



**FARM  
BUREAU**  
ARKANSAS

together

O&L

73<sup>rd</sup> Officers & Leaders Conference



Together



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<b>AGENDA</b> .....	<b>4</b>
<b>WORKSHOPS</b> .....	<b>7</b>
<b>BIOS</b> .....	<b>11</b>

# MONDAY JULY 19

9:30 am **YF&R Discussion Meet Preliminary Rounds** Room 201-202

10:00 am **Registration** Grand Lobby

12:00 pm **General Session** Horner Hall

*Welcome:* Zippy Duvall & Mike Freeze

*Invocation:* Magen Allen

*Presentation of Colors:* National Guard

*Pledge of Allegiance:* Dustin Cowell

*National Anthem:* Faith Fritch

## **Lunch**

12:45 pm *Special Presentations:*  
YF&R Achievement  
YF&R Excellence in Ag

*Introduction:* Warren Carter

*Opening Remarks:* Rich Hillman

*Closing Remarks:* Dan Wright



2:00 pm	<b>Session 1 Workshops</b> A. Farm Bureau Benefits B. Advocacy in Action C. Herd Health: Refreshing the Conversation	Room 208 Room 203-204 Room 207
2:00 pm	<b>YF&amp;R Discussion Meet Finals</b>	Room 201-202
3:00 pm	<b>Session 2 Workshops</b> A. Farm Bureau Family B. Advocating for Tomorrow C. Energy Generation and Net Metering in Arkansas	Room 207 Room 203-204 Room 208
3:00 pm	<b>Joint Meeting of the Senate and House Ag Committee</b>	Room 209
4:00 pm	<b>Session 3 Workshops</b> A. Media Relations 101 B. Beyond the Zoom: Meetings after the Pandemic C. The Growing Demand for Local Foods	Room 208 Room 203-204 Room 207
5:00 pm	<b>Reception</b>	Grand Lobby

*Remarks:* Warren Carter

*Discussion Meet Winner Announcement:* Dustin Cowell

**TUESDAY JULY 20**

7:30 am	<b>Session 1</b>	
	<b>Commodity Division Meetings</b>	
	Swine	Room 201-202
	Forestry	Room 203-204
	Beef	Room 207
	Rice	Room 208
	<b>Workshop</b>	
	Family Farm Transition	Room 209
9:00 am	<b>Session 2</b>	
	<b>Commodity Division Meetings</b>	
	Dairy	Room 201-202
	Cotton	Room 203-204
	Soybean/Feed Grain	Room 207
	Poultry	Room 208
	<b>Workshop</b>	
	Family Farm Transition	Room 209
10:30 am	<b>General Session</b>	Horner Hall
	<i>Presiding:</i> Mike Freeze	
	<i>Keynote Speaker:</i> Vance Crowe	
	<i>Door Prizes:</i> Autumn Wood	
	<i>Closing Prayer:</i> Dan Wright	
12 p.m.	<b>Adjourn</b>	

*Together*

# **WORKSHOPS**

# MONDAY JULY 19

## WORKSHOP DESCRIPTIONS

2:00 pm

### Session 1 Workshops

#### 1. *Farm Bureau Benefits*

**Room 208**

How do you sell a membership? Come learn about all the things Farm Bureau offers and what programs members can take advantage of.

*Autumn Wood and Doug Eveld; Jason Kaufman, Moderator*

#### 2. *Advocacy in Action*

**Room 203-204**

Agriculture advocacy can take many forms from the Capitol to your community, it is important for members to get involved. This session will provide members with ideas of how you can interact with elected officials and work to educate consumers and children.

*Jeff Pitchford and Lindsey Rucker*

#### 3. *Herd Health: Refreshing the Conversation*

**Room 207**

The current market situation makes it more important than ever to ensure you have good herd health. Good health is necessary to get the best value at the sale barn or highest quality cuts in a farm-to-table model.

*Dr. Jessica Richard, Dr. Cy Shurtleff, Phillip DeSalvo; Michael Lee, Moderator*

3:00 pm

### Session 2 Workshops

#### 1. *Farm Bureau Family*

**Room 207**

County Farm Bureaus have unique ways of serving their communities, when all aspects of the organization join forces, amazing things can happen.

*St Francis County, Lonoke County, Miller County, and Stone County*

#### 2. *Advocating for Tomorrow*

**Room 203-204**

With rural Arkansas expected to lose representation, it is more important than ever for you to get involved. Come learn how to better tell your story and the importance of taking action on issues.

*Matt King, Jenny Higgs, and Rob Anderson*



### **3. Energy Generation and Net Metering in Arkansas** **Room 208**

This conference will provide technical background on the solar industry as it relates to agricultural applications. Agricultural energy rates can have a large impact on net metering margins and address some contractual and rate issues to help producers make better decisions.

*Douglas Hutchings, CEO, Delta Solar*

### **3:30 pm Joint House and Senate Agriculture Committee Meeting** **Room 209**

### **4:00 pm Session 3 Workshops**

#### **1. Media Relations 101** **Room 208**

As a farmer leader, you may be occasionally asked to engage with media as a subject matter expert. This session will teach you to successfully engage with media to share your perspective and experience in agriculture.

*Jason Brown and Steve Powell; Dustin Cowell and Magen Allen, Moderators*

#### **2. Beyond the Zoom: Meetings after the Pandemic** **Room 203-204**

During COVID many County Farm Bureaus started doing zoom meetings and saw great participation. As we move beyond and start meeting again in person, how can counties and statewide meetings continue to implement zoom options.

*Mark Lambert and Bryan Pistole; Jeremy Wesson, Moderator*

#### **3. The Growing Demand for Local Foods** **Room 207**

More so than ever, consumers are concerned with where and how their food is produced; as a result, farmers are seeking ways to diversify and engage in value-added activities to enhance profitability. This presentation will discuss the growth of local/regional food supply chains and why the demand for local food is not a fad and is here to stay.

*John McMinn and Dr. Ron Rainey*

## TUESDAY JULY 20

# WORKSHOP DESCRIPTIONS

7:30 am **Family Farm Transition** **Room 209**  
This session will include a panel discussion from farmers in the early stages, in the middle and on the retired side of the family farm transition. This panel will bring unique perspectives of lessons learned at each stage of the family farm transition process.  
*Panel: Jenna Martin (Cross County), Matt Shekels (Boone County) and Robby Bevis (Lonoke County)*  
*Moderator: Reed Storey, Vice-Chair, ArFB State Young Farmers and Ranchers Committee*

9:00 am **Family Farm Transition** **Room 209**  
This session will include a panel discussion from farmers in the early stages, in the middle and on the retired side of the family farm transition. This panel will bring unique perspectives of lessons learned at each stage of the family farm transition process.  
*Panel: Jenna Martin (Cross County), Matt Shekels (Boone County) and Robby Bevis (Lonoke County)*  
*Moderator: Kerry Stiles, Vice-Chair, ArFB State Women's Leadership Committee*



## BIOS

**Rich Hillman** of Carlisle is serving his second term as president of the Arkansas Farm Bureau, just the 11th person to serve as the president in the 85-year history of the organization.

A sixth-generation farmer, Hillman raises rice, soybeans and wheat in Lonoke County. He has been a member of the ArFB state board of directors since 2001 and served as vice president of the board for the 11 years before being elected as president.

Hillman is also vice chairman of the Arkansas Foundation for Agriculture, a group that works to enhance the awareness and understanding of the contribution and importance of agriculture to the state of Arkansas. He serves on the board of the Southern Farm Bureau Life and Casualty companies.

He is a board member, and past chairman, of the Arkansas Rice Research and Promotion board. He is a past member of the Arkansas Natural Heritage Commission and the Arkansas Game & Fish Foundation board.

A graduate of the University of Arkansas, Hillman has been active in the Lonoke County Farm Bureau most of his adult life.

He and his wife Tine have a son, a daughter and a granddaughter.

**Vance Crowe** is a communications consultant that has worked for corporations and international organizations around the world. He has spoken before more than 150,000 people, answering questions about some of the most sophisticated and controversial technologies in the modern age. Vance helps organizations realize why the general public doesn't agree with their perspective and offers new ways to communicate effectively, resolve disagreements, and build rapport with critics and stakeholders.

Vance is the former Director of Millennial Engagement for Monsanto. He previously worked as a Communications Strategist for the World Bank Group, as a U.S. Peace Corps Volunteer stationed in Kenya, as a Communications Coordinator at a National Public Radio affiliate in Northern California, and as a deckhand on an eco-tourism ship that traveled the Western Hemisphere. His stories and lessons illuminate aspects of communications that remain hidden to most people.

Vance holds a degree in communications from Marquette University and a master's degree in cross-cultural negotiations from the Seton Hall School of Diplomacy.

Vance is the CEO of Articulate Ventures LLC, a boutique public relations and marketing firm in Saint Louis, MO.



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