015 Flapjack Fundraiser to benefit agricultural literacy! Bright and early Sunday morning, you will enjoy a flapjack breakfast with all the fixin's and learn about the Foundation's newest initiatives. The Foundation will also announce the coveted Book of the Year title. Hope to see you there!

Thank you for all the support and sponsorship investments.



Speaker: Jack Hanna

Sponsored by:



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Foundation's Book of the Year Signing

Our Book of the Year author will be signing books in the Foundation Auction Area Sunday, 10:30 – 11:30 a.m. and 2:00 – 3:00 p.m.



This year's Flapjack Fundraiser attendees will receive a complimentary copy of the Book of the Year.

Provided By:

FARM BUREAU BANK™

MEETING LOCATIONS

San Diego Convention Center

Annual Convention

Headquarters 11B

Executive Headquarters 7B

General Sessions Exhibit
Hall A, B1

IDEAg Trade Show and
Meeting Registration..... Exhibit
Hall C

Media Newsroom
Headquarters 10

Foundation Headquarters/Sponsor
VIP Room 11A

Voting Delegate
Session Exhibit
Hall A, B1

P&E/WLC Headquarters 15B

YF&R Committee
Headquarters 16A

TRADE SHOW HOURS

Saturday, January 10

9:00 a.m. – 4:00 p.m.

(Open to ag professionals and public.)

Sunday, January 11

10:30 a.m.–3:30 p.m.

(Farm Bureau Members Only)

CONVENTION HOTELS

Hilton San Diego Bayfront
(619) 564-3333

Marriott Marquis & Marina
(619) 234-1500

Grand Hyatt San Diego
(619) 232-1234

Omni San Diego Hotel
(619) 231-6664

Hilton Gaslamp
(619) 231-404

Marriott Gaslamp
(619) 696-0234

2015 CONVENTION

FRIDAY, JANUARY 9

8:00 a.m. – 6:00 p.m.

Convention Registration

Exhibit Hall C

4:00 – 5:00 p.m.

Future of Agriculture

(By Invitation Only)

Exhibit Hall A, B1

5:00 – 7:00 p.m.

VIP Event–IDEAg Trade Show

(By Invitation Only)

Exhibit Hall C

SATURDAY, JANUARY 10

6:30 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

7:00 a.m.

Foundation Golf Classic

Rancho Bernardo Resort & Spa

Shotgun Start at 8:30 a.m.

*Shuttles leave from convention center
at 6:15 a.m. and 6:45 a.m.*

7:30 – 8:00 a.m.

YF&R Top 10 Achievement Award Competitor Orientation

Room 30B

7:30 – 9:00 a.m.

YF&R Excellence in Ag Judges Orientation

Room 30C

8:00 – 9:00 a.m.

YF&R Excellence in Agriculture Competitor Orientation

Room 29C

SCHEDULE

8:00 – 9:00 a.m.

YF&R Discussion Meet Orientations

Judges – 33C

Competitors – 33A

Timekeepers – 30E

8:00 – 10:30 a.m.

IDEAg Innovate Conference

Room 5A

8:00 – 8:30 a.m.

YF&R Achievement Award Judges Orientation

Room 30A

8:30 a.m. – 3:00 p.m.

YF&R Achievement Award Interviews

Room 30A

9:00 a.m. – 4:00 p.m.

IDEAg Trade Show

Exhibit Hall C

9:00 – 10:00 a.m.

Women's Leadership Regional Caucus

Midwest – 4

Northeast – 1A

Southern – 2

Western – 1B

9:30 a.m. – 3:15 p.m.

YF&R Excellence in Agriculture Presentations

Rooms 29A, 29B, 29C

10:30 – 11:30 a.m.

Annual Meeting of the American Farm Bureau Women

Room 2

11:00 a.m. – 12:00 p.m.

YF&R Discussion Meet Round 1:

Room 1 – 30D

Room 6 – 32A

Room 2 – 30E

Room 7 – 32B

Room 3 – 31A

Room 8 – 33A

Room 4 – 31B

Room 9 – 33B

Room 5 – 31C

Room 10 – 33C

2:00 – 3:00 p.m.

YF&R Discussion Meet Round 2:

Room 1 – 30D

Room 6 – 32A

Room 2 – 30E

Room 7 – 32B

Room 3 – 31A

Room 8 – 33A

Room 4 – 31B

Room 9 – 33B

Room 5 – 31C

Room 10 – 33C

7:00 – 10:00 p.m.

Foundation's Night Out

Inspiration Hornblower,
Seaport Village Dock

Board from 6:15 – 6:45 p.m.

Boat departs at 7:00 p.m.

SUNDAY, JANUARY 11

6:30 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

7:00 – 8:30 a.m.

Foundation Flapjack Fundraiser

*(Ticketed Event –
doors open 6:45 a.m.)*

Ballroom 20

- Foundation Awards
- Book of the
Year Recognition
- Speaker: Jack Hanna

Sponsored By:



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9:00 – 10:30 a.m.

Opening Session

Exhibit Hall A, B1

- Address by President Bob Stallman
- Distinguished Service Award
- State Awards



Sponsored By:



10:30 a.m. – 12:30 p.m.

YF&R Excellence in Agriculture Presentations

Rooms 33A, 33B, 33C

10:30 a.m. – 4:30 p.m.

IDEAg Trade Show

Exhibit Hall C

12

10:30 – 11:30 a.m.

Book of the Year Author Signing

Exhibit Hall C in the Foundation Silent Auction Booth

10:45 a.m. – 12:00 p.m.

Rural Entrepreneurship Challenge

Cultivation Center, Trade Show Floor

11:30 a.m. – 1:00 p.m.

Leadership Luncheon

(Ticketed Event)
(Coordinated by the AFBWLC)

Ballroom 20D

- Speakers:
Leighton Cooley of "Farmland"
and "Farm Mom of the Year"

Sponsored By:



1:15 – 2:15 p.m.

YF&R Discussion Meet Sweet 16

Room 1 – 5

Room 3 – 3

Room 2 – 4

Room 4 – 2

1:15 – 2:15 p.m.

FEATURED WORKSHOP

Applications of UAS Technology in Precision Agriculture

Ballroom 6A

Kevin Price, PhD, Exec. VP Applied Research & Technology Development, RoboFlight Systems, LLC

Kevin Price, PhD, will discuss the numerous applications in precision agriculture for unmanned aerial systems (UAS) using remote sensing technologies, specifically focusing on multi-spectral image processing breakthroughs. Applications will include how crop health can be assessed through normalized difference vegetation index (NDVI) maps and utilized to create management zones, as well as uses for monitoring irrigation systems and livestock.

1:15 – 2:15 p.m.

FEATURED WORKSHOP

FDA Regulatory and Issue Update

Ballroom 6B

Mike R. Taylor, J.D., Deputy Commissioner Food and Drug Administration

General FDA update to provide insight on the Food Safety Modernization Act implementation and rulemaking, animal antibiotic research and NARMS, labeling efforts and other timely updates.

2:00 – 3:00 p.m.

Book of the Year Author Signing

Exhibit Hall C in the Foundation Silent Auction Booth

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP Livestock Market Outlook

Ballroom 6A

Glynn Tonsor, Associate Professor,
Kansas State University

The livestock and poultry sector experienced an unprecedented year in 2014. With lower production and strong demand, prices soared to new levels. In this session, we will discuss the factors that led to 2014's record-setting performance and look ahead to think about what might be in store for 2015.

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP The Farmer's New Cash Crop: A Way to Monetize Data

Ballroom 6B

Jason Tatge, President/CEO/Co-
Founder/Only Funder, Farmobile

Big data is becoming a very big deal in agriculture, and the truth is that if you're a farmer it's hard to really grasp the power of the data you are generating. This presentation will shed some light on who has been collecting this data what it is being used for now, what it will be used for in the future, what the real value of this data is and how farmers now have the powerful ability to receive payments for this data if they choose to monetize this new cash crop: data.

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP You Are a Target: DHS/ICE/DOJ Form I-9 Audit – A Toolkit

Ballroom 6C

Eileen Scofield, Of Counsel, Alston &
Bird, LLP

Eileen Scofield will highlight current trends and guide her audience through the ins-and-outs of a potential DHS/ICE/DOJ Special Counsel audit/investigation, a common immigration law concern for agricultural

employers. Scofield will outline steps to avoid being targeted, how one is made a target, W&H factors and steps to take if targeted. She will provide an exclusive toolkit to ensure companies' compliance including a sample compliance policy, issue spotting, best practices and self-audit tools.

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP Field to Market

Ballroom 6D

Rod Snyder, President, Field to Market

Companies driven by consumer demand and a sense of social responsibility are working to reduce their environmental footprint. Field to Market is an alliance of companies and organizations that includes input suppliers, farmers, grain handlers and processors as well as retailers, conservation groups, universities and government agencies. The session will cover producer action to help the entire food chain build on our long history of improving our environmental performance.

Sponsored By:



Dow AgroSciences

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP Managing Water Availability for the Future

Ballroom 6E

Panel: Robert W. Johnson, EVP, National
Water Resources Association

Paul Wenger, President, California Farm
Bureau Federation

Dr. Maurice Hall, Senior Hydrologist,
California Water Program, The Nature
Conservancy

Moderated by Ryan Yates, Director,
Congressional Relations, AFBF

Managing water requires stakeholders
and local leaders to balance the needs of

Continued...

agriculture with growing competition from municipal and conservation demands within a complicated legal framework. Increasing water demands present challenges to water managers, local farmers and ranchers and developers. How can we find innovative solutions to address growing competition for groundwater resources? Gain perspectives on water issues facing agriculture from a national, ecological and grower viewpoint.

2:30 – 3:15 p.m.

CONCURRENT WORKSHOP Grain, Growth and Gridlock

Ballroom 6F

Greg Guthrie, Director, Ag Products, BNSF

The challenges and opportunities for agriculture on the rails have impacted farmers and ranchers in 2014 and will continue to do so in 2015. The nation's rails are an important artery for commerce. Learn what lies ahead for farmers and the railway industry.

14 3:30 – 4:30 p.m.

IDEAg Trade Show Reception

Exhibit Hall C

3:30 – 4:15 p.m.

Farm Bureau Town Hall

Cultivation Center,
Trade Show Floor

Join Agriculture Secretary Tom Vilsack and AFBF President Bob Stallman for a conversation about farm policy and the Secretary's



priorities, including increasing the number of beginning farmers and ranchers, encouraging veterans to enter into agriculture and doing more to support rural entrepreneurship.

4:30 – 5:00 p.m.

General Session–Vespers

Exhibit Hall A, B1

(Coordinated by AFBWLC.)

MONDAY, JANUARY 12

7:00 a.m. – 5:00 p.m.

Convention Registration

Exhibit Hall C

8:30 – 10:00 a.m.

General Session

Exhibit Hall A, B1

Keynote Speaker:

Rorke Denver,
U.S. Navy SEALs

Sponsored By:



10:30 – 11:15 a.m.

CONCURRENT WORKSHOP Farm Bill Decision Tools: What Farmers Need to Know

Ballroom 6B

Patrick Westhoff, Professor, University of Missouri

Gary Schnitkey, Professor, University of Illinois

The 2014 Farm Bill requires farmers to make a one-time program election decision that is arguably the most complex participation decision they've ever had to make. To help farmers with these important decisions, USDA commissioned the development of two farm bill decision tools. In this session, Dr. Westhoff from the Food and Agricultural Policy Analysis Institute will introduce these decision tools, explaining what farmers will need to know to make use of these important resources.

10:30 – 11:15 a.m.

CONCURRENT WORKSHOP**Leadership: It's All Fun and Games!**

Ballroom 6C

Dr. Julie Klarich, Dir. of Affiliate Relations, IFB Insurance

Julie Taylor, Education Coordinator, Indiana Farm Bureau

Games are a fun and engaging way to foster personal development and leadership. This fast-paced workshop will engage participants in discussion about self-leadership and leadership of others by using common games everyone has grown up with. Participants will play games in small groups and should come prepared to engage with others to grow their own self-awareness and learn how to play the game of leadership.

10:30 – 11:15 a.m.

CONCURRENT WORKSHOP**When Consumers & Science Collide: Time to Get Real**

Ballroom 6D

Charlie Arnot, CEO, The Center for Food Integrity

Science says it's sound. Consumers don't buy it. Whether it's GMO technology or antibiotics, the public often chooses fear over facts. Arnot will provide insights from CFI's 2014 consumer trust research (new in December 2014) into consumer skepticism, trending attitudes and trust-building transparency. He'll also detail how to break through today's "tribes" to communicate technical information so it's embraced and incorporated into the social decision-making process.

10:30 – 11:30 a.m.

Are You Ready for Retirement?

Ballroom 6E

Nancy Granovsky, M.S., CFP®, CFCS, Texas A&M AgriLife Extension Service at Texas A&M University

Are YOU ready for retirement? Once you determine what will give you peace of mind in retirement, it's important to know how you can get there financially. Learn about resources helpful to the retirement planning process. You also will hear from a CERTIFIED FINANCIAL PLANNER™ professional that will share retirement planning information and considerations. Whether you are 10+ years away or just beginning to make retirement decisions, this program sponsored by AARP is for you.



10:30 – 11:30 a.m.

YF&R Discussion Meet Final Four

Ballroom 6A

11:30 a.m. – 12:15 p.m.

CONCURRENT WORKSHOP**Food Safety Modernization****Act: Preparing for Compliance**

Ballroom 6B

Henry Turlington, Director, Quality & Manufacturing Regulatory Affairs, American Feed Industry Association

The Food Safety Modernization Act (FSMA) is changing the regulatory requirements for feed manufacturers, pet food manufacturers and ingredient suppliers. AFIA is working to help the industry comply with the new demands, which become law on August 20, 2015. AFIA's Safe Feed/Safe Food program is designed to drive FSMA compliance among the feed industry as well as promote continuous improvement within a business quality and food safety program.

11:30 a.m. – 12:15 p.m.

CONCURRENT WORKSHOP Crop Market Outlook

Ballroom 6C

Patrick Westhoff, Director, Food & Agricultural Policy Research Institute, University of Missouri

After several years of great markets, grain, oilseed and cotton producers face prices that are going to require a lot of thought in order to find profitability. Dr. Westhoff will bring decades of experience monitoring and forecasting crop markets to the presentation. He has a global perspective on the markets and will be able to discuss the worldwide background to the current slide in prices as well as talk about what we can expect for the next marketing year or two.

11:30 a.m. – 12:15 p.m.

CONCURRENT WORKSHOP Dedicated, Disciplined and Determined

Ballroom 6D

Michael O'Gorman, Executive Director, Farmer Veteran Coalition

Farm Bureau is working with the Farmer Veteran Coalition to develop a National Farmer Veteran Mentorship Network that pairs returning veterans with more-established farmers and ranchers. A panel of veteran farmers, Farm Bureau members and staff will explore the obstacles and opportunities facing veterans interested in farming and ranching. Panel members will discuss key components needed to create effective mentorship relationships for veteran farmers.

Sponsored By:



FARM CREDIT

11:30 a.m. – 12:15 p.m.

CONCURRENT WORKSHOP Improve Nitrogen Applications by Utilizing Technology

Ballroom 6E

Paul Welbig, General Manager, Raven Industries

Nitrogen is a critical input to crop production, second only to water, necessary for achieving high yields. However, it is highly susceptible to losses, which reduces yields and profitability and can cause environmental contamination. We will review new technologies and best practices that can help implement the 4Rs philosophy of nutrient management (right nutrient source, at the right rate, at the right time, in the right place) on the farm.

11:30 – 12:15 a.m.

CONCURRENT WORKSHOP Crop Insurance and the Farm Bill

Ballroom 6F

American Farm Bureau Insurance Services, Inc.

The 2014 Farm Bill brought many positive changes to crop insurance. Join us to review these changes and how crop insurance continues to be an important risk management tool for our producers.

11:30 a.m. – 12:30 p.m.

YF&R Competition Finalist and Sponsors Luncheon

(By Invitation)

Room 2

1:15 a.m. – 2:00 p.m.

CONCURRENT WORKSHOP

The “Yes” Factor: Advanced Leadership & Communication

Ballroom 6A

Galen Emanuele, President, Shift Yes

Galen’s high energy presentation will captivate and engage participants with interactive, enjoyable and thought-provoking exercises and activities. Leaders will learn powerful skills to implement the ‘Yes And’ concept within their organizations to improve communication and create an intentional, positive culture of high-level engagement. His unique, compelling content is delivered in a dynamic, entertaining way that will have attendees laughing together and enjoying this impactful, memorable experience.

1:15 – 2:00 p.m.

CONCURRENT WORKSHOP

UAVs, Water & Nutrient Management: The Future Is Today

Ballroom 6B

Jon Tull, CEO, Farm Solutions

Both traditional and modern farms struggle to efficiently manage resources of labor, water, nutrients and pesticides. The struggle for efficiency is not new; however, agricultural UAVs, sensors and an array of software tools are available that can dramatically reduce costs and help growers manage available resources to their greatest advantage.

1:15 – 2:00 p.m.

CONCURRENT WORKSHOP

Streamlining USDA Acreage Reporting for Producers

Ballroom 6C

Deb Casurella, President & General Manager, Independent Data Management, LLC

You spent money to buy sensors and data collection devices once unimaginable. They work well for things like variable rate planting

and auto steering. But what about reporting? Using the collected data to create acreage and production reports for crop insurance and FSA reporting can be challenging.

We will demonstrate how MyAgData takes data collected while farming, matches it to the Common Land Units required for USDA reporting and uses the results to produce reports by land or geography.

1:15 – 2:00 p.m.

CONCURRENT WORKSHOP

Hiring Practices

Ballroom 6D

Anthony P. Raimondo, Attorney, Raimondo & Associates

This session will discuss hiring for agricultural employers, including I-9 processing, MSPA compliance, child labor screening, pre-hire medical screening and pre-hire drug testing, as well as practical dos and don’ts in the recruiting and hiring process.

1:15 – 2:00 p.m.

CONCURRENT WORKSHOP

The Disruptive Force of Social Media on Insurance

Ballroom 6E

Marguerite Tortorello, Property Casualty Insurers Association of America

Social media is a disruptive force in how consumers are engaging with insurers and in changing policyholder expectations for communications during natural catastrophes. The session will focus on some of the latest tech trends, how industry executives should think about social media related to business operations and what may be on the social media horizon.

1:15 – 2:00 p.m.

CONCURRENT WORKSHOP**Managing Taxes
through the Downturn**

Ballroom 6F

Kevin Bearley, Principal, Kennedy and
Coe, LLC

Tax planning for family businesses has never been more important than it is today. Although tax rates have increased and tax loopholes have been closed, unprecedented opportunities exist for farm businesses to lower their income and estate taxes. During his presentation, Kevin Bearley will share sophisticated strategies that can reduce income taxes, allow for a tax-free transition of business operations and provide for the permanent freezing of business assets at a discounted value.

2:30 – 4:00 p.m.

Closing General Session

Exhibit Hall A, B1

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- YF&R Awards
- Keynote Speaker: Jay Leno
- Rural Entrepreneurship Challenge Announcement

**TUESDAY, JANUARY 13**

8:00 a.m. – 5:00 p.m.

**Annual Meeting of
the Voting Delegates**

Exhibit Hall A, B1

Beverage Stations Provided By:**Dow AgroSciences**

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12:00 – 1:00 p.m.

Voting Delegate Luncheon

Ballroom 6A

12:00 – 1:00 p.m.

Officers' Lunch

Ballroom 7A

1:00 – 2:00 p.m.

Delegate Regional Caucuses

Midwest – 3

Northeast – 5A

Southern – 2

Western – 5B

WEDNESDAY, JANUARY 14

7:00 – 8:00 a.m.

AFBF Board of Directors Breakfast

Marina Ballroom Salon D

8:00 a.m.

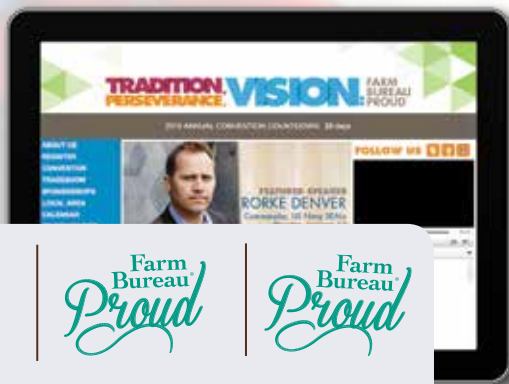
AFBF Board of Directors Meeting

Marina Ballroom Salon E

WIN A FREE TRIP TO THE 2016 ANNUAL CONVENTION IN SUNNY ORLANDO!

Visit four of our exhibitor booths and have your passport stamped on the back panel with our Farm Bureau Proud stamp. Then fill out your contact information, tear it off and drop it in one of the designated boxes at the AFBF booth.

All completed entry forms will be eligible for the drawing to win a free trip to the 2016 Annual Convention in Orlando, Florida, (airfare up to \$500, hotel for 5 nights and complimentary registration). Additional prizes available.



The drawing will be held at the close of the trade show, and you do not need to be present to win.



List of participating booths:

Avis Rent-A-Car - 308

Case IH - 931

Choice Hotels International - 306

Chevrolet - 330

Grainger - 849 & 949

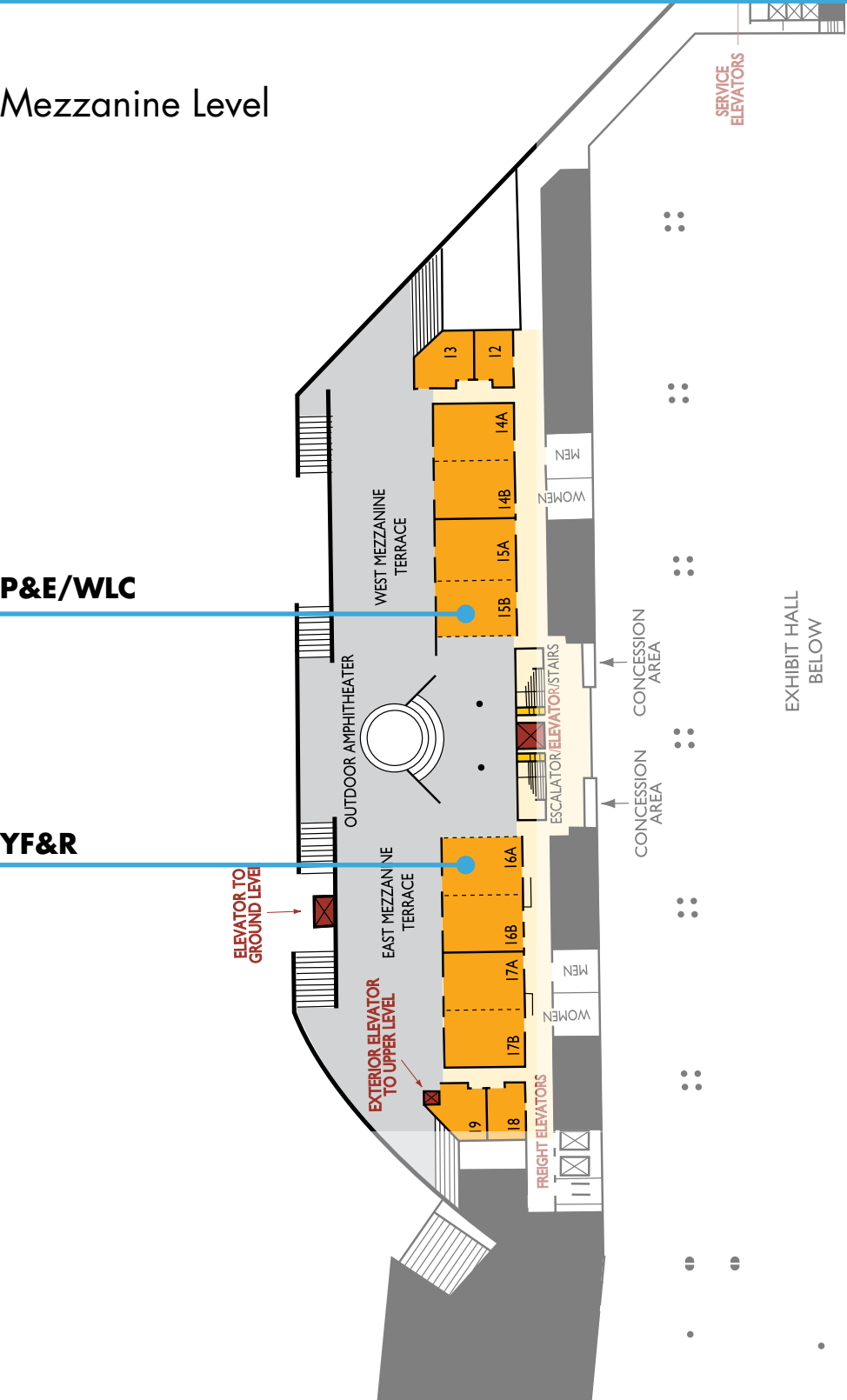
Polaris - 607

AFBF - 631

Foundation - 741

Floor Plans

Mezzanine Level



Upper Level—Part 1

Executive Office

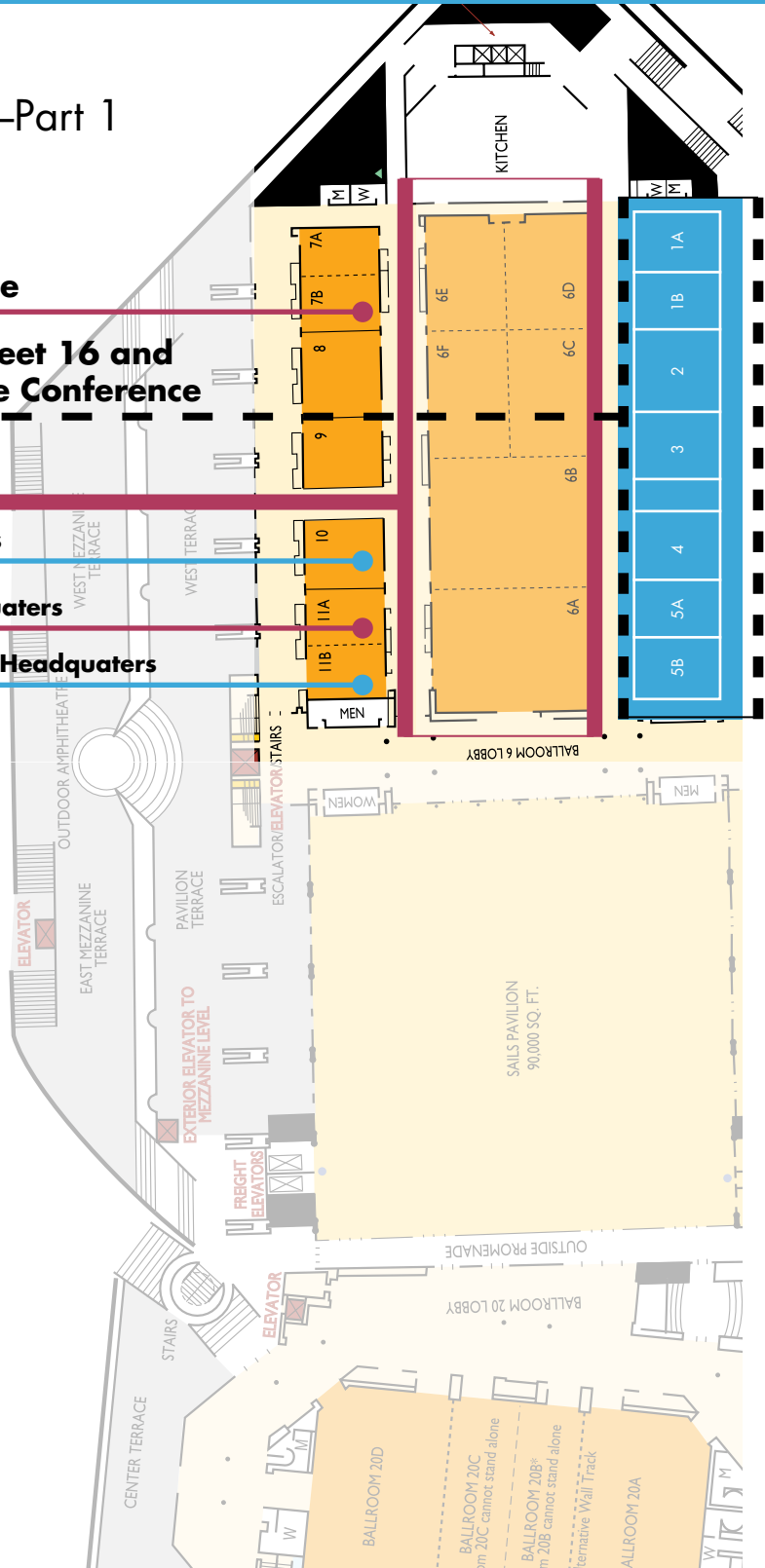
**WLC/YF&R Sweet 16 and
IDEAg Innovate Conference**

Workshops

Media Headquarters

Foundation Headquarters

Annual Conference Headquarters



Floor Plans

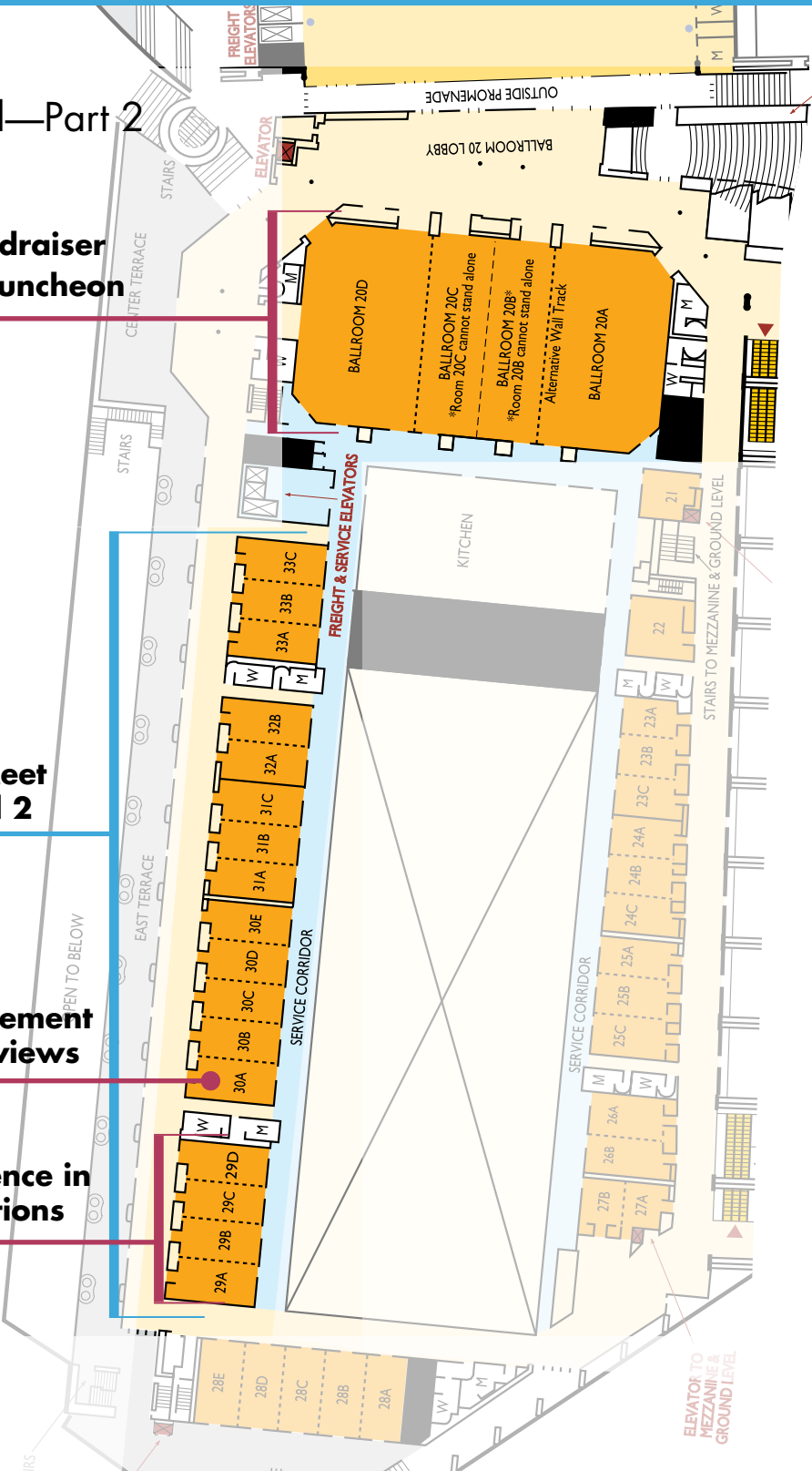
Upper Level—Part 2

Flapjack Fundraiser Leadership Luncheon

YF&R Discussion Meet Round 1 and 2

YF&R Achievement Award Interviews

YF&R Excellence in Ag Presentations



Ground Level

General Sessions
Voting Delegates
Session

IDEAg Trade Show
and Registration

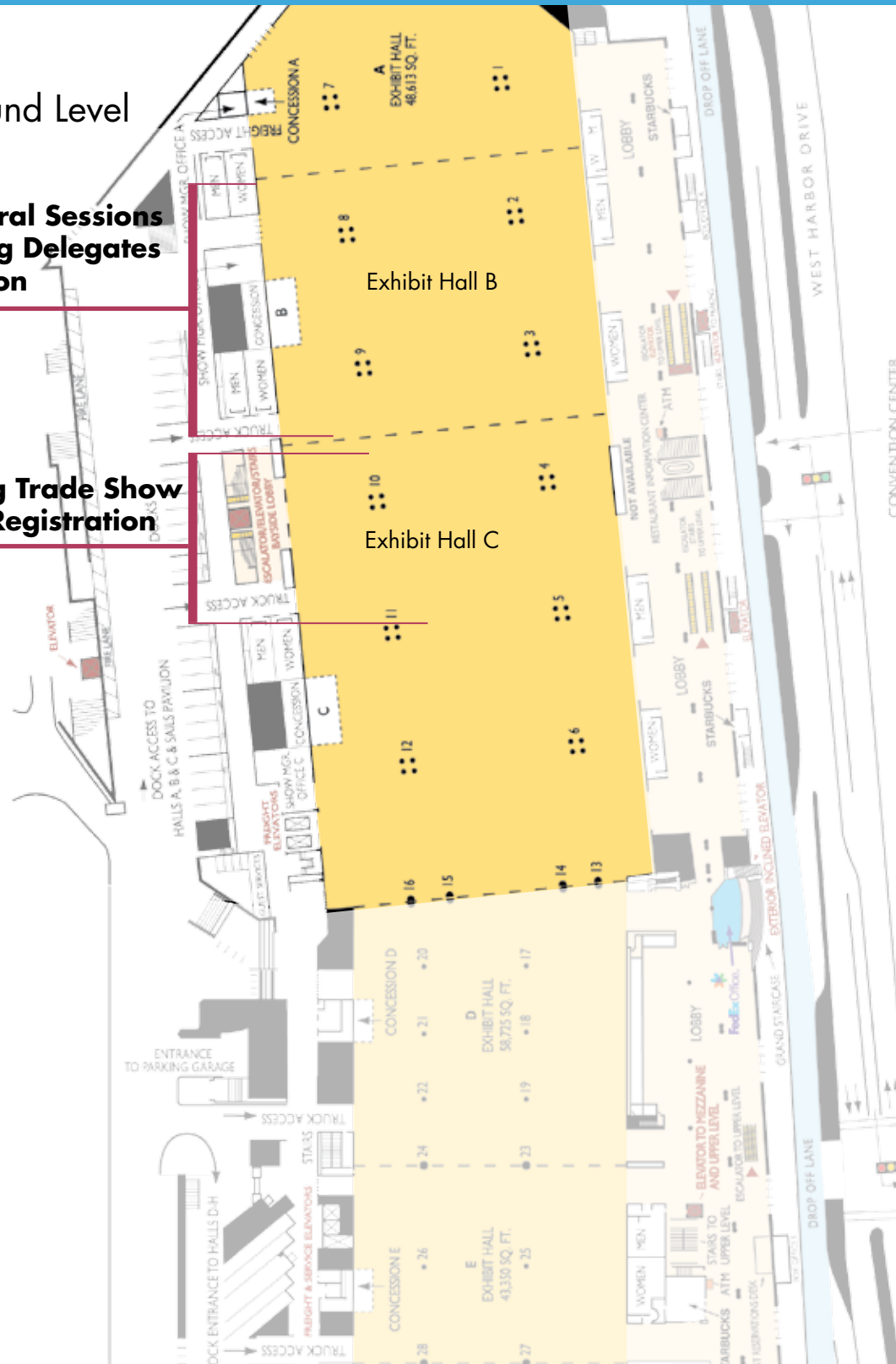


Exhibit Hall B

Exhibit Hall C

D

E

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Minnesota
Farmfest
AUGUST 4-6, 2015



Dakotafest
AUGUST 18-20, 2015



Amarillo
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DECEMBER 1-3, 2015



Northern Illinois
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JANUARY 6-7, 2016



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Station #4
404 8th Avenue

SAN DIEGO POLICE DEPARTMENT
(619) 531-2000
1401 Broadway

SAN DIEGO HARBOR POLICE
DEPARTMENT
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3380 North Harbor Drive

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2001 4TH Avenue
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Thank you for your commitment.



See You Next Year

January 2016
Orlando, Florida

**AFBF ANNUAL CONVENTION
AND IDEAg TRADE SHOW**