

YOUNG FARMERS & RANCHERS  
**LEADERSHIP CONFERENCE**

July 8-10 | St. Augustine, FL

## **AGENDA**

### **Friday, July 8, 2022**

**2:00pm – 7:00pm**

**Registration**

**Registration Desk**

**2:30pm**

**Discussion Meet Round 1**

Preliminaries – Flight A

**St. Augustine E**

Preliminaries – Flight B

**St. Augustine F**

**4:00 pm**

**Discussion Meet Round 2**

Preliminaries – Flight A

**St. Augustine E**

Preliminaries – Flight B

**St. Augustine F**

**5:30pm – 6:00pm**

**Welcome Reception**

**Convention Foyer**

**6:00pm – 8:00pm**

**Awards Banquet**

**St. Augustine CD**

Florida Farm Bureau Welcome

County Activity Awards Presentation

Scholarship Winners

Guest Speaker: Braxten Nielsen

**8:30pm – 10:30pm**

**[Chris McNeil](#) Concert**

**Legends Ballroom**

**Saturday, July 9, 2022**

**8:00am – 8:45am**

**YF&R County Chair's Breakfast**

**St. Augustine B**

\*County Chairs by invitation Only

**8:15am – 8:45am**

**Networking Breakfast**

**St. Augustine CD**

**8:30am – 12:45pm**

**"YF&R Tater Tots" Child Care**

**St. Augustine A**

**9:00am – 9:45am**

**Breakout Session A**

**9:45am -9:55am**

**Break**

**9:55am – 10:40am**

**Breakout Session B**

**10:40am – 10:50am**

**Break**

**10:50am – 11:35am**

**Breakout Session C**

**11:35am – 11:45am**

**Break**

**11:45am – 12:30pm**

**Breakout Session D**

**12:45pm – 1:45pm**

**Legislative Lunch**

**St. Augustine CD**

Discussion Meet Final Four Announcement

**2:00pm**

**Farm Tour** (Meet at Registration Desk)

**Convention Foyer**

\*Bus departs at 2:15pm\*

**2:30pm – 5:00pm**

**Volleyball & Corn Hole Tournaments**

**Pool Area**

**8:00pm – 10:00pm**

**Social Event & Belly Flop Contest**

**Pool Area**

**Sunday, July 10, 2022**

**8:30am**

**Coffee Hour Networking**

**Convention Foyer**

**9:00am – 10:15am**

**General Session**

**St. Augustine CD**

Devotional: Rebecca Hall

Guest Speaker: Scott Burrows

**10:15am – 11:30am**

**Closing Session**

**St. Augustine CD**

*Discussion Meet Final Four on stage*

*Introduce new Leadership Development Guide*

*YF&R Competitive Events Finalists Announced*

## **CEU's Track**

**9:00am – 9:50am**

**Legends 1**

*“Worker Protection Standards, Issues and Avoiding Them”*

Frank Dowdle

Description: This session will cover the basics of Worker Protection Standards. Attendees are eligible to earn one FDACS Florida Pesticide Applicator CEU in the CORE category and/or Certified Crop Advisor CEUs from session attendance.

**10:00am – 10:50am**

**Legends 1**

*“Strategies to Improve Herbicide Efficiency & Economics in Crop Fields”*

Alicia Halbritter

Description: 2022 is the year to take a hard look at which strategies you can implement to improve the efficiency, efficacy, and economics of your herbicide applications. Learn about proper herbicide selection, equipment calibration, pest ID, tank mixing, and other strategies to get the most bang for your buck this year.

**11:00am – 11:50am**

**Legends 1**

*“Getting the Most Out of Your Herbicide Applications”*

Cassidy Dossin

Description: This presentation will cover the tips to successful weed control with herbicides including making herbicide applications as cost effective and efficient as possible to improve producer profits. This entails using Integrated Pest Management practices of problem prevention, scouting and identification to diagnose weed problems early, and a diverse approach to combating the problem while avoiding resistance.

## **Mental Health Track**

**9:55am – 10:40am**

**St. Augustine F**

*“Mental Wellness”*

Leah Compton, Florida Rural Health Association

Description: This presentation aims to inspire and promote mental wellness. Wellness incorporates many the dimensions of health; each is interconnected within an individual's well-being. This presentation will define mental wellness, discuss signs and symptoms of mental instability, identify appropriate interventions, and list several ways that communities can promote the message that wellness is central to recovery from behavioral health conditions.

**11:50am – 12:30pm**

**Legends 1**

*“Choices in Mental Health: Can't I just rub some dirt on it?”*

Caroline Feagle, Boehringer-Ingelheim

Description: In this session we will discuss why Mental Health is worth acknowledging, even and especially in the realm of agriculture, managing stress, time and self-care in our hustle culture, modern agriculture and work/family life balance, daily choices, sphere of influence and how they affect our mental health.

### **Business Track**

**9:00am – 9:45am**

**St. Augustine F**

*“Getting Started”*, Luci & Hunter Ketcham, Cracker Land & Cattle

Description: This session will encourage and motivate young agriculturalists who are starting or wanting to start their own business. It will include personal experiences, insight, and how we continue to overcome hardships.

**10:50am – 11:35am**

**St. Augustine F**

*“Tax Prep for the Farm”*

April Singleton, Singleton Virtual Business Services

Description: During this session we will discuss the IRS definition of “farm” and “farmer” while learning about expense and income reporting and types of tax preparers. This session will also offer information about Ag exemptions, record keeping, and the common farm entity structures.

**11:45am – 12:30pm**

**St. Augustine F**

*“Generational Farmer Panel”*

Johnny Counts, Gene Lollis, & Ken Griner

Description: Join us for a moderated discussion that will allow you to learn from seasoned ranchers and take the opportunity to ask questions on how these cattlemen have overcome obstacles to grow, enhance, and develop their ranching operations and key obstacles they see impacting the next generation of ranchers as compared to what they faced throughout their careers.

## **Marketing & Management Track**

**9:00am – 9:45am**

**St. Augustine G**

*“Cultivate Your Marketing Skills: Tips for Using Storytelling to Stand Out, Attract More Customers, and Serve Your Local Communities”*

Caroline Allen, The Farmer’s Feed

Description: In this session, you'll learn what makes a strong online presence for your agribusiness, the different types of content marketing that you can use to tell your story and how you can use social media to build a community of customers.

**9:55am – 10:40am**

**St. Augustine G**

*“Fresh from Florida: What and How to Enroll”*

Emily Hetherington, FDACS

Description: In this session you will learn how the Florida Department of Agriculture and Consumer Services “Fresh from Florida” program can help you market your products.

**10:50am – 11:35am**

**St. Augustine G**

*“Motivating & Managing People”*

Megan Cantrell, University of Florida, Agriculture Education & Communication

Description: This session will unpack different motivation styles that exist in the workplace, which style you belong to, and how to work with others who are motivated differently.

**11:45am – 12:30pm**

**St. Augustine G**

*“Balancing a Busy Schedule”*

John Hall, Farm Credit of Florida

Description: Have you ever thought, “There’s just not enough time in a day!” In our fast paced world, there is a never ending list of things competing for our time. During this session we will share practical tips and strategies to help you succeed personally and professionally.

## **Sustainability Track**

**9:00am – 9:45am**

**St. Augustine E**

*“Focusing on our Roots through the Lens of Diversity”*

Brad Turner, Sand to Soil Services

Description: A lifelong citrus grower and caretaker shares how he has moved from a conventional reduction approach to a mindset that embraces system balance and getting back to the heritage practices of early growers to restore grove health. We will discuss how agricultural challenges can be helped by restoring balance in the ecosystem with the help of testing and monitoring.

**9:55am – 10:40am**

**St. Augustine E**

*“Ranching & Carbon Credits”*

Gene Lollis, Buck Island Ranch, & Ken Griner, Usher Land & Timber

Description: During this session we will talk about environmental service payments, conservation payments, and Carbon Credits.

**10:50am – 11:35am**

**St. Augustine E**

*Florida Department of Agriculture & Consumer Services Update”*

Stephen Fulford, FDACS

Description: This session will give an update on the adoption of the Florida 2020 Clean Waterways Act and provide an understanding of what the implementation of this law mean for farms and ranches in the State of Florida. We will also discuss the effects it has on the management of nutrients and fertilizers on your farms and ranches and the recordkeeping and reporting requirements that you need to follow to ensure you stay in compliance with the law.

**11:45am – 12:30pm**

**St. Augustine E**

*“Conservation & Conserving Ag Lands”, Jim Strickland, Black Beard's Ranch*

Description: This session will offer first hand rancher experience while discussing the importance of conserving Florida agriculture lands using scientific data.