



innovation
GENERATION

2017 O&L

*“For I know the plans I have for you,”
declares the Lord, “plans to prosper you and not
to harm you, plans to give you hope and a future.”*

Jeremiah 29:11



WELCOME

As President of Arkansas Farm Bureau, I welcome each of you to the 69th Officers & Leaders Conference. This mid-summer gathering of Farm Bureau leaders from across Arkansas is designed to bring innovation to your agricultural advocacy efforts and develop your understanding of our future.

The next two days will be focused on the Innovation Generation, and by that I mean every one of us. The changes we have each witnessed during our lifetimes have been phenomenal. These changes have come at a remarkable pace, from computing capacity to yield and growth gains on our farms and ranches. It sometimes helps to receive advice and counsel about these changes, and hopefully you experience that during O&L.

We need Farm Bureau to embrace the innovation that surrounds us, to ensure our organization remains relevant and meaningful in your county, our state and across the nation. We are, after all, the Innovation Generation, and our future is before us.

God bless you and your families. God bless the farmers and ranchers. And God bless Arkansas Farm Bureau.



Randy Veach
*President,
Arkansas Farm Bureau*

MONDAY JULY 24

10 a.m. **Registration**
Grand Hall

Noon **General Session**
Horner Hall

Invocation | Peggy Miller, *State Women's Committee Chair*
Presentation of Colors | Hot Springs VFW Post 2278
Pledge of Allegiance | Chase Groves, *State YF&R Committee Chair*
National Anthem | Ceria Grace Scott

Luncheon

Special Presentations

Arkansas Farm Bureau Scholarship Foundation Recipients
Romeo E. Short Scholarship Recipients
Marvin Vines Memorial Scholarship Recipient
YF&R Excellence in Agriculture Award Winner
YF&R Achievement Award Winner

Introduction of President | Rich Hillman, *Vice President*

President's Address | Randy Veach, *President*

Policy Development Kickoff Video

2 p.m. **Adjourn**

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

- Implementing Successful YF&R | *Rooms 203 & 204*
and Women's Programs
- The Triple Crown of Myths | *Room 207*
- On Farm Use of Technology | *Room 209*

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

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

- 2017 Legislative Session and What's Next | *Rooms 203 & 204*
- The New Arkansas Farm Bureau Foundation | *Room 207*
- Pesticide Container Disposal and | *Room 209*
Worker Protection Standards

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

TUESDAY JULY 25

7:30 a.m. **Registration**
Grand Hall

8 a.m. **Policy Development Workshops**
• Livestock | *Room 207*
• Crops | *Room 209*

9:30 a.m. **Break**

10 a.m. **General Session**
Horner Hall

President Randy Veach, presiding

Discovering Your Influential Power

Troy and Stacy Hadrick, Advocates for Agriculture

Door Prize Drawing

Closing Prayer | Joe Christian, *Secretary/Treasurer*

11 a.m. **Adjourn**

“Innovation
distinguishes between
a **leader** and a follower.”
Steve Jobs

COUNTY PHOTOS

On Monday, county group photos will be taken in the Convention Center lobby from 10:30 a.m.–12:30 p.m. & 4:30–5:30 p.m.



SPECIAL PRESENTATIONS

YF&R EXCELLENCE IN AGRICULTURE AWARD CONTEST

The winner of this competition will be announced at the luncheon during the Monday general session. This program is designed to reward young farmers and ranchers (age 18-35) who are active in Farm Bureau and in their communities, but who are not full-time farmers. The winner will receive \$11,000 and the two runner-ups will receive \$1,500 each. The award sponsors are: Publishing Concepts Inc., publisher of *Front Porch* and *Arkansas Agriculture*, Farm Bureau Mutual Insurance Co. of Arkansas, Inc., and Arkansas Farm Bureau. The winner will also represent Arkansas at the national contest in Nashville.

YF&R ACHIEVEMENT AWARD CONTEST

The winner of this competition will be announced at the luncheon during the Monday general session. This program is designed to reward young farmers and ranchers (age 18-35) who are active in Farm Bureau and in their communities. The winner will receive a check in the amount of \$35,000 and the two runner-ups will receive \$5,000 each. Southern Farm Bureau Casualty Insurance Company is the award sponsor. The winner will also represent Arkansas at the national contest in Nashville.

SCHOLARSHIPS

The scholarship recipients will be announced at the luncheon during the Monday general session. Arkansas Farm Bureau has long been a supporter of higher education. More than \$58,000 will be awarded to students across the state this year, through the Arkansas Farm Bureau Scholarship Foundation, Romeo E. Short Scholarship and the Marvin Vines Memorial Scholarship.

WORKSHOPS MONDAY 2:30 P.M.

IMPLEMENTING SUCCESSFUL YF&R AND WOMEN'S PROGRAMS – Rooms 203 & 204

A panel of representatives from county YF&R and Women's Committees will discuss successful programs in their counties and how to implement similar programs in your county. The panel will include **Tyler McDonald** (*Lafayette County*), **Amy Searcy** (*Cross County*), **Josh Cureton** (*Craighead County*), **Dana Stewart** (*White County*), **Sarah Watkins** (*Boone County*), **Angee Adcock** and **Chelsea Chandler** (*Garland County*).

THE TRIPLE CROWN OF MYTHS – Room 207

Troy and Stacy Hadrick *Advocates for Agriculture*

Agriculture is being bombarded every day by people who are trying to eliminate production agriculture in this country. Do you know how to combat this negative message? It's time to stand up and tell the true and positive story of agriculture. This interactive workshop will give you the tools, motivation and confidence to get out and promote agriculture one story at a time. Troy and Stacy will challenge the audience to share their story about agriculture while helping them hone their message.

ON-FARM USE OF TECHNOLOGY – Room 209

Dr. Terry Spurlock *University of Arkansas Cooperative Extension Service*

Walt Delp, P.E. *Natural Resources Conservation Service*

David Hall, P.E., P.S. *Arkansas Highway and Transportation Department*

Josh Bettis *Navigation Electronics, Inc.*

Dr. Terry Spurlock will begin the workshop by discussing current research being conducted by UAEX on plant and soil health through aerial imagery. Aerial imagery and sensory research using drones and airplanes are being studied to determine if they will help producers better assess and treat plant health. As drone usage becomes more common, it could provide producers a much more cost-efficient management tool to help cover the ever-changing landscape of the farm.

Walt Delp will begin with Natural Resources Conservation Service's use and thoughts on precision agriculture. David Hall will follow with the Arkansas Highway and Transportation Department's (AHTD) system of Cross-Origin Resource Sharing (CORS) and the use by the public. Josh Bettis of NEI will conclude with the benefits of using CORS for precision agriculture as well as how much personal data is stored on the system.

WORKSHOPS MONDAY 3:45 P.M.

2017 LEGISLATIVE SESSION AND WHAT'S NEXT – *Rooms 203 & 204*

The 2017 legislative session in Little Rock was a success for Arkansas Farm Bureau, and work has already begun on issues that will affect agriculture and farming in Arkansas next year. **ArFB Public Affairs & Government Relations Staff** will review the General Assembly's work during the 2017 session, what new laws mean for you, and talk about upcoming issues you need to know about and discuss with your local elected officials.

THE NEW ARKANSAS FARM BUREAU FOUNDATION – *Room 207*

Warren Carter *ArFB Executive Vice President*

Chuck Tucker *ArFB Senior Vice President of Organization and Administration*

Lori McFarlane *Greater Arkansas Chapter of American Red Cross*

Steve Biernacki *American Red Cross*

The Arkansas Farm Bureau Foundation has launched as a 501 (c)(3) to further understanding of agricultural and rural issues and support agriculture and rural communities through funding for education efforts, research, litigation and disaster relief.

This session will describe why the Foundation was created and how it will function. Specifically, it will address why the Farm Bureau Foundation will focus on education and outreach efforts that support agriculture and rural communities and will not engage in any political advocacy work, either for candidates or issues. Lori McFarlane and Steve Biernacki with American Red Cross will discuss the recent donation made by the Foundation to the American Red Cross in Arkansas, to assist Arkansans who experienced devastation from April floods.

PESTICIDE CONTAINER DISPOSAL AND WORKER PROTECTION STANDARDS – *Room 209*

Richard Marburger *USAg Recycling*

Ples Spradley *University of Arkansas Cooperative Extension Service*

In the first half of this workshop Richard Marburger with USAg Recycling Inc. will talk about his company's work in recycling pesticide and herbicide chemical containers and how it can help you.

In the second half, Ples Spradley with the University of Arkansas Cooperative Extension Service will discuss current and future Worker Protection Standards and what you need to do to comply with those standards.

WORKSHOPS TUESDAY 8 A.M.

LIVESTOCK POLICY DEVELOPMENT – Room 207

This session will focus on a wide range of animal industry issues challenging farmers and ranchers. Animal health regulations, foreign trade concerns, consumer demand issues, tax concerns, relevant sections of the Farm Bill and other matters will be discussed by **ArFB Staff**, in order to better prepare county leaders to engage in their county's policy development activities.

CROPS POLICY DEVELOPMENT – Room 209

Dr. John Newton *American Farm Bureau Federation*

ArFB Staff

This session will focus on issues identified by the commodity divisions during their summer meetings. The 2018 Farm Bill will be covered, along with other topics of relevance to row crop farmers.

Acknowledgements

An enormous thanks to our conference cosponsors:

- Southern Farm Bureau Casualty Insurance Company
- Southern Farm Bureau Life Insurance Company
- Farm Bureau Mutual Insurance Company of Arkansas, Inc.



Upcoming FB Meetings



LEADING ACROSS Generations

**83RD CONVENTION
& TRADE SHOW**
NOV. 29 - DEC. 1
LITTLE ROCK



AFBF's 99th Annual Meeting Jan. 7-10, 2018 in Nashville, TN

For more information, pick up a flier at the registration desk!



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