

Western Leadership Conference

January 27-29, 2022

Dixie Convention Center | 1835 S Convention Center Drive | St. George, UT 84790

Thursday, January 27

8:30 AM-9:30 AM

Committee Meetings (Utah Only)

YF&R- Sunbrook A

P&E- Sunbrook B

Women's- Sunbrook C

9:30 AM-11:00 AM

Leadership Development [State Board, County Presidents, State Committees] (Utah Only)

Entrada BC

11:30 AM-1:15 PM

Lunch on your own

12:30 PM-1:15 PM

Mix & Mingle-Refreshments prior to opening general session

Foyer

1:30 PM-3:00 PM

Opening General Session

Welcome -Ron Gibson

Farm Bureau Communications- Terri Moore

Western Caucus/Rep Chris Stewart

Ballroom B

3:00 PM-3:30 PM

Break

Foyer

3:45 PM-5:00 PM

General Session

Animal Ag Alliance - Emily Solis

American Farm Bureau Federation – Ryan Yates

Supply Chain/Inland Port- Jack Hedge

Ballroom B

6:00 PM

Dinner on your Own. Evening on your own

Friday, January 28

8:30 AM-10:15 AM

General Session

Vance Crowe- My Grandfathers Axe

Center for Food Integrity- Donna Moenning

Ballroom B

10:15 AM – 10:45 AM

Break Foyer

Breakouts Round 1
10:45 AM-11:45 AM

-Social Media (How to use as a connecting tool & advocating tool). -Tyson Roberts Sunbrook A	-Leadership Development: Interest based negotiation Vance Crowe Entrada A
Sunbrook B	-What Does Modern Membership Development look like? Goals & Benchmarks (It's not policy development!) What matters to farmers? Elise Cruce Entrada B
-International Trade Development Resources for Agriculture & Food Producers Calli Forsyth Sunbrook C	Title: YF&R Awards Description: What can the YF&R awards do for you, and where can they take you? Puerto Rico is Where! Riggin and Laura Holmgren Entrada C

Lunch

12:00 PM-1:30 PM

Lunch
Garden Room

Breakouts Round 2
1:30 PM-2:30 PM

-Social Media (How to use as a connecting tool & advocating tool). - Tyson Roberts Sunbrook A	-Leadership Development: Interest based negotiation Vance Crowe Entrada A
Driving Solutions Home, Take your transportation needs to next level -AJ Ferguson Sunbrook B	-Leadership Development: "Start with Why" Elise Cruce Entrada B
-Agritourism Panel "Know Your Why" Sherri Tate & Grant Kohler Sunbrook C	Description: Speed networking + resource sharing to improve you and your farm. State YF&R Committee Entrada C

2:30 PM – 3:00 PM

Break
Foyer

Breakouts Round 3
3:00 PM-4:00 PM

-How to be aware, stay on top of, follow and get involved in local issues? State website on county meetings & Millard County setbacks as example of activating the grassroots. - Garrick Hall <i>Sunbrook A</i>	Decade of Ag -Dairy West Kristi Spence <i>Entrada A</i>
Preparing for Activist Threats - Emily Solis <i>Sunbrook B</i>	FB Basics: How to have an effective meeting? "Fat Free Meetings" Elise Cruce <i>Entrada B</i>
-Agritourism Panel "Know Your Why" Sherri Tate & Grant Kohler <i>Sunbrook C</i>	YF&R Social Description: Games, good times, door prizes and snacks State YF&R Committee

5:00 PM

Dinner at Convention Center
Closing Address by Ron Gibson
-How we can work together as Western FBs
Garden Room

6:30 PM

Social event at convention center following dinner TBD
Cornhole, Roping Dummies, Games, Refreshments
Ballroom CDEF

Saturday, January 29

8:30 AM-10:00 AM

Breakfast with Western States Leaders
(Invited: State Presidents and State Board Members, Western States Guests)
Garden Room

11:00 AM

Utah Board of Directors Meeting/Lunch
Sunbrook AB