

# NAVIGATING AGRICULTURAL INNOVATIONS

## Thursday, July 11, 2024

### PRECONFERENCE

Tucson Ballroom, Salon A-B

**1:00 - 2:30 PM**

#### **EXECUTIVE COMMUNICATION & NEGOTIATION SKILLS**

As we look to the future and the challenges in front of us, there is no doubt that sharpening our skillsets will help ensure success in the future. Ms. Sarah Bohnenkamp a life coach, author and our Friday Keynote Speaker will offer 1.5 Hour workshop on dialing in your executive communication and negotiation skills.

**2:40 - 3:20 PM**

#### **TODAY'S AGRICULTURE IMAGE: PROJECTING IT & PROTECTING IT**

How do we stay relevant and portray the agriculture image in today's media world? WLC Members Nicole Clements and Tiffany Selchow share their experience in agriculture media, their top dos and don'ts for providing solid, accurate agriculture images and stories in the media.

**3:20 - 3:45 PM**

#### **BREAK - AZ AGGIE FRIENDS NETWORKING**

Dairy Council sponsored Milk & Cookies! Join for a friends and agriculture networking break. Catch up with old friends and new!

**3:45 - 5:00 PM**

#### **COACHING VS. MENTORING**

What is the difference between coaching and mentoring? Why do you need Both types of support to ensure your ability to navigate the future? Ms. Sarah Bohnenkamp will lead us through the importance of both, the roles and how having and serving as both can help strengthen Arizona's agriculturalist into the future.

**DINNER ON YOUR OWN**

# NAVIGATING AGRICULTURAL INNOVATIONS

## Friday, July 12, 2024

### CONFERENCE

Tucson Ballroom

**7:00 - 8:00 AM**

#### REGISTRATION

Continental Breakfast & Professional Headshots - Tucson Ballroom Foyer

**8:00 - 8:15 AM**

#### WELCOME

**8:15 AM**

#### SPONSOR HIGHLIGHT

**8:30 - 9:45 AM**

#### KEYNOTE GUEST

**Innovating An Anti-Average Life When Navigating the Future**

Keynote Sarah Bohnenkamp

**9:45 AM**

#### BREAK

Beverages & Professional Headshots

**10:00 - 10:45 AM**

#### AG HIGHLIGHT

##### **New Frontiers in Technology & Innovation**

**MyLand** is at the center of soil health. Their innovative and patented technology is used to easily and rapidly implement regenerative agriculture practices and improve soil health with the land's own native ecosystem.

**Stotz Equipment** was established in Arizona and now operates in 8 western states as the dealer and service provider for John Deere. A leader in precision agriculture technology, imagery, equipment and applications.

**10:45 - 11:45 AM**

#### TAILGATE TALK

##### **Arizona Agriculture... who really hears about it?**

A friendly conversation over the tailgate with news & media professionals on the challenges of their jobs and perspective in navigating the future in Arizona agriculture.

**11:45 AM**

**LUNCH** - Passaggio Restaurant

**1:00 - 1:30 PM**

**AG HIGHLIGHT**

**Finding Your Purpose: What 50 Years Can Do For You!**

Leadership development and agriculture ~ finding your purpose in every season of life!

**Sherry Saylor** shares her motivation of 50 years in leadership development and agriculture and why innovation in the next 50 years is so important.

**1:30 - 2:30 PM**

**ADVOCACY**

**The Relentless Pursuit – Change Makers**

A dynamic segment of guests who are charting new territories in their relentless pursuit of solutions for Arizona's future.

**Senator Sine Kerr** served in the Arizona Senate from 2018 to 2024. Her time in service at the AZ Senate reflected the relentless pursuit for good legislation. In her most recent Bill 1221, she diligently focused on rural groundwater legislation that represented all Arizona stakeholders. Senator Kerr served as the Majority Whip in the 2024 Senate, represented Legislative District 25, is a dairy and farm owner, and a past AZFB WLC Chair.

**Dr. Sharon Megdal**, Director of U of A Water Resource Research Center. She aims to bridge the academic, practitioner and civil society communities through water policy and management research, education and engagement programs. Dr. Megdal serves on many committees, boards and is the lead editor for Shared Borders, Shared Waters: Israeli-Palestinian and Colorado River Basin Water Challenges.

**2:30 PM**

**BREAK**

**2:45 - 3:30 PM**

**OUTSIDE THE BOX – WHAT TO THINK?**

It's time to have some fun! Get ready to mix it up, think outside the box. A Women's Leadership Committee led event, get to know your neighbors, collaborate & learn more about innovation & navigation!

**3:30 - 4:00 PM**

**CLOSING**

Closing remarks from Arizona Farm Bureau President Stefanie Smallhouse.

*\*All breaks and beverages will be in the Tucson Ballroom Foyer*