



2024 KFB Young Farmer Leadership Conference

Cincinnati Marriott at RiverCenter/Northern Kentucky Convention Center

Covington, Kentucky

Friday, January 5

12:30 – 7:00 p.m.

Registration

Convention Center Lobby

Pre-Conference Activities

2:00 p.m./2:30 p.m.

The Newport Aquarium

Tour the Newport Aquarium at your own pace with our group rate.

Participants who choose to attend must arrive at the Aquarium at 2:00 p.m. to get tickets.

(All participants provide their own transportation.)

Newportaquarium.com

3:00 p.m. – 3:45 p.m.

Collegiate Discussion Meet Round 1

Farm Bureau's strength depends on its members' ability to analyze agricultural issues and decide on solutions that best meet their needs.

The Collegiate Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member. Attendees are welcome to join the audience.

Covington II and Covington III

Covington II and Covington III

4:30 p.m. – 5:15 p.m.

Collegiate Discussion Meet Round 2

Covington II and Covington III

5:45 p.m. - 6:15 p.m.

First-Time Attendees Session

Join this brief session to meet with Young Farmer Advisory Committee members, while learning the ends and outs of the conference opportunities.

Ballroom

6:30 p.m.

Opening Dinner and General Session

Enjoy dinner and kick off the conference with presentations from Farm Bureau leaders and discover the impact of the Young Farmer Program for personal and professional advancement from alumni.

Ballroom

Welcome, Mackenzie Wright, Young Farmer Committee Chair

Welcome, Chris Back, Kenton County Farm Bureau President

Welcome, Shane Wiseman, First Vice President

Guest Speaker, Jonathan Shell, Commissioner of Agriculture

Young Farmer Alumni Panel

Announce Collegiate Discussion Meet Top 4

Live Auction

During the opening session, participate in a live auction to help fund the Young Farmer Scholarship Program. There will also be a silent auction with additional items.

Friday, January 5 (continued)

8:30 p.m.

Family Game Night

Come enjoy an evening of games, activities, and ice cream. This is a great opportunity to network with other participants in a casual, fun-focused setting.

Covington II and Covington III

Saturday, January 6

8:30 a.m. – 9:15 a.m.

Breakfast and General Session

Enjoy breakfast and learn about current agricultural updates from Frankfort and Washington, DC, as well as hear what is coming up for Kentucky agriculture.

Ballroom

Welcome, Eddie Melton, President

Guest Speaker, Kyle Kelly, Director, Public Affairs Division

9:30 a.m. – 10:15 a.m.

District Breakout Sessions

Utilize this brief session to discover opportunities within your district for young farmers, and have your voice heard on upcoming events and goals for the district.

Ballroom, Meeting Rooms II and III

9:00 a.m. – 3:30 p.m.

Kids Cool Down Room

The Cool down room will have light activities intended for younger children to enjoy. Parents should be in the room with their children at all times.

Covington I

10:30 a.m. – 11:20 a.m.

Workshop Session 1

Workshops are hands-on sessions focused on specific interest topics.

Find Your Place in KFB

Kentucky Farm Bureau (KFB) and the Young Farmer program are packed with opportunities to engage, compete, and grow. This session is intended to educate how to get involved with Farm Bureau programming and resources. A great session for new participants and those looking to get more involved.

Covington III

"This could have been an Email": Making Meetings Effective

Join us in this workshop as we uncover the reasons behind meeting dread and how to design meetings that people can invest in! We'll explore tactics to create a clear vision, how to structure your agendas in a way that works, and learn how to navigate difficult dynamics in a meeting room.

Covington II

Saturday, January 6 (continued)

The Power of Personal Branding

As a leader, it's important to know who you are and what you stand for. During this session, we will explore the importance of branding, what defines a personal brand and how to identify and share your own brand on social media.

Meeting Room III

Understanding Agricultural Commodity Markets: Part 1

In this session explore how to analyze price risk within agricultural commodity markets. Specifically, this session will focus on market "fundamentals". Knowing the fundamentals of a given commodity are essential to any marketing plan. Use public data to analyze Corn, Soybean, and Feeder Cattle futures markets. No matter your current agricultural futures market knowledge, there is something in this session for everyone.

Meeting Room II

Children's Session

This session is designed for children to explore and discover topics related to agricultural production in a fun, hands-on experience. Children of all ages are welcome. If you choose to drop your child off at this session, please pick them up after the session concludes.

Meeting Room I

11:30 a.m. – 1:00 p.m.

Lunch and General Session

Enjoy lunch and hear a new approach to facing challenges while working towards your personal and professional goals with our keynote speaker.

Ballroom

Welcome, Larry Clark, Second Vice President
Keynote, Braxten Nielsen

1:15 p.m. – 2:15 p.m.

Workshop Session 2

Workshops are hands-on sessions focused on specific interest topics.

Compete to Win: KFB Young Farmer Contest Opportunities

Competing in Young Farmer competitive events comes with big prizes! This session will include an overview of competitions, a panel of winners, and a discussion of tips and tricks to succeed when competing. Come and have your questions answered in this interactive session.

Covington III

What Drives Us: Understanding Motivational Leadership

The achievements of a team are dependent on leaders who can motivate their team members to take action. This session will explore motivation styles and how to adapt your leadership approach to the motivation styles of your team.

Covington II

Saturday, January 6 (continued)

Agriculture in Action: Sharing Your Message with a Consumer Audience

Sometimes getting your message across to a consumer can be challenging. In this session, we'll walk through tangible tools you can use to share the importance of agriculture with a non-farming audience, learn the do's and don'ts of crafting your unique message and explore resources that will help strengthen your story. You'll leave this session feeling empowered to share your message with anyone!

Meeting Room III

Understanding Agricultural Commodity Markets: Part 2

In our second session we will, again, look to analyze price risk within agricultural commodity markets. This time we will be focusing on market "non-fundamentals". Topics addressed will be the Federal Reserve, Who are Futures Markets Participants, and Public Data to help give producers an edge when planning for 2024. If you've ever had questions about interest rates, inflation, or hedge funds. This session may be of interest to you.

Meeting Room II

Children's Session

This session is designed for children to explore and discover topics related to agricultural production in a fun, hands-on experience. Children of all ages are welcome. If you choose to drop your child off at this session, please pick them up after the session concludes.

Meeting Room I

2:30 p.m. – 3:30 p.m.

Workshop Session 3

Workshops are hands-on sessions focused on specific interest topics.

Building a County Young Farmer Program

The success of a State Young Farmer program begins with healthy County Young Farmer Programs. Join this panel conversation regarding how to engage, grow, and create a County Young Farmer Program from fellow county leaders.

Covington III

Conflict: The Path to Constructive Conversations

Conflict can be a useful tool if done well! In this workshop we will understand the root of conflict and the reasons behind the fear it often invokes. We will also explore techniques for fostering healthy conflict.

Covington II

"Social Media Success" So Easy Even a Farmer Can Do It

Take an in-depth look at the world of social media. Hear success stories, learn the tips and tricks of the trade, and even try your hand at content creation.

Meeting Room III

Saturday, January 6 (continued)

Becoming a Prepared Borrower

Whether you're a first-time loan borrower or have some experience, this session is designed to give you the tools you need to prepare yourself for a loan and understand the loan processes. We'll discuss budgeting and saving strategies and dispel some common loan myths. You'll leave feeling confident and prepared to take the next steps towards getting the loan you need to achieve your goals.

Meeting Room II

Children's Session

This session is designed for children to explore and discover topics related to agricultural production in a fun, hands-on experience. Children of all ages are welcome. If you choose to drop your child off at this session, please pick them up after the session concludes.

Meeting Room I

3:45 p.m. – 4:45 p.m.

Networking Sessions

The goal of these sessions is intended to bring together young farmers from across the state. Networking sessions are structured to connect participants with others with similar interests (i.e., Collegiate participants, County Young Farmer Leaders, etc.), while providing an opportunity to gain insight from fellow participants.

Meeting Room III and Convention Center Lobby

5:00 p.m. – 6:30 p.m.

Dinner and Closing Session

Enjoy dinner, watch the final round of the collegiate discussion meet, and hear closing remarks from our State Young Farmer Committee and logistics for our closing event. The Collegiate Discussion Meet winner will be announced at the end of the program.

Ballroom

Collegiate Discussion Meet Final Round

Giveaway Items

Closing Event announcements

7:00 p.m.

Recommended Departure Time

Grand Finale Event

Perfect North Slopes

Join the group for an evening of snow tubing at Perfect North Slopes. Get tickets from a KFB staff on site at Perfect North.

(All participants provide their own transportation.)

<https://perfectnorth.com/>