

Hotel Reservations

The
Desmond

660 Albany Shaker Rd • Albany, NY 12211

1-800-448-3500

www.desmondhotelsalbany.com

Group Code: NFB

Single & Double Occupancy Rate:
\$124.26 per room (includes taxes)

Hotel Reservation Deadline
January 28, 2019

Please make reservations directly with the hotel

Sponsors

 **Farm Credit**
Northeast AgEnhancement

EVENING TEAM BUILDING ACTIVITY IS
SPONSORED IN PART BY A FARM CREDIT
NORTHEAST AgEnhancement GRANT

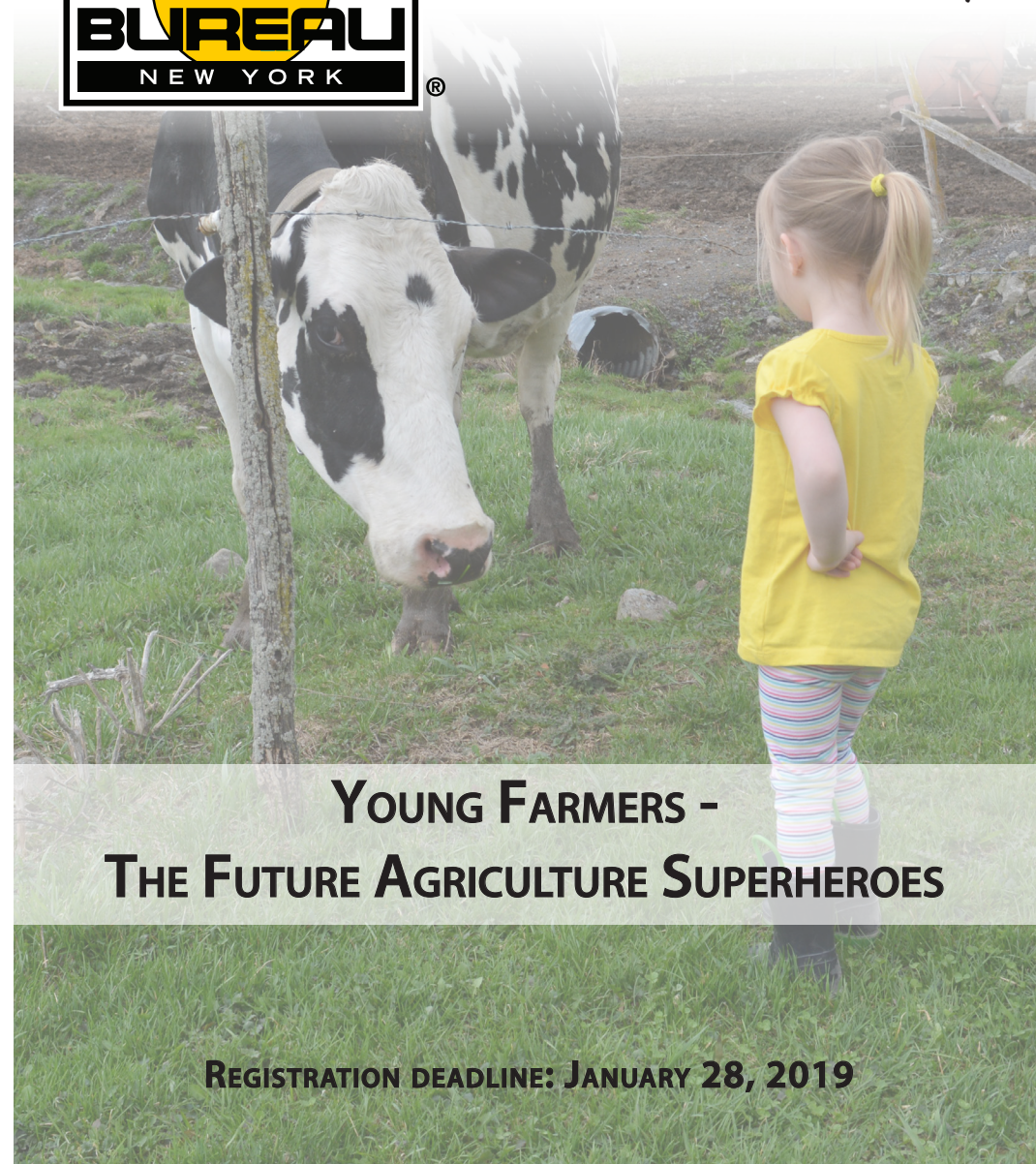
 **Nationwide**

NATIONWIDE IS PROUD TO SPONSOR
THE YOUNG FARMERS AND RANCHERS
EDUCATIONAL PROGRAMS

YOUNG FARMERS & RANCHERS Leadership Conference

February 8-9, 2019

The Desmond Hotel, Albany



**YOUNG FARMERS -
THE FUTURE AGRICULTURE SUPERHEROES**

REGISTRATION DEADLINE: JANUARY 28, 2019

FRIDAY, FEBRUARY 8

10:30 A.M. - 1:00 P.M.	REGISTRATION
11:30 A.M. - 1:00 P.M.	LUNCH & NETWORKING ACTIVITIES
1:15 P.M. - 5:30 P.M.	AGRICULTURAL TOURS
5:45 P.M. - 6:45 P.M.	DINNER AT HOTEL
6:50 P.M. - 7:50 P.M.	KEYNOTE SPEAKER Vance Crowe, Director of Millennial Engagement, Bayer Crop Sciences Heroes, Villains and their Motivations: Getting beyond “tell your story” In this talk, Crowe will discuss why some stories are more compelling than others, articulating why it is so easy for consumers to believe that the critics of modern agriculture are the heroes and the villains are the companies and individuals that have been successful. Crowe will discuss how individuals can think about articulating their challenges being a successful farmer in the modern age so that consumers can relate and cheer for you to succeed online, in person and even in the grocery store.
8:00 P.M. - 11:00 P.M.	DESSERT PARTY AND TEAM BUILDING ACTIVITY at Dave & Buster's

SATURDAY, FEBRUARY 9

8:00 A.M. - 8:45 A.M.	BREAKFAST
9:00 A.M. - 10:15 A.M.	GENERAL SESSION Donald Marsh, Nationwide Land As Your Legacy Nationwide's Land As Your Legacy program helps farmers navigate the five elements of farm transition planning: succession planning, business planning, risk management, financial independence planning, and estate planning. This presentation will be tailored to our young farmers and will focus on how to begin transition planning conversations on their family farms.

SATURDAY, FEBRUARY 9 (cont'd)

10:20 A.M. - 11:30 A.M.	WORKSHOPS - Choose to attend one Public Speaking 2.0 Elise Stoddard, AFBF Director of Organization Development This refreshed approach to public speaking focuses on two main areas—building relevant content and presentation skills. In building content, participants learn the importance of organizing ideas to create presentations using a simple format. To improve their presentation skills, participants work to eliminate barriers that may distract from the speaker's message.
11:35 A.M. - 12:45 P.M.	Workshop 2 - TBA WORKSHOPS - Choose to attend one Media Interviews 101 Elise Stoddard, AFBF Director of Organization Development There are few opportunities to reach a wider audience than through the media. When the opportunity arises, you want to make the most of it. In this workshop, you will learn how to analyze your audience, define your goal, and deliver an interview that will make the reporter want to do more stories with you.
12:50 P.M. - 2:00 P.M.	Fat Free Meetings Kim Trombly & Renee Ciardi, NYFB Field Staff America's trying to get healthier. You've seen it everywhere, the television, the supermarket aisles, the sidewalks. But it isn't just our bodies that are overweight... it's also our meetings, millions of them a day. Trim the fat from your future meetings as you learn the keys to eliminating meeting flabbiness. Tighten up your planning, trim your agenda, make minutes easy to digest and manage your people as you flex more effective meeting muscles.
	CLOSING LUNCH Invited Meal Speakers - NYFB President, David Fisher Commissioner Richard Ball, NYS Dept. of Ag & Markets

