



Young Farmers & Ranchers Leadership Conference

February 16-18, 2024

The Peabody Hotel – Memphis, TN – 149 Union Avenue

DRAFT AGENDA

FRIDAY, FEBRUARY 16:

3:00 – 6:00 p.m. Conference Registration

3:00 - 5:30 Visit Industry Booths
Louis XVI Room

4:00 p.m. Hotel Check-In
Hotel Lobby

6:30 – 7:30 p.m. Opening Reception

Peabody Rooftop and Skyway Ballroom

Dinner on your own

SATURDAY, FEBRUARY 17:

7:00 a.m. Conference Registration

7:30 a.m. Breakfast

8:00 a.m. Welcome and Conference Overview
Colton McMurry, MFBF YF&R Chairman

8:15 a.m. Adjourn to General Session

9:00 a.m. General Session

9:00 a.m. Opening Remarks
Mike McCormick, MFBF President

9:15 a.m. It's a Jungle Out There!
Jolene Brown, Iowa Farmer, Professional Speaker, and Family Business Consultant

10:40 a.m. Managing the Positives and Realities of Economic Trends to Increase Your Odds for Business Success
Dr. David Kohl, Professor Emeritus of Agricultural Finance and Small Business Management and Entrepreneurship, Virginia Tech

- 11:45 a.m. Networking Break & Industry Booth Visits**
- 12:15 p.m. Young Farmers & Ranchers Lunch**
- 12:55 p.m. Faith, Family, Farm Bureau, and...TikTok – Insights into Sharing the Story of Agriculture**
Cody and Erika Archie, Bar 7 Ranch
- 1:55 p.m. Announcement of 2024 Achievement Award and Excellence in Agriculture Winners**
Mike McCormick, MFBF President
- 2:00 p.m. Adjourn to Breakout Sessions**
- 2:30 p.m. BREAKOUT SESSIONS – Choose One**
- Session A: Family Business Workshop: The Top 10 Mistakes that Break Up a Family Farm or Business**
Jolene Brown, Iowa Farmer, Professional Speaker, and Family Business Consultant
- Session B: Ag Safety Workshop: Grain Bin Safety Simulation and General Farm Safety**
Benton Mosely and Matt Hammons, MFBF Safety Specialists
- Session C: Advocacy Workshop: Successfully Telling Your Ag Story on Social Media**
Cody and Erica Archie, Bar 7 Ranch
- Session D: Political Engagement Workshop: Off the Sidelines and Into the Game – Using Your Voice to Find Solutions and Make an Impact**
Kevin Brown, MFBF Policy Development Coordinator
Justin Ferguson, MFBF National Affairs Coordinator
Andy Whittington, MFBF Environmental Coordinator
- 4:00 p.m. Time for Networking on Your Own**
- 6:00 p.m. Dinner and Entertainment – featuring the Jason Miller Band**
Tin Roof – 315 Beale Street

SUNDAY, FEBRUARY 18:

- 9:00 a.m. Breakfast**
Skyway Ballroom
- 9:30 a.m. Time of Worship and Devotion**
Woody Key, Pastor, Bryant Lane Cowboy Church
- 10:00 a.m. Closing Comments and Conference Adjournment**
Mike McCormick, MFBF President
Colton McMurry, MFBF YF&R Chairman