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70TH OFFICERS & LEADERS CONFERENCE





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2 **AGENDA**

5 **WORKSHOPS**

12 **BIOS**

MONDAY JULY 23

10 a.m. **Registration** – *Hotel Lobby*

12 p.m. **General Session** – *Grand Ballroom VI*

Welcome:

Rich Hillman, *Vice President, ArFB*

Invocation:

Donna Bemis, *Women's Leadership Committee Chair*

Presentation of Colors:

Mike Ford, *VPW Post 3031 Honor Guard*

Pledge of Allegiance:

Mark Morgan, *State YF&R Chairman*

National Anthem:

Tania Kelley, *Pulaski County 4-H*

Lunch

Special Presentations:

YF&R Achievement

Sponsored by the Southern Farm Bureau Casualty Company

YF&R Excellence in Ag

Sponsored by Arkansas Farm Bureau Mutual & PCI

1 p.m.

Opening Remarks:

Randy Veach, *President, ArFB*

Gov. Asa Hutchinson

Dr. Deacue Fields, *Dean of Bumpers College, UofA*

2 p.m. **Adjourn**

2:15 p.m. **Session 1 Workshops**

A. Engaging Local Leaders – *Grand Ballroom X*

B. Bridging the Gap in Rural and Urban Areas – *Grand Ballroom IX*

Jenna Brown, *Agriculture Program Advisor*

Emily S. English, *Farm to School Program, UAMS*

C. Persuasive Communications – *Grand Ballroom VIII*

Vincent Harris, *Harris Media, LLC*

3:30 p.m. **Break**

3:45 p.m. **Session 2 Workshops**

A. Engaging Local Leaders – *Grand Ballroom X*

Jackson Tolle, *Director, Kentucky Farm Bureau YF&R*

Ryan Yerby, *Parish President, Louisiana Farm Bureau*

B. Communicating Your Brand – *Grand Ballroom VIII*

Maddison Stewart, *ArFB Public Relations*

Brooke Taylor & Taylor McNeel, *ArFB Interns*

C. Empowering the Grassroots – *Grand Ballroom IX*

Jordan Craig, *Grassroots Program Development, ArFB*

Andy Guffey, *Director, Education and Outreach, ArFB*

5 p.m. **Adjourn**

TUESDAY JULY 24

- 7 a.m. **Division Meetings** – *Commerce Ballroom A & B*
A. Soybean and Wheat & Feed Grains Division Meeting
Michael Biggs, Chief, U.S. Army Corps of Engineers
Eugene Young, Regional Director, USDA-NASS
- 7:30 a.m. **Registration** – *Hotel Lobby*
- 8:45 a.m. **Session 3 Workshops**
A. Effectively Engage Your Legislator – *Grand Ballroom X*
B. Persuasive Communications – *Grand Ballroom VIII*
Vincent Harris, *Harris Media, LLC*
C. Empowering the Grassroots – *Grand Ballroom IX*
Jordan Craig, *Grassroots Program Development, AFBF*
Andy Guffey, *Director, Education and Outreach, ArFB*
- 9:45 a.m. **Break**
- 10 a.m. **General Session** – *Grand Ballroom VI*
Presiding:
Rich Hillman, *Vice President, ArFB*
Coach Chad Morris, *Arkansas Razorback Football*
Door Prizes
Closing Prayer:
Joe Christian, *Secretary/Treasurer, ArFB*
- 11 a.m. **Adjourn**



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WORKSHOPS



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Effectively Engage Your Legislators

Join two seasoned political professionals for this workshop on how to engage your elected officials. Warren and Brent will give insights into relationship building, effective communicating, staying engaged and other tips of the trade. They will arm you with practical and real ideas for advancing the goals of Farm Bureau. Learn the do's and don'ts of advocacy from a 20-year veteran of lobbying in the agriculture field and a former congressional staff member and state legislator.

Warren Mayberry, *DuPont Government Affairs Regional Manager*

Brent Talley, *President and CEO of the 4 States Fair and Howard County Farm Bureau Board Member*

Engaging Local Leaders

As County Farm Bureau leaders, one of the biggest challenges is developing programs that will engage current leaders and attract new ones to be involved in Farm Bureau. The strength of the organization remains our local leaders, but as the world evolves so must our approach to engaging county Farm Bureau leaders. Ryan Yerby will explain ways he and his wife were able to energize current members and engage new ones to help rebuild a declining county Farm Bureau and Jackson Tolle will discuss tools Kentucky has successfully used to reload leadership for the next generation.

Jackson Tolle, *Kentucky YF&R Director*

Ryan Yerby, *Farmer and Parish President, Louisiana Farm Bureau*



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Bridging the Gap Between Rural & Urban

As fewer people have an understanding agriculture, Farm Bureau leaders are discovering innovative ways to reach their communities. High school agriculture education programs and FFA introduce the next generation of leaders to the challenges and opportunities in agriculture. Through advocacy, financial support or as an educational resource, your county Farm Bureau can be valuable partners for Ag Education programs and FFA chapters in your community. Another way to outreach in your community is through Farm to School Programs, which enrich the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices at schools and early care and education sites.

Jenna Brown, *Agriculture Program Advisor*

Emily S. English, *Farm to School Program, UAMS*

Communicating Your Brand Through Farm Bureau

Stories stick, facts fade. Learn how to craft your story with the help of Farm Bureau. Discover the shared values you have with consumers and how to make your message stick. These presenters bring a wide variety of experience from working in the non-agriculture sector, communicating about agriculture in the nation's toughest agriculture state, California, to working for the nation's largest youth-led agricultural organization.

Maddison Stewart, *ArFB Public Relations*

Taylor McNeel, *ArFB Intern*

Brook Taylor, *ArFB Intern*



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Persuasive Communications

You've been working to tell the farming story through social media, but what next? What are the top digital and social platforms in Arkansas? What apps are people using? What is the future for digital storytelling? More importantly, how can you move from storytelling to action? Vincent Harris, CEO of Austin, Texas-based Harris Media and the man Bloomberg once called "The Man Who Invented the Republican Internet," will discuss how to use online advocacy to move the public, elected officials, agencies and others to action in support of the agriculture cause.

Vincent Harris, *Harris Media, LLC*

Empowering the Grassroots

Research has found that leaders today are less interested in being involved in an organization; however, they are very passionate about particular causes. As a county Farm Bureau president, how can you tap into your fellow county leaders and empower them to champion their cause. Jordan Craig, a native Arkansan now working with AFBF, will talk about ways you can invest in the grassroots through effective county meetings, appointing and utilizing your county committees, and much more. Andy Guffey will then debut the new Leader Portal designed to help you engage in more effective county meetings.

Jordan Craig, *AFBF Director, Grassroots Program Development*

Andy Guffey, *Director of Education and Outreach, ArFB*

Soybean and Wheat & Feed Grain

Division Meeting



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BIOS

Asa Hutchinson, *Governor*

Asa Hutchinson was sworn in as the 46th Governor of Arkansas in January 2015, and immediately set in motion his plan to bring more jobs and economic growth to his native state.

Gov. Hutchinson kept a major campaign promise by working to pass the biggest income tax rate cut in state history. His initiative to require computer-coding classes in every public high school makes Arkansas a national leader and signals to businesses everywhere that our students will be prepared for the 21st century economy.

In addition, the Governor's emphasis on government efficiencies – including a hiring freeze instituted on his first day – have resulted in taxpayer savings and better focused state services.

As part of his strategy to market Arkansas and attract more jobs and businesses to the state, Gov. Hutchinson already has met with CEOs of major industries across the globe from Silicon Valley to France, Japan, Israel, Germany, China and Cuba.

Randy Veach, *President, ArFB*

Randy Veach is completing his 10th term as Arkansas Farm Bureau president. He previously served five years as the organization's vice president and has been on the state board of directors since December 1999.

As a third-generation farmer, he and his wife Thelma farm on land cleared by his grandfather and father.

Veach serves as a member of the American Farm Bureau board of directors, where he serves as chairman of the Audit Committee.

He is also president and chairman of the board of the Southern Farm Bureau Life Insurance Company, the first Arkansan to hold the office. He is a board member of the Southern Farm Bureau Casualty Insurance Company, and American Ag Insurance Corp. He is also on the Farm Bureau BanCorp board, where he serves as a member of the bank's Executive Committee.

Dr. Deacue Fields, *Dean of Bumpers College, UofA*

Just two months ago (in May), Dr. Deacue Fields was named Dean and Associate Vice President for the Bumpers College of Agricultural, Food and Life Sciences and Division of Agriculture at the University of Arkansas in Fayetteville.

He came to us from Auburn University where he was a faculty member for 16 years. For the past five years, he served as Professor and Chair of the Auburn's Department of Agricultural Economics and Rural Sociology.

He received his B.S. degree from Southern University in Baton Rouge, La., his M.S. degree from the University of Missouri – Columbia, and a Ph.D. from LSU all in Agricultural Economics.

As an administrator, he has been successful at establishing multi-disciplinary collaborations to attract extramural funds, and building relationships with alumni and industry stakeholders to enhance the student experience.

His research activities focused on quantifying the impact of agribusinesses on state, regional, and national economies. He has been actively involved in food marketing and logistics efforts throughout the Caribbean.

In his spare time, he enjoys traveling with family, youth sports, fishing, and showing Quarter Horses.

He is married to Dana Fields and they have three sons.

Chad Morris, *Arkansas Razorback Head Football Coach*

Chad Morris was named the 33rd head football coach in University of Arkansas history on Dec. 6, 2017.

After 16 years as a head coach at the high school level in Texas, Morris entered the college ranks in 2010 as Tulsa's offensive coordinator and associate head coach. Following the 2010 season he headed to Clemson as Dabo Swinney's offensive coordinator from 2011-14. He went on to get his first head coaching job at SMU, where he spent the last three seasons.

He took the program in 2017 to its first bowl bid since 2012 with a 7-5 mark this season. He inherited an offense that ranked last (128th) in the FBS in scoring in 2014 (11.8) and turned it into the nation's eighth-highest scoring offensive (40.1) in 2017.

He attended Texas A&M University and earned a bachelor's degree in mathematics with a minor in statistics in 1992 but did not play college football. He and his wife, Paula, have two children, a daughter, Mackenzie, and son, Chandler.



2018 O&L

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