



Your Voice,



YOUNG FARMERS & RANCHERS

February 18-20, 2012
Grand Rapids, MI

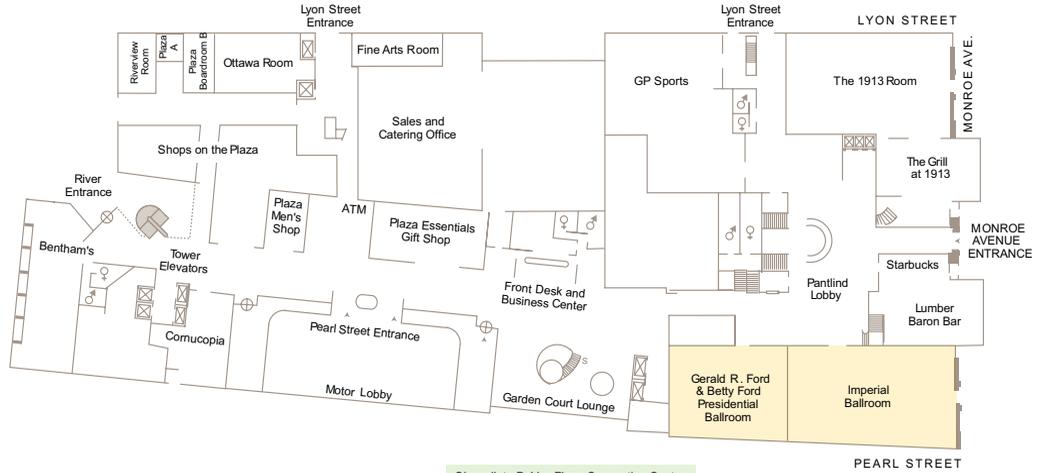


Our Future

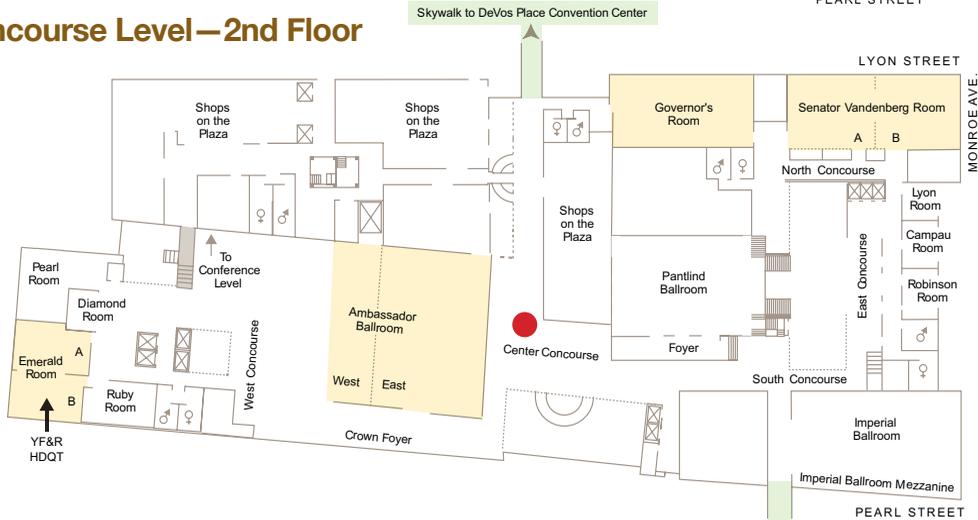
**2012 YF&R Leadership Conference
and Beginning Farmer and Rancher Conference**

Lobby Level—1st Floor

AMWAY GRAND PLAZA



Concourse Level—2nd Floor



● Cyber Café and Internet Hot Spots

Skywalk to Pearl Street Parking Ramp, JW Marriott and Courtyard by Marriott

SOCIAL MEDIA @ YF&R LEADERSHIP CONFERENCE

Use social media to *Voice Out about our Industry* during the conference. Visit the Cyber Café and Internet Hot Spots to tell your friends and followers about the 2012 YF&R Leadership Conference and Beginning Farmer and Rancher Conference. You can do so by using the Conference Twitter Hashtag: **#YFR12** or forwarding updates from:



Facebook Page: **AFBF YF&R**



Twitter: **@AFBFYFR**

SILENT AUCTION



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

Please join us in thanking Nationwide for its generous sponsorship of the American Farm Bureau Foundation for Agriculture's annual Silent Auction, which raises funds for building awareness, understanding and a positive public perception of agriculture through education. Nationwide has graciously offered to match the money raised at the Silent Auction up to \$5,000.



Nationwide
On Your Side™

Stop by the Silent Auction and place your bid!

Saturday 9:00am–6:00pm

Sunday 9:00am–3:45pm

Meeting Locations:

CONFERENCE SESSIONS AND BREAKOUTS:

*Amway Grand Plaza Hotel & DeVos
Place Convention Center*

MEALS:

DeVos Place Convention Center

YF&R HEADQUARTERS:

Emerald Room—Hotel

CYBER CAFÉ & INTERNET HOT SPOTS:

Center Concourse—Hotel

SILENT AUCTION:

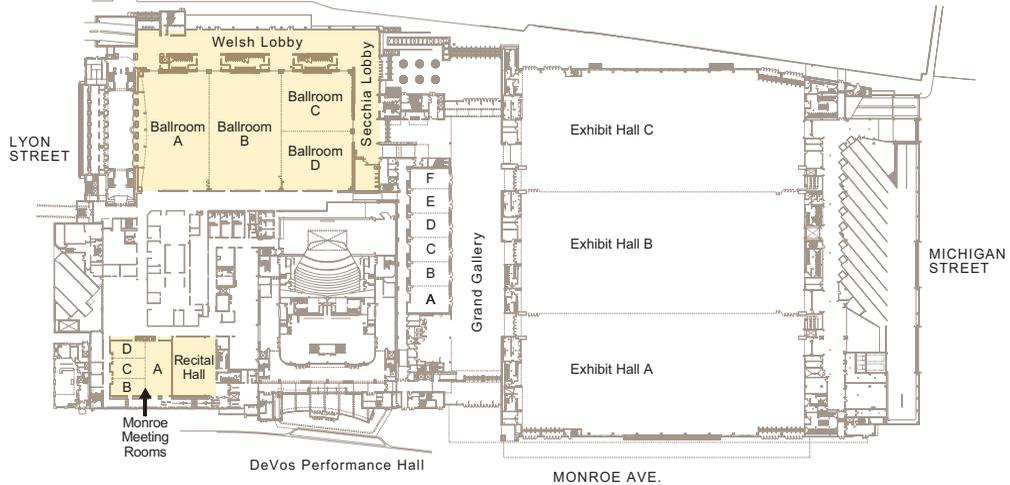
Secchia Lobby—Convention Center

POSTER DISPLAY AND INFORMATION AREA:

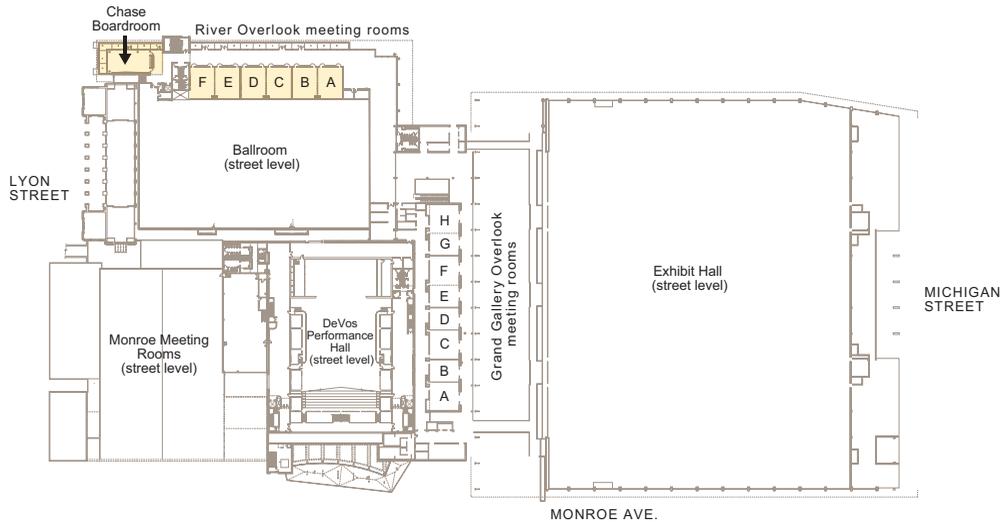
Welsh Lobby—Convention Center

Street Level

DEVOS PLACE CONVENTION CENTER



Overlook Level



BEGINNING FARMER AND RANCHER CONFERENCE

In 2009, the American Farm Bureau Federation® and the National Agricultural Library (NAL) received a grant to create a National Curriculum and Training Clearinghouse for beginning farmers and ranchers. The clearinghouse is a component of the Beginning Farmer and Rancher Development Program, a competitive grant initiative that is part of the 2008 Farm Bill.

As part of the grant, American Farm Bureau's commitment is helping to plan and host a national conference for beginning farmers and ranchers. The conference is being held in partnership with the AFBF YF&R Leadership Conference this year.



There will be specifically-targeted workshops for beginning farmers and ranchers as well as information sessions that highlight grant projects awarded with the grant established in the 2008 Farm Bill. These workshops and sessions are open to attendees of both the YF&R Leadership Conference and the Beginning Farmer and Rancher Conference and are noted in the program with the Start2Farm logo.

We would like to express our thanks to Farm Credit for their sponsorship of this conference for attendee scholarships and more.



The Farm Credit System

Friday, February 17

3:00–7:00pm

**REGISTRATION/
SILENT AUCTION DROP-OFF**

Center Concourse—Hotel

3:00–9:00pm

CYBER CAFÉ

Center Concourse—Hotel

Sponsor: GM



3:00–9:00pm

INTERNET HOT SPOTS

Center Concourse—Hotel

Sponsors: United Soybean Board and AT&T



8:00–9:00pm

STATE CHAIR/COORDINATOR MEETING

Imperial Ballroom—Hotel

Evening on your own

Saturday, February 18

All Day

CYBER CAFÉ

Center Concourse—Hotel

Sponsor: GM



All Day

INTERNET HOT SPOTS

Center Concourse—Hotel

Sponsors: United Soybean Board and AT&T



7:00am–3:00pm

REGISTRATION

Center Concourse—Hotel

7:00–7:30am

COLLEGIATE DISCUSSION MEET COMPETITOR ORIENTATION

River Overlook A—Convention Center

7:00–7:30am

COLLEGIATE DISCUSSION MEET TIMEKEEPERS ORIENTATION

River Overlook B—Convention Center

7:00–7:30am

COLLEGIATE DISCUSSION MEET JUDGES ORIENTATION

River Overlook C—Convention Center

7:30–10:30am

HARVEST FOR ALL SERVICE PROJECT

Spend the morning volunteering at Feeding America's West Michigan Food Bank with other conference attendees. You will have a chance to help sort, evaluate, label and repack food for the food bank. If you are interested, make sure to **sign up** at registration and get your bus ticket; space is limited to the first 50 interested attendees. Transportation will be provided; meet in the conference registration area at 7:30am to go to the event.

8:00–9:00am

COLLEGIATE DISCUSSION MEET ROUND 1

Monroe A, B, C, D & River Overlook A, B, C, D, E, F—Convention Center

8:00–9:15am

BEGINNING FARMER AND RANCHER SESSION:



You CAN Farm or Ranch!

Brett Crosby, Custom Ag Solutions

Imperial Ballroom—Hotel

In recent years, production agriculture has evolved into a highly competitive, capital-intensive, low-margin business. Young people considering a career in production agriculture are often discouraged by the industry's formidable barriers to entry. In this presentation, Custom Ag Solutions offers several

proven approaches for starting and succeeding in a career in farming or ranching. CAS presenters focus on themes such as building your credit, building your balance sheet and building your reputation. Participants will better understand the risks and rewards associated with a career in production agriculture.

Sponsored by: USDA's Risk Management Agency



9:00am–6:00pm

SILENT AUCTION

Secchia Lobby—Convention Center

Matching funds provided by Nationwide



9:30–10:30am

COLLEGIATE DISCUSSION MEET ROUND 2

Monroe A, B, C, D & River Overlook A, B, C, D, E, F—Convention Center

9:30–10:15am

BEGINNING FARMER AND RANCHER SESSION:

Start2Farm.gov : Connecting to Resources

Jorie Porter, National Ag Library

Ford Ballroom—Hotel

This session will introduce Start2Farm.gov, an online resource to help connect beginning farmers and ranchers with information and resources.

Start2Farm.gov was developed to help answer the question, “Where can I go for help?” and includes listings of training opportunities, service providers and other resources. The session will include a tour of the website, an explanation of the purpose and design of Start2Farm and a brief review of online tools and resources that are available to beginning farmers and ranchers.

10:30am

REFRESHMENT BREAK

Secchia Lobby—Convention Center

11:00am–12:00pm

OPENING GENERAL SESSION

Ballroom CD—Convention Center

Welcome From Michigan Farm Bureau® President—**Wayne Wood**

Keynote Speaker:

Jane Eckert, CEO of Eckert AgriMarketing

If You're So Doggone Smart, Why Are You a Farmer

“So if you're so doggone smart, how come you are going to be a farmer like me?” your dad might ask. Hundreds of young men and women are choosing farming for a way of life, so agritourism and direct farm marketing guru Jane Eckert decided it's time to explore “How come?” Her keynote address explores the mysteries of why on earth anyone wants to be a farmer, with a good dash of humor and a whole lot of pride. Jane knows for certain that today's American farmer is feeding the world, while living one of the best lifestyles America has to offer.

Sponsor: Farm Credit



12:15–2:15pm

LUNCHEON

Ballroom AB—Convention Center

This is a networking lunch. To find your seat, find the table sign that matches the one on your name badge.

- State Chair Introductions A-M
- Monsanto Address, **Janice Person**
- AFBF President Address, **Bob Stallman**
- AFBF Centennial Development Plan-Round Table Discussions
- Sweet 16 Announcement

Sponsor: Monsanto

MONSANTO



2:30–3:45pm

BREAKOUT SESSIONS

Annie's Project: Education for Farm Women

Ruth Hambleton, Founder of Annie's Project

Bob Wells, Field Agricultural Economist,
Iowa State University

Senator Vandenberg Room—Hotel

Learn how young leaders can become involved with a program that improves the business skills of farm and ranch women. Ruth and Bob will share the dynamics of teaching women about balance sheets, debt management, ownership and transition issues, and much more. Since its inception in 2003, over 7,000 women from 25 states have benefited from the education and mentoring Annie's Project conveys.

Hear first-hand the story of the woman behind Annie's Project, Annette Kohlhagen Fleck, and how her life became the model for a highly interactive and successful program targeting women and young farmers and ranchers.

Can One Voice Truly Make a Difference?

Linda Johnson, AFBF Director of Policy
Implementation

Recital Hall—Convention Center

Learn how you can have an integral role in adding the voices of young farmers and ranchers to Farm Bureau® at the county, state and national levels. Learn (1) how grassroots really works; (2) how to get an elected official to listen; (3) why policy development is critical to your family's financial future and your health and well being. Learn how YF&R attendees can play an integral role in getting the voices of young farmers and ranchers represented in policy books at your state and at AFBF.

Effective Risk Management Strategies— Crop Focus

John Anderson, AFBF Senior Economist

Todd Davis, AFBF Senior Economist

Governor's Room—Hotel

Agriculture is a risky business and managing risk has never been more important than in the recent years of volatile prices for U.S. crops, livestock and inputs. What tools can producers use to manage these risks? Risk management products are plentiful but it is easy to get confused on how to use these tools. This session will introduce key risk management concepts for crop and livestock producers, with demonstrations of these concepts focusing on cash forward contracts, put options and crop insurance products.

Internet Marketing: Just About as Important as a Tractor

Jane Eckert, CEO of Eckert AgriMarketing

Monroe A-D—Convention Center

Today's family farmers have to know much more than how to achieve success in planting and cultivating crops and tending to animals. Your success often depends on how well you are able to market what you grow and raise, especially if your farm is transitioning to direct marketing instead of wholesale. This session will include a brief overview of the basics of marketing, and then focus in on the most important tool you'll need other than a tractor—the internet.

Sponsor: Farm Credit



Leading the Charge: State Chair Session

John Torres, AFBF Director of Leadership Development

Imperial Ballroom—Hotel

This session is a teambuilding session for groups of people that work together in a leadership role for a sustained period of time. The session is broken into two parts to help (1) build the team and (2) get the job done. During the first part, participants experience activities pertaining to characteristics of strong teams and discuss strategies for growing as a team. During the second part, participants learn about common pitfalls of teams and are given tools to overcome those challenges.



BEGINNING FARMER AND RANCHER SESSION:

Tools for Successful Farm Transitions & Establishing a New Farm or Farmer In, On or Alongside an Existing Farm or Farmer

Poppy Davis, USDA National Program Leader, Small Farms & Beginning Farmers & Ranchers

Gerald R. Ford Presidential Ballroom—Hotel

This session will mainly be based on case studies and your questions. It will begin with a framework for understanding the business and legal structures that support a farm transition and/or a new farm enterprise. It will also discuss how to identify which USDA and other programs can assist. There will be basic information on how to set up new accounting systems for new farms or new enterprises within existing farms.

3:45pm

REFRESHMENT BREAK

Secchia Lobby—Convention Center

**STOP BY THE SILENT AUCTION
AND PLACE YOUR BID!**

**SATURDAY 9:00AM–6:00PM
SUNDAY 9:00AM–3:45PM**

4:00–5:00pm

SWEET 16 DISCUSSION MEET

*River Overlook A/B, C/D, E/F, & Chase Boardroom—
Convention Center*

4:15–5:30pm



BEGINNING FARMER AND RANCHER SESSION:

Marketing Goals and Development as Part of a Whole Farm Plan

*Virginia Beginning Farmer and Rancher
Coalition Project*

Gerald R. Ford Presidential Ballroom—Hotel

This session will focus on the need for participants to take time to examine and explore marketing interests and opportunities in the context of Whole Farm Planning (WFP). This holistic approach to farm planning is designed to help entrepreneurs develop important farming goals and action plans by balancing quality of life needs, farm resources, production aims, profitably and farmland stewardship. Participants will be engaged in several activities that will assist them in reviewing or sketching out their personal and business goals in terms of production practices, resources, personal time/effort available for the business, intended product(s) or commodities to produce and potential marketing channels or opportunities. The second portion of the session will be devoted to discussion and planning activities designed to allow participants to identify their target markets and marketing strategies.

5:15–6:15pm

INTERNATIONAL 4-H YOUTH EXCHANGE (IFYE) INFORMATION SESSION

IFYE Alumni

Chase Boardroom—Convention Center

“Travelers see mountains, museums and human masses, and mimic a country’s culture. IFYEs pass through front doors of homes to live as sons, daughters, brothers and sisters. Thus the culture engulfs them.” Learn about the opportunities of participating in an international agricultural exchange, or providing someone else the opportunity of learning about American agriculture by being a host family through the IFYE program.

5:30–6:30pm



BEGINNING FARMER AND RANCHER NETWORKING

Gerald R. Ford Presidential Ballroom—Hotel

Networking for Beginning Farmer and Rancher attendees to meet and greet and get in groups for the networking dinner.

Evening

DINNER—STATE PAIRING

State Farm Bureaus have been paired together to have dinner.

8:30pm–Midnight

DESSERT RECEPTION AND ENTERTAINMENT

Ballroom AB—Convention Center

Join us for dessert and evening entertainment! There will be games for kids, fun photo opportunities (bring your camera), card games and good time country music brought to you by Michigan's very own **Scott Thompson Band**: Country the way it should be.

Ask the members of the Scott Thompson Band how they like their music and you may get five completely different answers, but put them together on stage and the result is pure country. The band features a rock solid rhythm section, hot guitar playing and a saw'n fiddle. Top that off with honest and sincere vocals, and the group is an easy sell to today's country music fans. The guys like to equate their multi-faceted sound to a modern blend of Merle, Garth, George Strait and Brad Paisley. The Scott Thompson Band entertains everyone from the diehard fan all the way to the guilty-pleasure listener.

Band Sponsor: Dow AgroSciences



Sunday, February 19

All Day

CYBER CAFÉ

Center Concourse—Hotel

Sponsor: GM



All Day

INTERNET HOT SPOTS

Center Concourse—Hotel

Sponsors: United Soybean Board and AT&T



7:00am–12:00pm

REGISTRATION

Center Concourse—Hotel



8:00–9:45am

USING YOUR VOICES —BREAKING THE GLASS CEILING: A MOCK YF&R POLICY DEVELOPMENT SESSION

Linda Johnson, AFBF Director of Policy Implementation

Ballroom CD—Convention Center

Help determine four specific issues YF&R's want discussed during AFBF's 2013 delegate session in Nashville, Tennessee. Participate in a mock YF&R policy development meeting and learn how to make this a reality. First participants will sit in regions to discuss issues, determine solutions needed and language each region will bring before the entire group. Then everyone will reconvene as a group for the mock YF&R policy session. Each region will propose their language for the group to discuss, possibly tweak language and adopt as the YF&R delegate body. It will conclude with a game plan outlined on how to work YF&R ideas through the actual policy development process.

9:00am–3:45pm

SILENT AUCTION

Secchia Lobby—Convention Center

Matching funds provided by Nationwide



9:00–9:45am



BEGINNING FARMER AND RANCHER SESSION:

Being a Successful Beginning Farmer: Panel of Beginning

Farmers from Across the Country

Gerald R. Ford Presidential Ballroom—Hotel

Hear success stories from beginning farmers and ranchers just like you and have the opportunity to ask questions of them.

10:00–10:30am

MORNING DEVOTIONS

Brian Preston, Michigan YF&R Chair

Ballroom CD—Convention Center

10:45–11:45am

GENERAL SESSION

Ballroom CD—Convention Center

Keynote Speaker:

Matt Lohr, Virginia Commissioner of Agriculture and Consumer Services

The Strongest Link

For years Matt encouraged agricultural groups to step up and get more involved in the political process. Then one day in early 2005, he decided it was time to run for office himself. Matt served five years in the Virginia State Legislature as one of only two active farmers before becoming Commissioner of Agriculture in 2010. His experience has given him valuable insight on how to communicate effectively and convey the proper message to political leaders. This interactive and engaging program is ideal for any audience wishing to strengthen the link between the farm house and the capitol house.

Sponsor: STIHL



12:00–1:45pm

LUNCHEON

Ballroom AB—Convention Center

This is a networking lunch. To find your seat, find the table sign that matches the one on your name badge.

During lunch please fill out the AFBF PR Survey at your table and turn it in as you leave the luncheon.

- Beginning Farmer and Rancher Project Director Introductions
- Case IH Address—**Scott Rasch**
- Greetings from the Hill, **Senator Debbie Stabenow**
- United Soybean Board Address—**John Butler**
- Harvest For All Awards
 - Awards Sponsored by United Soybean Board



- Discussion Meet Final Four Announcement

Luncheon Sponsor: Case IH



2:15–3:30pm

BREAKOUT SESSIONS

Advocacy and Agricultural Literacy: Tools You Can Use

Curtis Miller, AFBFA Director of Education

Governor's Room—Hotel

Looking for tools to help you advocate for agriculture and tell the story of where our food, fiber and fuel begin while helping educators meet subject matter requirements? The American Farm Bureau Foundation

for Agriculture has tools you can use for Pre-K through 12th grade classrooms, as well as teacher and consumer educational programs. This workshop will focus on hands-on, standard-based resources which will help you create a base of knowledge to build upon and begin a dialogue with students and their families about where their food comes from, the importance of today's agriculture and our commitment to continuous improvement.

**Session will be repeated at 4:00pm*

Change is (blank)

Kyle Perry, AFBF Director of Leadership Development

River Overlook AB—Convention Center

Change is (blank). Maybe you said, "Change is hard." However, not all change is hard. In fact, sometimes we welcome change. Consider marriage or having a child—talk about change! Yet, people sign up for those changes every day. What determines whether a change is resisted and hard or welcomed and easy? In this session, we will consider change from different perspectives, explore a road map for navigating change, and learn how to help others manage change.

**Session will be repeated at 4:00pm*

Effective Risk Management Strategies—Livestock Focus

John Anderson, AFBF Senior Economist

Todd Davis, AFBF Senior Economist

Imperial Ballroom—Hotel

Agriculture is a risky business and managing risk has never been more important than in the recent years of volatile prices for U.S. crops, livestock and inputs. What tools can producers use to manage these risks? Risk management products are plentiful but it is easy to get confused on how to use these tools. This session will introduce key risk management concepts

for crop and livestock producers, with demonstrations of these concepts focusing on cash forward contracts, put options and crop insurance products.

Making an Impact

Matt Lohr, Virginia Commissioner of Agriculture and Consumer Services

Monroe A-D—Convention Center

This breakout session is a spin off of Matt's keynote "The Strongest Link." In the keynote, Matt encourages young producers to get involved in building relationships with their elected officials. This workshop will go in depth on the most effective ways to reach out and share this message. Learn how best to connect, establish trust, share your story and make an impact on those who are shaping the policy for our industry.

Sponsor: STIHL



Sharing Your Story Through Blogging

Josh Lysne, Director of Digital Strategy at AdFarm

Senator Vandenberg Room—Hotel

In this session, Josh will walk you through the basics of blogging including why to blog, the anatomy of a good blog, keyword research and writing search engine optimized (SEO) content, and general best practices. In addition, Josh will walk you through different strategies to drive traffic to your blog after you have posted content.

Bring your computer, iPad, tablet, etc. to this session for a special Internet Hot Spot location!

**Session will be repeated at 4:00pm*



BEGINNING FARMER AND RANCHER SESSION:

Knowing Your Farm Insurance

Jerry Hillard, Nationwide Insurance

Gerald R. Ford Presidential Ballroom—Hotel

This workshop will cover how to be an informed purchaser when buying farm insurance. It will walk through what is normally covered and what is normally not covered in your farm insurance policy and will provide insights into topics that you should discuss with your agent.

Sponsor: Nationwide



3:30pm

REFRESHMENT BREAK

Secchia Lobby—Convention Center

3:45pm

SILENT AUCTION ENDS

Secchia Lobby—Convention Center

4:00–5:15pm

BREAKOUT SESSIONS

Advocacy and Agricultural Literacy: Tools You Can Use

Curtis Miller, AFBFA Director of Education

Governor's Room—Hotel

Looking for tools to help you advocate for agriculture and tell the story of where our food, fiber and fuel

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Communicating with Consumers: Join the Conversation about the Food You Produce

Kim Essex, U.S. Farmers & Ranchers Alliance
Monroe A-D—Convention Center

With fewer than two percent of Americans operating a farm or ranch, the other 98 percent have become more and more disconnected from where their food comes from—even in cases where they descend from a family of farmers or ranchers. In USFRA's "Conversation Conversion" program, you can learn what today's

consumers feel about their food, and what they know about food production. As farmers and ranchers, we've raised pretty much everything except our voices. With this program, you can learn one thing you can do to join the conversation.

Farm Bureau: What's in it for Me? A Session for Collegiate Farm Bureau Members

Jill Casten, AFBF Director of Training & Development
Imperial Ballroom—Hotel

As a college student, you have so many decisions to make about the future. What do I want to do? Where do I want to live? The good news is that by getting involved in Farm Bureau at the college level you are already taking the steps to grow your career and engage with others in the agricultural industry. In this session, learn about the basics of Farm Bureau and what it can do for you as you continue to grow personally and professionally—all while networking with other collegiate FB members from across the nation!

Sharing Your Story Through Blogging

Josh Lysne, Director of Digital Strategy at AdFarm
Senator Vandenberg Room—Hotel

In this session, Josh will walk you through the basics of blogging including why to blog, the anatomy of a good blog, keyword research and writing search engine optimized (SEO) content, and general best practices. In addition, Josh will walk you through different strategies to drive traffic to your blog after you have posted content.

Bring your computer, iPad, tablet, etc. to this session for a special Internet Hot Spot location!



BEGINNING FARMER AND RANCHER SESSION:

Getting the Lay of the Land: Accessing and Assessing Land for Agriculture

Amanda Block, Program Coordinator, Ohio State University Extension

Morgan Taggart, Program Specialist, Ohio State University Extension

Derek Shafer, West Creek Preservation Committee

Gerald R. Ford Presidential Ballroom—Hotel

Many beginning farmers find that searching, selecting and purchasing land can be an intimidating process. Through their work with urban farmers in Cleveland and the Kinsman Farm Incubator, OSU Extension and the West Creek Preservation Committee have developed a methodical way to navigate barriers to land access. This session will give farmers the tools to find, assess, access and secure land in their area for farming and ranching. The presenters will share a model for third party leasing, insurance options and offer ideas on how to work with local government and community partners to understand policy and zoning related to agriculture.

5:15–7:00pm

SILENT AUCTION PICK-UP

Ballroom CD—Convention Center

5:30–6:15pm

FINAL FOUR DISCUSSION MEET

Ambassador Ballroom—Hotel



All collegiate competitors receive scholarships courtesy of CHS Foundation

5:30–6:15pm

BEGINNING FARMER AND RANCHER POSTER DISCUSSION

Welsh Lobby—Convention Center

6:15–6:45pm

INTERNATIONAL 4-H YOUTH EXCHANGE (IFYE) INFORMATION SESSION

IFYE Alumni

Chase Boardroom—Convention Center

“Travelers see mountains, museums and human masses, and mimic a country’s culture. IFYEs pass through front doors of homes to live as sons, daughters, brothers and sisters. Thus the culture engulfs them.” Learn about the opportunities of participating in an international agricultural exchange, or providing someone else the opportunity of learning about American agriculture by being a host family through the IFYE program.

7:00–9:00pm

DINNER BANQUET

Ballroom AB—Convention Center

- State Introductions N-W
- General Motors Address, **Bob Briedis**
- Collegiate Discussion Meet Awards
- Retiring YF&R Committee Awards

Sponsor: General Motors, LLC



Monday, February 20

7:00–10:00am

CYBER CAFÉ

Center Concourse—Hotel

Sponsor: GM



7:00–10:00am

INTERNET HOT SPOTS

Center Concourse—Hotel

Sponsor: United Soybean Board and AT&T



7:00–8:30am

STATE COORDINATOR/CHAIR BREAKFAST

Imperial Ballroom—Hotel

8:45am

CLOSING GENERAL SESSION

Ballroom CD—Convention Center

Keynote Speaker:

Bryan Townsend, Motivational Speaker

Stand On It! Succeeding in Challenging Times

The Talladega Super Speedway is NASCAR's most competitive venue. For eighteen years Bryan was the anchor on the live radio broadcast of time trials from Talladega, and covered races from the pits. At the start of each race, as the flagman waves the green flag to start the race, thousands of fans rise to their feet and cheer, "Stand On It!" That means, put your right foot

on the floor, slap the pedal to the metal and give it everything you've got! It means, put your heart in it. In this world of people, we can accomplish only so much with our hands and heads. It's when we put our heart in our work that we excel, overcome challenge and become champions. Good people, in good times, can do good work on cruise control. In these challenging times, what was good enough before is not good enough now. It's time to turn off the cruise control, put the pedal to the metal and Stand On It!

Sponsor: Nationwide



**Seating will be by bus number; come prepared to leave for tours directly after the presentation. You will not be returning to the hotel until after the grand finale event.*

10:00am–6:00pm

TOURS

**Please wear long sleeve shirts and closed toed shoes*

5:30–8:30pm

GRAND FINALE EVENT

Grand Rapids Public Museum

Enjoy a taste and sip of Michigan at this enjoyable finale event. The evening will feature a DJ, admission to the museum, carousel rides and more! Explore nearly a quarter of a million artifacts and specimens in the museum while visiting with young farmers and ranchers from across the country. Stick around to the end and win door prizes if you participate in the museum scavenger hunt!

**Tours will drop off at the Grand Rapids Public Museum. There will be transportation from the finale event to the hotel for the entire length of the event. The museum is located a few blocks from the hotel.*

TOUR DESCRIPTIONS

Tour #1

Fenn Valley Vineyards & Wine Cellar—Fenn Valley Vineyards is a family-owned and operated vineyard and winery complex established in 1973. The vineyard site, located near the shores of Lake Michigan, has the Great Lakes climate ideal for growing grapes. Fenn Valley combines a unique climate, age-old winemaking techniques and the best of modern technology to create award-winning wines of distinction.

Tiara Yachts & Energetx—Tiara Yachts, focused on the design and manufacture of pleasure boats, has a rich boat-building heritage that extends over four decades. Energetx, housed in the same building, is an innovative provider of manufacturing solutions for composite fabrication and recently began building wind turbine components including 150-foot wind blades. **No children under 5 permitted**

Zeeland Farm Services—Zeeland Farm Services, Inc., located in Holland, Michigan, is a family-owned and operated business with 60 years of service to the agricultural and transportation industries. Zeeland Farm Services consists of several agricultural product divisions including a soybean processing plant, a soy biodiesel plant and a soybean oil refinery plant.

No children permitted

Tour #2

General Motors—This assembly plant is GM's newest plant in North America, blending the best practices and newest technology into one facility. It is proud to be the first and only manufacturing facility to be a Gold Certified Leader in Energy and Environmental Design (LEED). Tour attendees will see how they harvest the rainwater from the roof, based on a cutting-edge roof drain system. Tour attendees will also see a modern day assembly line, which will encompass various aspects to assembling the Chevrolet Traverse, GMC Acadia and Buick Enclave. **No children under 12 permitted**

Carbon Green Bioenergy Ethanol Plant—Carbon Green BioEnergy, LLC, is dedicated to optimizing biofuel production through management, energy efficiency and operational improvements. The plant buys corn from local farmers to produce 50 million gallons of ethanol and 120 thousand tons of distiller dried grains per year.

Heffron Farms Market—Heffron Farms in 1983 decided to venture into the retail meat business, making natural meats available locally. Originally, their product was marketed at the City of Grand Rapids farmers' market. Due to that success, the family opened a market on the farm and two years later opened their first store in the city of Grand Rapids. Three additional stores have been opened in the surrounding area.

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Tour #3

den Dulk Dairy Farm—denDulk Dairy is a family-owned farm located in Ravenna. den Dulk Dairy milks 3,000 jersey cows and grows all of the feed which includes 3,500 acres of alfalfa and corn. The farm also includes a state-of-the-art calf raising facility, modern milking parlor and an innovative methane digester. The methane digester currently utilizes 30% of the manure produced on the farm and generates electricity to operate the methane digester operations.

Countryside Greenhouse—This family business was originally built as a small wholesale operation and was just a single hoop style greenhouse. Countryside Greenhouse steadily grew over time and is now a regional destination for plants of all shapes, sizes and colors. Countryside Greenhouse is one of the largest garden centers in West Michigan and provides a wide variety of home and garden decorations and accessories.

RiverRidge Packing—RiverRidge is an apple sorting, grading and packing facility in Sparta. RiverRidge represents growers throughout Michigan and markets approximately one-third of Michigan's fresh apple crop every year. RiverRidge also represents growers in the top apple producing regions of the United States, as well as those in South America. ***No children permitted***

Tour #4

Victory Farms—Victory Farms grows 1,000 acres of produce for primarily fresh market and processed products. Produce grown includes turnips, parsnips, celery root, rutabaga, red beets and 500 acres of winter squash. All of the products are packed on-site for distribution to chain stores and terminal markets in the Eastern portion of the United States. The majority of produce packing takes place from October through February.

Robinette's Apple Haus & Winery—Celebrating its centennial in 2011, this family owned and operated fruit farm, cider mill, bakery, winery and lunchroom features (in season) apples, peaches, nectarines and cherries. In the fall, they have a corn maze, horse-drawn hayrides, and you-pick apples. An 1881 barn holds their wine tasting room, original West Michigan artwork and distinctive gifts.

Gordon Food Service started as a butter-and-egg delivery business more than a century ago in 1897. Today, they are the largest family-owned broadline foodservice distributor in North America—and one of the largest privately held companies in the United States. Gordon Food Service distributes to foodservice operators from Northern Michigan to Key West, Florida, to National and Regional Chains along the entire East Coast of the United States and coast to coast in Canada. They also operate over 140 retail stores in eight states. ***No children permitted***

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