



Feb. 9-11, 2024 | Embassy Suites Event Center | 2353 Perry Road | Plainfield, IN 46168

AGENDA

All times are EST. Tentative and subject to change.

Friday, Feb. 9

5 - 9:30 p.m.

Registration & Check-in

Location: Event Center Lobby

*Hotel guests are welcome to participate in the daily Manager's Reception hosted by Embassy Suites from 5:30-7:30pm in the Hotel Lobby

Silent Auction opens at 5 p.m.

7 - 9 p.m.

Welcome Reception & Celebration

Location: Hendricks A, B & C Ballroom | Gather for dinner and networking

Saturday, Feb. 10

7 - 9 a.m.

Registration & Check-in

Location: Event Center lobby

9:30 - 10:45 a.m.

Opening Session & Keynote

Sharks Don't Swim Backwards

presented by Rob Sharkey, "The SharkFarmer"

11 a.m. - Noon

Special interest sessions #1 (choose one)

- Transitioning the Family Farm: How to Make Succession Successful
Amy Wirtz, senior family enterprise advisor, The Family Business Consulting Group
- How to be a Partner with Your Veterinarian. What is a VCPR and Why do I Need One?
Drs. John and Marybeth Feutz, Princeton Veterinary Hospital
- Innovation Pipeline for Agriculture
Brad Fruth, director of innovation, Beck's Hybrids

Noon - 1:30 p.m.

Lunch & Keynote

Clinton Griffiths, anchor and editorial director, AgDay Television

**Registered overnight hotel guests are welcome to participate in the daily Manager's Reception hosted by Embassy Suites in the bar area. Adult guests (21+) will receive two drink tickets each upon check-in. Reception times are posted in the hotel lobby. If you are not an overnight guest of the [Embassy Suites](#) you may purchase drinks at the bar. Please note: Outside beverages are not permitted in hotel public areas at the request of the Embassy Suites. Guests who do not adhere to the rules may be asked to leave the property.*

- 1:45 – 2:45 p.m.** **Special interest sessions #2** (choose one)
- **Crunching the Niche Market Numbers: Using Underutilized Resources to Grow Hydroponic Strawberries**
Amarah Shannon, entrepreneur, Shannon Family Farms
 - **Financing Your Future**
Hilary Poulson, Growing Forward Specialist, Farm Credit Mid-America
 - **Advocating vs. Arguing – Who Wins and Who is Always Right?**
Jesse Cordray, Public Policy Project Manager, INFB
- 3 – 4 p.m.** **Focus Session & Afternoon Snack**
Succession Planning panel *moderated by Amy Wirtz, senior family enterprise advisor, The Family Business Consulting Group*
- 4:15 – 5:15 p.m.** **Power hour sessions**
- **Don't Get Blown Away by Severe Weather**
John Nagle, Farm Training Specialist, Indiana Farm Bureau Insurance
 - **Risk Management on Agritourism Operations**
Marsha Salzwedel, EdD., project scientist, Natl. Children's Ctr. for Rural and Agricultural Health and Safety
 - **First on Your Farm: Be Ready with First Aid**
Lt. Julie Wenning, Sugar Creek Twp. Fire Department
 - **Ag in the Classroom**
Micah Dillman, education coordinator, Indiana Farm Bureau
- 5:15 – 6 p.m.** **Closing session, Awards and Prize drawings**
Silent Auction will close at 5:15 p.m.
- 6:30 – 7:30 p.m.** **Dinner & social hour**
- 7:30 – 9:30 p.m.** **Casino Night**
- 9:30 p.m.** **Conference ends**

Sunday, Feb. 11

- 8:30 – 9 a.m.** **Cowboy Church**
Join us for a worship service led by Caleb Purkhiser

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