

2024 YAP LEADERSHIP CONFERENCE SCHEDULE

FRIDAY, FEBRUARY 16, 2024

5:00 pm to 7:00 pm	PA State YAP Committee Meeting	<i>Harrisburger</i>
7:30 pm to 9:00 pm	Welcome Reception	<i>Metropolitan</i>

SATURDAY, FEBRUARY 17, 2024

7:00 am to 8:00 am	Breakfast on Your Own	
8:00 am to 12:00 pm	Registration	<i>2nd Floor Lobby</i>
8:00 am to 12:00 pm	Tours (for those who booked in advance)	
	8:00 am to 12:00 pm – Tour of Land O’Lakes <i>Meet at: Hilton 1st Floor Lobby at <u>7:45 am</u></i>	
	9:00 am to 9:45 am – Tour of Capitol <i>Meet at: Hilton 1st Floor Lobby at <u>8:30 am</u></i>	
	11:00 am to 11:45 am Tour of Capitol <i>Meet at: Hilton 1st Floor Lobby at <u>10:30 am</u></i>	
9:00 am to 12:00 pm	Discussion Meet Practice Session	<i>Leland</i>
12:00 pm to 1:00 pm	Opening Lunch Buffet	<i>Pennsylvania Ballroom</i>
1:15 pm to 2:00 pm	Breakouts	
	1. Steve Wunderlich – Steve Wunderlich Hoofcare <i>“Influence of Social Media”</i>	<i>Leland</i>
	2. Kelsey Feeg & Johanna Rohrer – Horizon Farm Credit <i>“Tips for Successful Grant Writing”</i>	<i>Harrisburger</i>
	3. Austin Large – AFBF <i>“Membership and YAP Involvement”</i>	<i>Penn Harris</i>
2:05 pm to 2:50 pm	Breakouts	
	1. Steve Wunderlich – Steve Wunderlich Hoofcare <i>“Influence of Social Media”</i>	<i>Leland</i>
	2. Kelsey Feeg & Johanna Rohrer – Horizon Farm Credit <i>“Tips for Successful Grant Writing”</i>	<i>Harrisburger</i>
	3. Austin Large – AFBF <i>“Membership and YAP Involvement”</i>	<i>Penn Harris</i>
2:50 pm to 3:15 pm	Snack Break/Merchandise Available/Visit Sponsors	<i>2nd Floor Lobby</i>
3:15 pm to 4:15 pm	General Session/Keystone Speaker Alex Weber “Unstoppable You”	<i>Lancaster/Gettysburg/Carlisle</i>

SATURDAY, FEBRUARY 17, 2024 (Continued)

4:15 pm	Hotel Check-In/Break/Visit Sponsors	
5:00 pm to 7:00 pm	Dinner on Your Own	
7:00 pm to 11:00 pm	Evening Entertainment – DJ Sam Huff Corn Hole Tournament, Music, & Karaoke	<i>Pennsylvania Ballroom</i>

SUNDAY, FEBRUARY 18, 2024

7:00 am to 9:00 am	Breakfast on Your Own	
9:00 am to 9:45 am	Breakouts	
	1. Justin Marinkov – Kathy Barry Agency <i>“Agritourism and Act 27”</i>	<i>Penn Harris</i>
	2. Alex Weber <i>“Breakout Session from Keynote Presentation”</i>	<i>Leland</i>
	3. Matt LeRoux – Cornell University <i>“Profitable Meat Marketing”</i>	<i>Harrisburger</i>
9:45 am to 10:00 am	Snack Break/Merchandise Available/Visit Sponsors	<i>2nd Floor Lobby</i>
10:00 am to 10:45 am	Breakouts	
	1. Adam Brandt and Ben Landis – FCCB <i>“Preparing for Commercial Credit”</i>	<i>Penn Harris</i>
	2. Lily Guthrie & Bailey Fisher – PFB State Office Staff <i>“Legislative Update and Ag-vocacy Tips”</i>	<i>Leland</i>
	3. Matt LeRoux – Cornell University <i>“Creating Customer Friendly Bulk Meat Sales”</i>	<i>Harrisburger</i>
10:45 am	Room Check-Out/Merchandise Available/Visit Sponsors	
11:00 am – 12:00 pm	General Session Sara Griswold, AFBF YF&R Committee Member	<i>Pennsylvania Ballroom</i>
12:00 pm – 1:30 pm	Lunch Buffet/Closing Remarks	<i>Pennsylvania Ballroom</i>

