

Mississippi Farm Bureau® Federation
Young Farmers & Ranchers Leadership Conference
February 22-24, 2019
The Peabody Hotel – Memphis, TN

“Farm Forward, Engage Now”

AGENDA

FRIDAY, FEBRUARY 22:

- 4:00 p.m.** **Hotel Check-In**
The Peabody Hotel – 149 Union Avenue, Memphis, TN
- 5:30 – 7:30 p.m.** **Conference Registration Table Open**
Peabody Rooftop and Skyway
- 6:30 – 8:00 p.m.** **Opening Reception**
Peabody Rooftop and Skyway
- Dinner on your own**

SATURDAY, FEBRUARY 23:

- 7:30 a.m.** **Conference Registration Open**
- 7:30 a.m.** **Breakfast**
Hernando Desoto Room and Club Bar
- 8:30 a.m.** **General Session**
Continental Ballroom
- 8:30 a.m.** **Welcome and Conference Overview**
Taylor Hickman, MFBF YF&R Chairman
- 8:35 a.m.** **Opening Comments**
Mike McCormick, MFBF President
- 8:45 a.m.** **How to Engage in Farm Bureau**
Andy Brown, MFBF Regional Manager
- 9:00 a.m.** **With Vision, There is Hope**
Bruce Vincent, Logger and Co-owner of Environomics Public Relations Firm
- 10:00 a.m.** **An Elected Official’s View on How Young Farmers Can Influence Ag Policy**
U.S. Senator Cindy Hyde-Smith – TENTATIVE
- 10:30 a.m.** **Refreshment Break**

11:00 a.m. **BREAKOUT SESSIONS – Choose One**

Session A: Barriers to High Row Crop Yields in Mississippi
Dr. Bobby Golden, Rice Specialist, Mississippi State University Extension Service

Session B: Emerging Issues in Livestock Production
Dr. John Blanton, Animal & Dairy Sciences Department Head, Mississippi State University

Session C: Effective Communication Strategies for Ag Advocacy
Johnna Miller, Director of Media and Advocacy Training, American Farm Bureau Federation

12:15 p.m. **Lunch**
Hernando Desoto Room and Club Bar

1:00 p.m. **General Session**
Continental Ballroom

1:00 p.m. **Effective Engagement with Elected Officials**
Tiffany Adams, Senior Vice President, Forbes Tate Partners

1:30 p.m. **Finding a Reason to Laugh**
Greg Steele, Comedy Hypnotist

2:45 p.m. **Announcement of 2019 Achievement Award and Excellence in Agriculture Winners**
Mike McCormick, MFBF President
Taylor Hickman, MFBF YF&R Chairman

3:00 p.m. **Time for Sightseeing and Networking on Your Own**

6:00 p.m. **Dinner and Entertainment**
B.B. King's Blues Club – 143 Beale Street, Memphis, TN

SUNDAY, FEBRUARY 24:

9:00 a.m. **Breakfast**
Venetian Ballroom

9:30 a.m. **Time of Worship and Devotion**
TBA

10:00 a.m. **Closing Comments and Conference Adjournment**
Mike McCormick, MFBF President
Taylor Hickman, MFBF YF&R Chairman