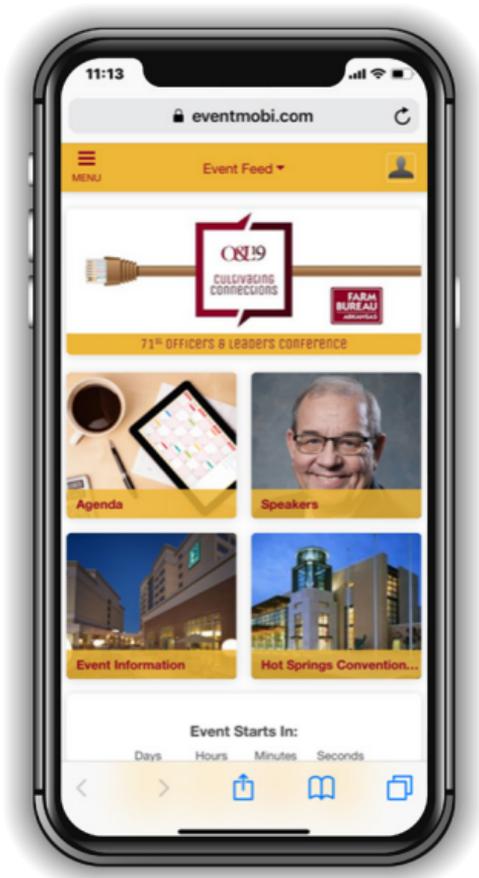




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2 AGENDA

5 WORKSHOPS

8 BIOS

MONDAY JULY 22

9:30 a.m. **YF&R Discussion Meet Preliminary Rounds** – *Room 205*

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

Noon **General Session** – *Horner Hall*

Welcome:

Rich Hillman, *Vice President, ArFB*

Invocation:

Donna Bemis, *Womens Leadership Committee Chair*

Presentation of Colors:

Boy Scouts Troop 1

Pledge of Allegience:

Adam Cloninger, *State YF&R Chair*

National Anthem:

Brooke Bradford, *Clinton FFA*

Lunch

“Facing the Storm” video

1 p.m. Opening Remarks:

Randy Veach, *President, ArFB*

Keynote:

Rick Looser, *Chief Operating Officer/President of Cirlot Agency*

Special Presentations:

YF&R Excellence in Ag

Sponsored by Arkansas Farm Bureau Mutual & PCI

YF&R Achievement

Sponsored by the Southern Farm Bureau Casualty Company

Scholarship Announcements

Door Prizes

2:15 p.m. **Break**

2:30 p.m. **Session 1 Workshops**

A. 2019 Legislative Session Overview – *Room 207*

B. Developing an Effective Marketing Strategy – *Room 208*

C. Managing Farm Stress and Pursuing Wellness – *Room 209*

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

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

A. YF&R Discussion Meet Finals – *Room 207*

B. Arkansas Department of Agriculture Reorganization Update –
Room 208

C. Implementing Local Programs that Engage Leaders –
Room 209

4:45 p.m. **Adjourn**

4:45 p.m. **YF&R Reception** – *Rooms 102 & 103*

TUESDAY JULY 23

- 7 a.m. A. Soybeans and Wheat & Feed Grains Division Meeting –
 Rooms 203 & 204
 B. Rice Division Meeting – *Rooms 201 & 202*
- 7:30 a.m. **Registration**
- 8:45 a.m. **Session 3 Workshops**
 A. USDA Programs – New for 2019 and Disaster Assistance –
 Room 207
 B. Expanding Broadband Access in Your County – *Room 208*
 C. Implementing Local Programs to Engage Leaders – *Room 209*
- 9:45 a.m. **Break**
- 10 a.m. **General Session** – *Horner Hall*
 Presiding:
 Randy Veach, *President, ArFB*
- Special Presentation:
 YF&R Discussion Meet Winner
- Keynote:
 Rob Sharkey, *The Shark Farmer*
- Policy Development Video:
 Warren Carter, *Executive Vice President, ArFB*
- Door Prizes
- Closing Prayer:
 Joe Christian, *Secretary/Treasurer, ArFB*
- 11 a.m. **Adjourn**

WORKSHOPS

2019 Legislative Session Overview

Governmental Affairs Team

Arkansas farmers and ranchers saw numerous bills passed that sponsors hoped would help agriculture. Many of these bills were legislative priorities of Farm Bureau. In this session, members will get an inside look at the bills that impact them and their farms – both those that passed, as well as the ones that did not. Copies of the ARFB 2019 Legislative Summary will also be available.

Developing an Effective Marketing Strategy

Rick Looser, *Chief Operating Officer/President of Cirlot Agency*

Knowing how to tell your story can be one of the most challenging things for producers. Cirlot Agency helps some of the world's largest privately held companies and Fortune 100 companies to market and brand their products. Consumers are inundated with biased information about where their food comes from. Rick will use his marketing experience to provide tips to help producers connect with consumers, challenge misconceptions and better brand their products.

Implementing Local Programs that Engage Leaders

Matt King, Rob Anderson, Justin Reynolds & Bruce Tencleve

Join in a conversation about programs counties can use to help engage board members and help attract new ones. There are a host of programs counties can implement to help further Farm Bureau advocacy efforts and influence policy decisions. Attendees will hear real examples of Farm Bureau successes they can implement in their county. The workshop will also provide examples of effective programs to earn more gold stars.

Managing Farm Stress and Pursuing Wellness

Dr. Brittney Schrick, *UA Cooperative Extension Service*

Farming and ranching has long been one of the most stressful and dangerous occupations. This year has brought historic flooding and low commodity prices and producers are feeling the added pressure. In this workshop, Dr. Brittney Schrick will introduce the U of A Cooperative Extension Service's new program, Managing Farm Stress and Pursuing Wellness, which is designed to help recognize symptoms of stress and ways to manage that stress. This program is currently available in every county through the Family and Consumer Science agents.

Expanding Broadband Access in Your County

USDA Rural Development

In 2019, the Arkansas General Assembly passed legislation that loosened restrictions on how counties and municipalities can participate in bringing new broadband access to rural Arkansas. This workshop is designed to help local leaders understand how to access the billions of dollars that are available to rural communities to expand broadband.

Discussion Meet Finals

The Arkansas Farm Bureau Discussion Meet simulates a committee meeting, where discussion and active participation are expected from each participant. This competition is evaluated on an exchange of ideas and information on a pre-determined topic. Participants build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach consensus and solve problems. Following preliminary rounds Monday morning, finalists will be announced during Monday's general session.

USDA Programs – New for 2019 and Disaster Assistance

Mike Sullivan, *NRCS and FSA*

Following the passage of the 2018 Farm Bill and 2019 Disaster Program there have been numerous changes to USDA programs. Conservation programs will see increased competition as demand for programs already far outweighs funding, and changes in the new Farm Bill will make these programs even more competitive in Arkansas. In some cases, producers may feel lost, but they will still need to visit their local offices to see if they qualify for new programs and reenroll in other programs. State FSA and NRCS personnel will provide an overview of programs and help farmers and ranchers navigate their programs.

Arkansas Department of Agriculture Reorganization Update

Wes Ward, *Secretary of Agriculture*

With the 2019 legislative session, some 23 state agencies were moved under the newly created Arkansas Department of Agriculture. The department is now engaged in discussions about how the reorganization will impact agencies and potentially improve their ability to provide services to Arkansas farmers and ranchers. This workshop is an opportunity for producers to learn how the reorganization will impact them and provide feedback to the Secretary on how the department can better serve them.

BIOS

Randy Veach is completing his 11th 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.

Rick Looser is Chief Operating Officer/President of the Cirlot Agency, the marketing agency for Sanderson Farms. Cirlot worked with Sanderson to develop the Bob and Dale commercials, which reached an audience of more than 400 million people. This campaign sought to educate consumers about poultry myths and marketing strategies. Rick will explain how their firm developed the campaign, why it was important to Sanderson Farms, and how receptive consumers were to the message.

Rob Sharkey, known in digital circles as "The Shark Farmer," is not your average Illinois grain farmer. He's a disruptor who is unwavering in his efforts to address controversial topics.

Rob tackles life, alongside his high school sweetheart, Emily, knowing four smaller "sharks" in their school will be impacted by their choices. With the hog crash of '98 in the rearview mirror, a turn-key outfitting business thriving, and a handful of acres demanding more time than is warranted, the only logical step was to launch a podcast.

His provocative style uses a story-based structure, which resonates with thousands of weekly, global listeners on XM radio.



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O&L 19

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