

POWER  
OF THE  
PAST

FORCE  
OF THE  
FUTURE

Hosted by Arizona Farm Bureau  
Women's Leadership Committee

WLC   Arizona  
Farm Bureau

Keynote Speaker

Lisa Smartt  
Motivational Humorist



## REGISTRATION FORM

July 13-14, 2023

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

First time attendee?  YES  NO

Mail to:  
325 S. Higley Rd., Ste. 210  
Gilbert, AZ 85296  
Email: Outreach@azfb.org  
Fax: 480-635-3781  
Call: 480-635-3605

Check Enclosed - Payable to: Arizona Farm  
Bureau WLC ( Women's Leadership Committee)

**Registration Fee: \$150.00**

Charge to my credit/debit card:

Visa  Mastercard  American Express

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ cvv# \_\_\_\_\_

*If different from above:*

Full Name: \_\_\_\_\_

Billing Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## HOTEL INFORMATION

JW Marriott Tucson Starr Pass Resort & Spa - 3800 W. Starr Pass Blvd., Tucson, AZ 85745

\$159/night

Reservations by phone: Call 888-527-8989, reference *Leadership Conference* for discounted rate.

Deadline for Hotel reservations: **June 15, 2023**

## CULTIVATING SPONSORS



**Arizona Farm Bureau Summer Leadership  
Conference**  
Hosted by the Arizona Farm Bureau Women's  
Leadership Committee  
JW Marriott Starr Pass, Tucson, AZ  
July 13-14, 2023

**THE POWER OF THE PAST THE FORCE OF THE  
FUTURE**



**Thursday, July 13, 2023**

**PRECONFERENCE**

**1:00 p.m. - 2:30 p.m. "Changing Hands"**

Farm Bureau Financial presents an interactive seminar with successful strategies for farm and ranch succession planning. Whether you've recently joined the family operation or considering how to hand it down, come learn from other's mistakes and successes! Changing hands in operations can be challenging on many levels, but there are key strategies to assist in the success!

**2:45 p.m. - 3:45 p.m. "Bridging the Generational Divide"**

Generations aren't simply separated by years, but also by their life experiences, changes in culture and technology. When working together, generational differences can create divide, barriers or opportunities, depending on how equipped you are to understand what's behind them. This workshop will help you better understand what motivates different generations to better equip your operation to appreciate and use the diversity of talents of each generation.

**3:45 p.m. - 4:45 p.m. "Finding Contentment in a Discontent World"**

Keynote Speaker Lisa Smart will share her experience and provide a fun breakout experience. You don't want to miss this time with Lisa. She'll leave you inspired, with a few tools in your toolbox and excited to hear her as the Keynote on Friday.

**5:30 p.m. Welcome Reception**

Attend this family friendly Arizona Agriculture reception. Brought to you by the AZ Farm Bureau Women's Leadership Committee. Gather to see old friends and meet a few new friends and celebrate the beautiful smiles in Arizona Agriculture.

## GENERAL CONFERENCE SCHEDULE

Friday, July 14, 2023

<b>7:00 a.m. – 8:00 a.m.</b>	Registration, Continental Breakfast & Professional Headshots
<b>8:00 a.m. – 8:15 a.m.</b>	Conference Welcome
<b>8:15 a.m. – 8:45 a.m.</b>	Sponsor Welcome
<b>8:45 a.m. – 10:00 a.m.</b>	Keynote Presenter Lisa Smart – The things worth keeping & the things worth letting go!
<b>10:00 a.m. 10:15 a.m.</b>	BREAK (Professional Headshots)
<b>10:15 a.m. 11:00 a.m.</b>	AG HIGHLIGHTS – Agriculture is ever evolving and technology is leading the way! Dr. Joslyn Beard University of Arizona Beef Specialist shares with us new technology that cattle ranchers are using to help be more efficient in their operations. Then hear from Parker Mejia as he demonstrates his agricultural drone operation and how he is helping farmers with a variety of technology driven options to be more effective and efficient in agriculture.
<b>11:00 a.m. – Noon</b>	Tailgate Talk - What does success look like in the past & the future?
<b>Noon – 1:00 p.m.</b>	LUNCH PROVIDED
<b>1:00 p.m. – 1:15 p.m.</b>	AG HIGHLIGHTS – Caywood Farms shares their history and future in farming, water & agri-tourism.
<b>1:15 p.m. – 2:15 p.m.</b>	The Future of Myths & Mislabeling. Katie Aikins will share the interesting perspective of the historical lessons learned from myths and mislabeling. Motivating the audience to engage in understanding the importance of current and the future of misconceptions and labeling truth.
<b>2:15 p.m. – 2:30 p.m.</b>	BREAK
<b>2:30 p.m. – 3:30 p.m.</b>	Tackling Tough Topics in the Past & Future. It's never been easy talking about controversial agricultural topics, but now more than ever it is necessary. AFBF Elise Cruse brings an interactive approach to focus on building trust and encouraging productive discussion. Gain tools to make it easier to tackle those tough topics into the future.
<b>3:30 p.m.</b>	Closing Speaker – Arizona Farm Bureau President, Stefanie Smallhouse