



# SHAPING<sup>THE</sup>FUTURE

2023 WOMEN'S LEADERSHIP CONFERENCE



Women's Leadership  
ARKANSAS FARM BUREAU

**FARM  
BUREAU**  
ARKANSAS

# FRIDAY, JULY 21

---

Noon – 4 p.m. **Registration**

Grand Lobby

3 p.m.

**General Session**

208/209

Welcome | *Kerry Stiles*

*ArFB State Women's Leadership  
Committee Chair*

Prayer | *Melissa Donner*

*ArFB State Women's Leadership Committee*

Pledge | *Beth Ullrich*

*ArFB State Women's Leadership Committee*

President's Address | *Rich Hillman*

*ArFB President*

**Recognition Videos**

**2022 Diamond Award Winner:**

*Ida Ruth Jones, Pope County*

**2022 Outstanding Women's Leadership  
Committee:** *Craighead County*

3:30 p.m.

**Networking**

208/209

Attendees will have the opportunity to share about successful programs and activities.

Guests will also have the chance to discuss with other county WLC members on how to pivot when things don't go as planned.

5 p.m.

**Break**

6 p.m.

**Dinner and Entertainment**

Horner Hall

*Entertainment by Kordsmeier Music*



## SATURDAY, JULY 22

---

8 a.m.	<b>Opening Workshop</b> Fear-Based Marketing: How to Recognize and Rebut It <i>Brandi Buzzard</i>	208/209
9 a.m.	<b>Workshop Session 1</b> <ul style="list-style-type: none"><li>• Telling Your Heart Story</li><li>• ArFB: Mission and Purpose</li></ul>	201/202 203/204
10 a.m.	<b>Workshop Session 2</b> <ul style="list-style-type: none"><li>• Stepping Up Your Social Media</li><li>• ArFB: Community Cultivations</li></ul>	201/202 203/204
11 a.m.	<b>Workshop Session 3</b> <ul style="list-style-type: none"><li>• Haters Gonna Hate: Navigating the Negative in Social Media</li><li>• ArFB: Education and it's Outreach</li></ul>	201/202 203/204
Noon	<b>Lunch and Keynote</b> <ul style="list-style-type: none"><li>• Standing Up for the Industry We Love <i>Brandi Buzzard</i></li></ul>	208/209

# WORKSHOPS

---

## **Fear-Based Marketing: How to Recognize and Rebut it**

*Brandi Buzzard | Motivational Speaker & Advocate*

Food companies spend millions of dollars to develop marketing campaigns in order to persuade shoppers to grab their product and it comes at the expense of shoppers' consciences. Learn how to identify bogus marketing ploys at the grocery store and how to rebut them with science-based agriculture facts.

## **Telling Your Heart Story**

*Jana Carroll | The Thankful Farmer*

We all have an agriculture story to tell. We have the opportunity to Shape the Future by telling it! The goal of this workshop is to empower you to know your heart story and give you the courage to tell it.

## **ArFB: Mission and Purpose**

*Jeremy Wesson | ArFB, Director, Organization/Member Programs*

*Mark Lambert | ArFB, Director, State Affairs*

*Bryan Pistole | ArFB, Director, Public Relations*

*Jason Kaufman | ArFB, North Central District Director*

*Abbie Guin | ArFB, Southeast District Director*

Hear from Arkansas Farm Bureau Federation staff members on the mission and purpose of the organization. This workshop will provide a look at how ArFB fulfills it's mission of advocating for agriculture, disseminating information and providing products and services to our members.

## **Stepping Up Your Social Media**

*Lindsey Holtzclaw | Farm Credit of Western Arkansas,  
Director of Marketing*

Creating good-looking content for social media can be a daunting task. In this workshop, you will learn tips and tricks for creating graphics and videos that will help your social media stand out. No experience required!

## **ArFB: Community Cultivations**

*Sonya Harrell | Calhoun Co. WLC*

*Brittany Barnes | Craighead Co. WLC*

*Regina Oliver | Scott Co. WLC*

*Kathy Ritter | Arkansas Hunters Feeding the Hungry*

The ArFB Community Cultivations Program is designed to encourage counties to support programs and activities in their communities. In this workshop you will hear about some successful programs and activities from county WLCs and learn more about the Hunters Feeding the Hungry Program.

## **Haters Gonna Hate:**

### **Navigating the Negative in Social Media**

*Sara Beth Johnson | Filament Ag, Social Media Specialist*

Don't let the haters hold you back from sharing your story. In this session, we will discuss ways to handle the negative, and sometimes hateful, comments you receive on social media.

## **ArFB: Education and It's Outreach**

*Lindsey Rucker | ArFB, Education Coordinator*

*Jeanie Rowbotham | Johnson Co. Extension Agent-4-H*

*Ali Sisk | Johnson Co. WLC*

*Brooklyn Heiser | Johnson Co. WLC*

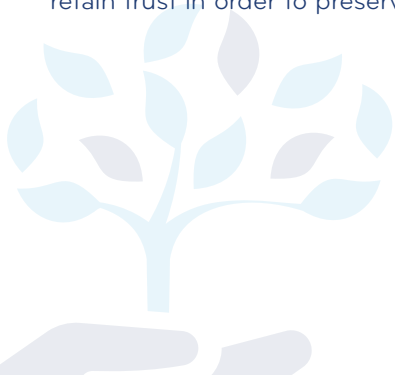
Education and educating people about agriculture are priorities at the core of ArFB's mission. In this workshop you will hear about ArFB's education programs and materials available to help you promote agriculture in your county. In addition, see how Johnson County Farm Bureau is utilizing these programs and materials through their WLC and the Johnson County Extension Service.

## **Keynote**

### **Standing Up For the Industry We Love**

*Brandi Buzzard | Motivational Speaker & Advocate*

Trust. A small word with immense meaning. It's critical to defend our industry while gaining and retaining trust. Come hear agriculture blogger and advocate, Brandi Buzzard, share about how she has seized the moment to stand up for agriculture by engaging global food companies, the press, policy makers, and more, while using trust as her driving force. Through her lessons learned, be inspired to use your voice and actions to build and retain trust in order to preserve the industry you love.



## About Brandi Buzzard

Brandi Buzzard is a cowgirl, rancher, working mom and wife. For more than a decade, she has also been a passionate agriculture advocate, while helping others share their agriculture stories. In 2019, her work in the professional and advocacy arenas led to her selection as a Top 10 Industry Leader Under 40 by Cattle Business Weekly as well as the NCBA Masters of Beef Advocacy Advocate of the Year. She has



spoken on MSNBC, FOX, CBS, The Weather Channel and Newsy addressing issues like conservation, beef sustainability and nutrition. She has also visited the White House and spoken to senior White House officials about agriculture and sustainability.

Brandi has worked for the Beef Cattle Institute, K-State Research & Extension, the National Cattlemen's Beef Association and the Red Angus Association of America.

Brandi, her husband Hyatt, and their daughters Oakley and Quincy, live in southeast Kansas and own High Bar Cattle Company, a Gelbvieh/Balancer seedstock operation.



Women's Leadership  
ARKANSAS FARM BUREAU



**FARM  
BUREAU**  
ARKANSAS