

68TH ANNUAL CONVENTION
PROPOSED AGENDA



TUESDAY, NOVEMBER 8

11:00 a.m. – 5:00 p.m. (Penn Valley)

Board of Directors Meeting

6:00 – 9:00 p.m. (Roanoke)

NAFB Foundation Board of Directors Meeting

Sponsored by WeatherBill



WEDNESDAY, NOVEMBER 9

4:00 a.m. – 6:00 p.m. (Pershing)

Broadcast Service Center

Sponsored by BASF

8:00 a.m. – 6:00 p.m. (Roanoke Foyer)

Registration

Sponsored by John Deere

8:30 – 11:30 a.m. (Mission)

Marketing & Promotion Advisory Board Meeting

Sponsored by AgriMarketing magazine

9:00 – 10:00 a.m. (Roanoke)

Newsmaker Session: Consumer Perceptions of Ag

Sponsored by National Association of Broadcasters

10:15 – 11:15 a.m. (Shawnee)

Professional Improvement: Mark Ramsey: Trends and Opportunities in Media

Sponsored by Pioneer Hi-Bred, a DuPont business

11:30 a.m. – 1:00 p.m. (Liberty)

NAFB Foundation Luncheon

Sponsored by United Soybean Board

Noon – 10:00 p.m. (Century Ballroom)

Trade Talk Setup

1:30 – 3:00 p.m. (Hyatt Regency)

Shared Programming with NAMA: Jeff Simmons: Productivity to Feed a Growing Population

2:45 – 3:15 p.m. (Roanoke Foyer)

Refreshment Break

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KATZ Advantage

3:15 – 4:00 p.m. (Penn Valley)

Professional Improvement: Using Smartphones for Broadcast

Sponsored by SipcamAdvan

3:15 – 4:00 p.m. (Shawnee)

Professional Improvement: Mark Ramsey – Workshop

Sponsored by Pioneer Hi-Bred, a DuPont business

4:00 – 4:45 p.m. (Liberty)

Allied Industry Council Annual Meeting and Election

4:15 – 5:00 p.m. (Mission)

New Member and Past Presidents Welcome Reception (invitation only)

Sponsored by Innovation Center for U.S. Dairy

4:15 – 5:00 p.m. (Pershing East)

Management & Sales Council Reception (invitation only)

Sponsored by The Westin Crown Center

5:00 – 6:30 p.m. (Washington Park Place)

Welcome Reception

Sponsored by National Corn Growers Association

6:30 – 8:30 p.m.

NAFB Past President's Dinner (invitation only)

Sponsored by Growth Energy

9:00 – 11:00 p.m. (President's Suite)

Welcome and Open House for NAFB Executive Director Tom Brand

THURSDAY, NOVEMBER 10

4:00 a.m. – 6:00 p.m. (Pershing)

Broadcast Service Center

Sponsored by BASF

6:00 a.m. – 2:00 p.m. (Roanoke Foyer)

Registration

Sponsored by John Deere

6:00 – 7:00 a.m. (Garden Terrace)

Trade Talk Continental Breakfast

Sponsored by National Cattlemen's Beef Association/Federation of State Beef Councils and Water Street Solutions

7:00 a.m. – 1:30 p.m. (Century Ballroom)

Trade Talk

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Sponsored by AGROTAIN International and FMC Corporation

9:30 – 10:30 a.m. (Century Foyer)

Trade Talk Refreshment Break

Sponsored by Winfield Solutions, LLC

12:00 p.m. – 2:00 p.m. (Garden Terrace)

Trade Talk Lunch Buffet & Dessert

Funded by the Beef Checkoff and U.S. Farmers & Ranchers Alliance

1:30 – 3:00 p.m. (Century Ballroom)

Trade Talk Tear Down

2:00 – 2:45 p.m. (Liberty)

Secretary of Agriculture News Conference

2:30 – 3:00 p.m. (Roanoke Foyer)

Refreshment Break

Sponsored by KATZ Advantage

3:00 – 4:00 p.m. (Liberty)

NAFB Annual Meeting of Members (All Councils)

4:00 – 5:00 p.m. (Liberty)

Broadcast Council Member Meeting and Election

4:00 – 5:00 p.m. (Mission)

Management & Sales Council Member Meeting and Election

5:00 – 5:30 p.m. (Shawnee, Mission, and Liberty)

Regional Broadcast Council Member Meetings

6:00 – 7:00 p.m. (Century A)

NAFB Foundation Live Auction and President-Elect Reception

Sponsored by Ag Leader Technology and Alltech

7:00 – 9:30 p.m. (Century B/C)

Night of Honors Celebration Banquet

Sponsored by Monsanto

Hall of Fame Induction Ceremony, Sponsored by United Soybean Board

New Holland Oscar in Agriculture, Sponsored by New Holland

9:30 p.m. – Midnight (Century B/C)

Entertainment: Blues Bash

Sponsored by Farm Credit

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FRIDAY, NOVEMBER 11

4:00 a.m. – 5:00 p.m. (Pershing)

Broadcast Service Center

Sponsored by BASF

7:00 – 8:00 a.m. (Century Foyer)

Continental Breakfast

Sponsored by National Biodiesel Board

8:00 a.m. – 10:00 a.m. (Roanoke Foyer)

Registration

Sponsored by John Deere

8:00 – 9:00 a.m. (Liberty)

NAFB Research Presentation

Sponsored by BeckerUnderwood

9:15 – 10:15 a.m. (Roanoke)

Newsmaker Session: Ag in Afghanistan

Sponsored by Farm Foundation, NFP

10:30 – 11:30 a.m. (Liberty)

Professional Improvement Programming: Utilizing Video in Farm Broadcasting

Sponsored by Kinze Manufacturing

Noon – 1:30 p.m. (Century A)

Awards Luncheon

Sponsored by Syngenta

2:00 – 2:45 p.m. (Liberty)

Professional Improvement Programming: Gadgets and Video Streaming

Sponsored by Valley Irrigation

2:30 – 3:15 p.m. (Roanoke Foyer)

Refreshment Break

Sponsored by KATZ Advantage

6:00 – 6:45 p.m. (Century Foyer)

President's Reception

Sponsored by Bayer CropScience

6:45 – 9:00 p.m. (Century A)

President's Banquet

Sponsored by Dairy Management Inc. and National Pork Board