

2025 Bridging the Future Conference Agenda

Friday, February 21, 2025

7:00 - 9:00 pm

Registration Open

7:30 - 9:00 pm

Nationwide Welcome Reception

Introduction, Networking, Desserts and Cash Bar

Saturday, February 22, 2025

7:00 – 8:00 am

Breakfast on your Own

8:30 – 11:00 am

Registration Open

8:00 – 11:30 am

Optional Industry Tours: Meet in Hotel Lobby (Pre-registration Required)

Hook and Flask Distillery

Masonic Village

PA State Capitol Building

10:00 – 11:00 am

Discussion Meet Practice

11:00 - 11:45 am

Sponsor Networking

11:30 - 11:45 am

Return from Tours

12:00 – 1:00 pm

Opening Luncheon

1:05 - 1:50 pm

Breakout Sessions

1) Keys to Managing Your Finances- Horizon Farm Credit

Join us for this session where we will discuss steps for successful budgeting, financial benchmarks, credit scores, types of loans, and the 5 C's of credit. Together, we will discuss how to prepare for your financial independence as you grow towards individual ownership.

2) Steve Wunderlich Hoof Care

A city kid turned country boy, he has trimmed cows' hooves for 20 years and will keep you entertained while sharing his knowledge and experiences during this breakout.

3) Podcasting with Chris Pow

A retired conservation officer who turned an office microphone into a viable business. Join us in this session to learn the ins and outs of podcasting.

4) Communicating Member Value- Austin Large, American Farm Bureau Federation

Research shows that organizations that experience increases in new member acquisition and member retention are far more likely to have a compelling value proposition. Come join this interactive session to learn more about value propositions, and leave with strategies that can be easily implemented at home to change the way in which we communicate the value of Farm Bureau to prospective and current members.

1:50 - 2:20 pm

Sponsor Networking Break

2:25 – 3:10p

Breakout Sessions

1) Keys to Managing Your Finances- Horizon Farm Credit

Join us for this session where we will discuss steps for successful budgeting, financial benchmarks, credit scores, type of loans, and the 5 C's of credit. Together, we will discuss how to prepare for your financial independence as you grow towards individual

2) Steve Wunderlich Hoof Care

A city kid turned country boy, he has trimmed cows' hooves for 20 years and will keep you entertained while sharing his knowledge and experiences during this breakout.

3) Building Your Brand: Jamie Mowery, Anthem Marketing Group

It's easy to fall flat without having a voice of your brand. Join Jamie from Anthem Marketing Group to dive into how to use Canva effectively, the do's and don'ts, as well as some tips to create social media content that you are proud to blast to the world!

4) Communicating Member Value- Austin Large, American Farm Bureau Federation

Research shows that organizations that experience increases in new member acquisition and member retention are far more likely to have a compelling value proposition. Come join this interactive session to learn more about value propositions, and leave with strategies that can be easily implemented at home to change the way in which we communicate the value of Farm Bureau to prospective and current members.

3:15 – 4:15 pm

Keynote Session- Meagan Johnson

Navigate the challenging generational waters in her unique presentation "ZAP THE GAP!"

4:15 – 7:15 pm

Room Check in and Dinner on Your Own

7:15 – 10:00 pm

Evening Entertainment

Sam-DJ/Karaoke with Corn Hole Tournament and Cash Bar

Sunday, February 23, 2025

8:30 - 9:15 am

Breakfast

9:20 – 10:05 am

Breakout Sessions

1) Nationwide for Agriculture

Members from conference sponsor Nationwide, will share with attendees the role Nationwide can share in your agricultural journey.

2) Preparing for Commercial Lending- First Citizens Community Bank

Jason Landis has been in banking and Ag Lending for 10 years and currently leads a team of lenders serving the Lebanon, Lancaster, Berks, Chester, York, and Schuylkill counties. In this breakout he will discuss how to best prepare for commercial lending.

3) YAP Competitive Events Information Session

Join past winners and finalists from State and National competitions including Discussion meet, Excellence in Agriculture, and Achievement Award, as they share their tips for preparing a successful application. This interactive session will provide an understanding of each competition and provide the chance for attendees to ask questions and have an interactive experience to prepare for competitions.

4) Business Planning and Funding with PA Department of Agriculture

The Agricultural Business Development Center (ABDC) with the Pa Department of Agriculture, is designed to enhance the long-term vitality of PA farms, established as part of the 2019 Pa Farm Bill. This session will cover the services that ABDC provides with an overview of business planning and funding opportunities.

10:05 - 10:35 am

Room Check Out and Networking Break

10:40 – 11:25 am

Breakout Sessions

1) Starting a County Committee- Megan Keller and Melissa Harrop

Members from PFB state committees will share their best practices, tips, and ways to motivate county members to join leadership roles on committees. They will share best practices, things to avoid, and advice on how to keep volunteers engaged.

2) Improving Your Understanding of Retirement and Investment: Alex Storbeck

Join Polaris Advisors for their presentation that leverages data to outline and analyze a vast range of topics to help prepare for and improve retirement and financial security. Social Security, retirement savings, retirement saving vehicles, HSA accounts and navigating Medicare are just a few of the financial topics covered in this presentation.

3) Legislative Update

Join Pennsylvania Farm Bureau staff for a state and national legislative update.

4) Farmer's Introduction to Artificial Intelligence- Andy Bater

If you've ever chatted with an automated call center or used Chat GPT to craft a letter, you've already experienced the power of Artificial Intelligence (AI). In this engaging presentation, we'll explore the evolution of AI in everyday life and how it's being used right now in agriculture. We will also peer into the future, discussing the shift from today's AI to human-level Artificial General Intelligence (AGI), and even beyond. Whether you're simply curious or eager to stay on the cutting edge, you won't want to miss this eye-opening look at how AI could transform farming and the world at large.

11:30 – 11:45 am

Networking Break

11:45 – 1:30 pm

Closing General Session and Luncheon