

# PA Farm Bureau Amplify Convention 2026 Agenda

Saturday, February 14, 2025

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8:00 – 9:30 am

## Registration

*Lobby East- Desk 1*

9:45- 10:30 am

## Opening General Session “Laying the Foundation”

*Deans Hall: Hear from Farm Bureau Leaders on the impact we have on the foundations of agriculture.*

10:45 am – 12:00 pm

## Breakout Rounds

### 1) Risk Management with Nationwide- Todd Givler, Senior Consultant Sponsor Relations

*Room 105: The evolving dynamics of farming related to severe weather patterns, market access concerns, barriers to growth, adoption of technology, and increased liability concerns are creating new risks for farmers. These new or emerging risks can threaten a farm's ability to meet its long-term objectives and often cause a farm to rethink its long-term strategy. Join Nationwide for this session tailored to help you start thinking of managing risk in agriculture holistically both now and in the future. This session will have take away materials, common scenarios, and real life examples to help you build a foundation to be Risk Ready.*

### 2) First Citizens Bank- Building from Your Balance Sheet Up

*Room 106: During this workshop you will take a deep dive into how to properly formulate your balance sheet, including what should and shouldn't be included. We will discover where and how to find the financial numbers you need to get started and how to properly maintain your balance sheet over time.*

### 3) AFBF Campaign School- Mike Sistak

*Room 107: Participants will learn about the mechanics of running successful campaigns, organizing a campaign, recruiting supporters and staff and evaluating their ability to serve. If you are interested in running for elected office, this session will help to equip you with an understanding of tools that can be used at any level.*

### 4) Cultivating Optimism: Using the Power of Positive Language- Johnna Miller, AFBF

*Room 108: At a time when Agriculture is often misunderstood or misrepresented, the words we choose matter more than ever. This interactive workshop explores how to shift from reactive, defensive messaging to proactive, positive communication that builds trust and inspires confidence. Participants will learn how to reframe common agricultural narratives, avoid language traps that reinforce negative perceptions, and craft messages that resonate with consumers, media, and policymakers. Through real- world examples and hands-on practice, attendees will leave with tools to speak about agriculture in ways that are clear, constructive, and compelling.*

12:15-1:15 pm

## Lunch

*Gardens Restaurant, Downstairs*

1:30pm - 4:30pm

## Choice of Tours or Training: Pre-registration required for all except Community Service Project

*Penn State College of Ag Sciences Meat Lab Tour and Penn State All Sports Museum Tour*

*Penn State Beaver Stadium Tour*

*Dotterer Dairy Farm and Goot Essa Cheese Cave Tour*

Beef Quality Assurance Training  
Media Training with AFBF Johnna Miller

- 5:30-6:15 pm      **Mid General Session “Building Success On and Off the Farm”**  
*Deans Hall: Join the owners of Bar 7 Ranch, Cody and Erika Archie, in this general session as they share their story all the way from Texas!*
- 6:30-7:45 pm      **Buffet Dinner**  
*Deans Hall, Cash Bar available through 10:00PM*
- 8:00 pm      **Evening Entertainment and Networking Social**  
*Ridge Hersherberger- Comedy Barn. Deans Hall, Cash Bar available through 10:00PM*

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## Sunday, February 15, 2025

- 7:15 - 7:45 am      **Optional Inspirational Gathering with Cody and Erika Archie**  
*Room 107*
- 8:00 – 8:45 am      **Breakfast on Your Own**
- 9:00 – 10:15 am      **Breakout Rounds**
- 1) **Bar 7 Ranch- The Power of Social Media and Marketing**  
*Room 107: Join Cody and Erika Archie as they share how to use your voice and your story to connect with people in a real way. They will share how showing up consistently, staying authentic, and telling your story honestly can build trust, grow community, and create impact that goes far beyond the screen.*
  - 2) **Amplify Your Impact: Soil, Stewardship, Legacy- Suzanne Shea, Out Standing in Your Field, MicrobiFecta™**  
*Room 105: Session attendees will focus on how healthy soil practices amplify yields, amplify resilience in farms, and have a long term impact for future generations. Takeaways will include practical tools for stewardship and a vision for leaving a legacy rooted in healthy soil and communities.*
  - 3) **Beyond the Hayride Panel Discussion- Joseph Diamond, PFB**  
*Room 108: Beyond the Hayride is an engaging workshop designed to showcase the many layers of modern agritainment and agricultural education. Hosted in partnership with a working farm, this program goes far beyond the traditional farm visit-offering participants a behind-the-scenes look at how farms create meaningful, safe, and educational experiences for children, the public and legislators.*
  - 4) **Farm Credit: Farm Accounting Essential Tips- John Black**  
*Room 106: Join us to learn the fundamentals of farm accounting and why accurate recordkeeping is essential to a successful farm business. Participants will explore what farm records are, how to keep basic financial and production records, and the differences between farming for profit and operating a hobby farm. The session highlights best practices for good recordkeeping and explains how strong records support decision-making, tax filing, and financial sustainability.*
- 10:30 - 11:45 am      **Breakout Round**
- 1) **Artificial Intelligence in Agriculture- Andy Bater**  
*Room 107: Since ChatGPT's debut in late 2022, Artificial Intelligence has transitioned from a tech curiosity to a force reshaping how we live, learn, and lead. This seminar dives into the profound ripple effects of AI on our personal lives and our communities, including a deep dive into the agricultural revolution, where AI-driven precision is redefining how we feed the world. But we won't just look at where we are; we'll peer*

over the horizon. Join us as we chart the evolution from today's conversational models to Agentic AI capable of autonomous decision-making in the field, and the eventual frontier of Artificial General Intelligence (AGI): a future where machines may mirror the human mind itself.

**2) When Opportunity Knocks: How to Stand Out in Professional Situations- Johnna Miller, AFBF**

*Room 105: Whether it's a new job, a committee position or an internship, competition for these opportunities is fierce. This workshop will share ways agricultural leaders can stand out in a crowded field. Whether you're advocating for agriculture, networking with industry leaders, or representing your farm or organization, this session will help you make a good impression.*

**3) Ask A Farmer- Rebecca Harrop, AFBF Promotion and Education Committee**

*Room 108: Learn how the American Farm Bureau Promotion & Engagement Committee's "Ask a Farmer" program connects farmers and consumers through meaningful, one-on-one conversations. This session will cover the free toolkit available to help you host your own events and share real-world examples from across the country-from grocery store booths to culinary schools. Whether you're looking to educate, engage, or build trust in agriculture, you'll leave with tools and ideas to bring this program to your community.*

**4) Tools in the Toolkit: Foundation Resources that Strengthen County Outreach- Charlene Espenshade, PA Friends of Agriculture Foundation**

*Room 106: Discover how to use Pennsylvania Friends of Agriculture Foundation programs and resources to enhance your county Farm Bureau's outreach efforts. This session will highlight educational initiatives and practical tools available to support county events, classroom activities, and community engagement. Attendees will leave with ideas and resources to help share agriculture's story more effectively at the local level.*

12:00 pm

**Closing General Session and Luncheon**

*Deans Hall: Join us as we welcome Penn State Dean of Agricultural Sciences, Dr. Troy Ott.*