



2023 YF&R LEADERSHIP CONFERENCE

MANHATTAN CONFERENCE CENTER • JANUARY 27-29



KANSAS FARM BUREAU®
Young Farmers & Ranchers®

GET CONNECTED

WIFI PASSWORD: MCC2023



#KFBYFR23

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CONFERENCE OVERVIEW

FRIDAY, JANUARY 27

11:15 AM Collegiate
Registration
Open

12:00 PM Collegiate Farm
Bureau Luncheon
& Huddle/Speaker

1:30 PM Collegiate Ag
Quiz Bowl
Orientation

2:00 PM Collegiate Ag
Quiz Bowl

4:00 PM CFB Industry
Insight Events

6:00 PM YF&R Registration
Open

6:45 PM First Time
Attendee/New
to Farm Bureau
Workshop

7:15 PM Shop Kansas
Farms Reception
& District
Networking

8:00 PM Conference
Kick-Off Event

10:45 AM Ag Leaders
Networking
Break

11:15 AM Workshops
Round 2

11:15 AM Collegiate &
YF&R Discussion
Meet Round 2

12:30 PM YF&R
Networking
Lunch &
General Session

2:15 PM Workshops
Round 3

2:15 PM Collegiate
Discussion Meet
Final Round

2:15 PM Afternoon Tour

3:15 PM Ag Leaders
Networking
Break and
Tradeshow

4:00 PM Workshops
Round 4

4:00 PM YF&R Discussion
Meet Final
Round

6:00 PM District Dinners

SATURDAY, JANUARY 28

7:00 AM Registration
Open

7:30 AM Breakfast Lines
Open

8:00 AM Eggs & Issues –
Ag Focus
General Session

9:45 AM Workshops
Round 1

9:45 AM Collegiate &
YF&R Discussion
Meet Round 1

9:45 AM Excellence in
Ag Presentations

9:45 AM Morning Tour

10:30 AM Ag Leaders
Tradeshow

SUNDAY, JANUARY 29

7:45 AM Sunday Morning
Music &
Devotions

8:15 AM Breakfast by
Chris Cakes

9:00 AM Cakes &
Conversations
– Closing
Keynote +
Competitive
Event Awards

10:30 AM Adjourn

FEATURED EVENTS

AG TOURS

EVENT SPONSORED BY: 

FIRST-TIME ATTENDEE WORKSHOP

First time at YF&R Conference? New to Farm Bureau? This workshop is for you! Learn how to get the most of your first conference experience at this workshop, held for any first-time attendees and new Farm Bureau members.

SHOP KANSAS FARMS SHOWCASE

Connect with farmers and producers from across the state who sell their goods through Shop Kansas Farms. Grab your free samples as supplies last!

CONFERENCE KICK-OFF

Kick-off the weekend with heavy appetizers, cash bars, a scavenger hunt to get to know YF&Rs across the 10 districts and a live band!

EVENT SPONSORED BY: 

EGGS & ISSUES

Some of the most famous people of our time are often called “lucky.” But what is luck? It’s certainly not just what card you draw but is more likely to occur when preparation and opportunity collide. Listen as Brandi Buzzard shares how some of the luckiest people in our society are also the hardest working and prepared and how, in agriculture advocacy, the same ‘lucky’ tenets apply.


EVENT SPONSORED BY: 

YF&R AND COLLEGIATE DISCUSSION MEET ROUNDS

EVENT SPONSORED BY: 

AG LEADERS TRADESHOW

Be sure to stop by and visit with the great line up of folks at this year’s tradeshow, with information and services designed to help you on your operation. And, you won’t want to miss out on the Tradeshow Happy Hour, where each attendee gets one FREE drink ticket during the last hour of the tradeshow. Sponsored by our valued member benefit partner, QSI.

EVENT SPONSORED BY: 

AG LEADERS NETWORKING BREAK

EVENT SPONSORED BY: 

YF&R NETWORKING LUNCH

Grab a bite and network with attendees from across Kansas. You will also hear from new Kansas Farm Bureau President, Joe Newland, and the KFB Rural Kansas Apprenticeship Program.

EVENT SPONSORED BY: 

DISTRICT DINNERS

District Dinners are back! Join your district YF&R members and area FB staff in a smaller networking dinner around Manhattan.

CAKES & CONVERSATIONS

Grab some pancakes and hear from K-State Football’s Collin Klein in a fireside chat! The YF&R and Collegiate competition results will also be announced in this session.

EVENT SPONSORED BY: 

A SPECIAL THANKS TO OUR MEDIA SPONSOR, MERIDIAN MEDIA, FOR THEIR PRE-CONFERENCE ADVERTISING OF THE YF&R LEADERSHIP CONFERENCE.



FRIDAY, JANUARY 27

COLLEGIATE REGISTRATION OPEN

11:15 a.m. East Foyer

COLLEGIATE FARM BUREAU LUNCHEON & HUDDLE/SPEAKER

12:00 p.m. Big Basin/Kaw Nation

COLLEGIATE AG QUIZ BOWL

2:00 p.m. Konza Prairie A/B/C, Kings A/B/C

COLLEGIATE FARM BUREAU INDUSTRY INSIGHT EVENTS

4:00 p.m. Kansas Farm Bureau Headquarters

YF&R REGISTRATION OPENS

6:00 p.m. East Foyer

FIRST-TIME ATTENDEE/NEW TO FARM BUREAU WORKSHOP

6:45 p.m. Big Blue/Ft. Riley

First-time attending the YR&R Leaders Conference or Farm Bureau event? Attend this workshop aimed specifically at helping you get the most out of your conference experience and your next steps in the Farm Bureau family.

SHOP KANSAS FARMS RECEPTION & DISTRICT NETWORKING


7:15 p.m. Ballrooms

CONFERENCE KICK-OFF EVENT

8:00 p.m. Ballrooms

SPONSORED BY:





INSIDE AG
FROM KANSAS FARM BUREAU

For more than a century, Kansas Farm Bureau has served Kansas farmers and ranchers through advocacy, education and service.

KFB's podcast, Inside Ag, provides an in-depth view of issues that impact Kansas farm and ranch families. Search Inside Ag on your favorite podcast app or visit www.kfb.org/insideag.

SATURDAY, JANUARY 28

REGISTRATION OPEN

7:00 a.m. East Foyer

EGGS & ISSUES – AG FOCUS GENERAL SESSION

8:00 a.m. Ballrooms

SPONSORED BY:



WORKSHOPS ROUND 1

9:45 a.m.

See the Workshops section for information on the different sessions and locations.

COLLEGIATE & YF&R DISCUSSION MEET ROUND 1

9:45 a.m. Konza Prairie B/C

SPONSORED BY:



MORNING TOUR

9:45 a.m. East Foyer

See the Tours section for more information.

SPONSORED BY:



AG LEADERS TRADESHOW

10:30 a.m. Flint Hills

SPONSORED BY:



AG LEADERS NETWORKING BREAK

10:45 a.m. Flint Hills

SPONSORED BY:



WORKSHOPS ROUND 2

11:15 a.m.

See the Workshops section for information on the different sessions and locations.

COLLEGIATE & YF&R DISCUSSION MEET ROUND 2

11:15 a.m. Konza Prairie B/C

SPONSORED BY:



SATURDAY, JANUARY 28

NETWORKING LUNCH

12:30 p.m. Big Basin/Kaw Nation

SPONSORED BY:  FARM BUREAU
FINANCIAL SERVICES

WORKSHOPS ROUND 3

2:15 p.m.

See the Workshops section for information on the different sessions and locations.

COLLEGIATE DISCUSSION MEET FINAL ROUND

2:15 p.m. Konza Prairie C

SPONSORED BY: 

AFTERNOON TOUR

2:15 p.m. East Foyer

See the Tours section for more information.

SPONSORED BY: 

AG LEADERS NETWORKING BREAK AND TRADESHOW

3:15 p.m. Flint Hills

SPONSORED BY: 

WORKSHOPS ROUND 4

4:00 p.m.

See the Workshops section for information on the different sessions and locations.

YF&R DISCUSSION MEET FINAL ROUND

4:00 p.m. Konza Prairie C

SPONSORED BY: 

DISTRICT DINNERS

6:00 p.m. Off-site

Information on locations will be announced at Saturday's lunch.

SUNDAY, JANUARY 29

SUNDAY MORNING MUSIC & DEVOTIONS

7:45 a.m. Kaw Nation/Big Basin

BREAKFAST BY CHRIS CAKES

8:15 a.m. Kaw Nation/Big Basin

CAKES & CONVERSATIONS – CLOSING KEYNOTE & COMPETITIVE EVENT AWARDS

9:00 a.m. Kaw Nation/Big Basin

SPONSORED BY: 

ADJOURN

10:30 a.m.

WHICH WORKSHOP SHOULD YOU JOIN?

TRACK 1 WORKSHOPS:

18-22 years old, Ag Ambassadors, Current Students and Recent Graduates. Workshops designed to introduce topics and present ideas to help manage involvement in or right after school.

TRACK 2 WORKSHOPS:

23-30 years old, main audience of YF&R members. Workshops designed to be more in depth with information compared to track one. Producers who are a couple years into their operations and ready to learn more.

TRACK 3 WORKSHOPS:

30-35+ years old, more experienced group of YF&R members. Workshops designed to be very in-depth and offer advanced coverage of topics. Producers 5+ years on their operations and want to dive deep into workshops.

WORKSHOPS ROUND 1 | 9:45

TRACK 1: GETTING INVOLVED IN YOUR COMMUNITY AND FARM BUREAU KINGS A

Stephanie Eckroat, County Services Coordinator;
Laura Haffner, High Plains Harvesting;
Eric Castle, Castle Farms

Hear from panelists on how they encourage students and recent graduates to get started with their community involvement and Farm Bureau membership. If you are struggling to figure out how to get connected or take that first step, this panel is for you.

TRACK 2: THE BASICS OF FARM TRANSITION PLANNING KINGS C

Dr. Shannon Ferrell, Oklahoma State University

No matter who you are or what your operation looks like, there are basic principles and tools in farm transition planning that apply to you. This session covers those basics and gives you a path to make sure you, your family, and your farm have these essential estate and business tools in place as quickly as possible.

TRACK 2: SHEEP + CATTLE + GOATS = ENVIRONMENT + \$ KINGS B

Michael Wallace, Double M

The Double M is a pasture-based, multi-species livestock operation in south central Nebraska that features 12-month grazing with minimum use of mechanically produced-harvested-delivered feedstuffs. This presentation will include observations on cedar control, reclamation of abandoned cattle feedlots, income/animal unit by species and changes in animal days per grazed acre.

TRACK 3: WORK LIFE BALANCE & MENTAL HEALTH IN AGRICULTURE KONZA A

AFBF YF&R Committee Representatives

This fireside chat will feature AFBF YF&R Committee representatives as they share how they balance their Farm Bureau responsibilities, careers, friends and families. Attend this panel to pick up tips on how to manage your involvement throughout the seasons of life.

WORKSHOPS ROUND 2 | 11:15

TRACK 1: BEGINNING FARMER RESOURCES & PROGRAMS KINGS A

Jake Gatz, Frontier Farm Credit; Michael Burns, Landmark National Bank; Dennis McKinney, USDA Farm Service Agency; and Ashlee Westerhold, KSU Office of Farm and Ranch Transition

Hear from industry representatives who will share programs and resources available to beginning and/or young farmers in Kansas. This panel will help attendees learn about accessing grants, special loans and organizations that have resources to help new farmers.

TRACK 2: CONQUERING BATTLES IN THE BOARDROOM KONZA A

Leigh Ann Maurath and Angie Danner, Kansas Farm Bureau

No one wants to hate their life during a volunteer commitment. Join us to learn tactics to overcome prickly personalities, navigate strong opinions and elevate the efficiency of county board meetings so you can avoid battle scars and enjoy your time of service to Farm Bureau.

TRACK 2: INTERNATIONAL AGRICULTURE KINGS B

Dr. Mary Kay Siefers

Learn in this workshop how our own agricultural industry in the U.S. is influenced by international events and trade.

TRACK 3: FORGING RELATIONSHIPS THROUGH NEGATIVITY KINGS C

Keynote Speaker Brandi Buzzard, Red Angus Association of America

Negativity is everywhere it seems - in conversations about current events, weather, parenting and yes, even agriculture. Part of advocacy is having meaningful conversations and making a positive impact, despite negative comments and detractors. Learn how to navigate the labyrinth of negative feedback while striving to make a positive impression on grocery shoppers.

WORKSHOPS ROUND 3 | 2:15

TRACK 1: MANAGING STRESS PROACTIVELY AND OTHER MENTAL HEALTH RESOURCES

KONZA C

Will Stutterheim, Fort Hays State University

Stress is natural and can be inevitable, but stress can take a toll on your health and effectiveness in many areas of your life. During this presentation, you will be given information on where our stress comes from and how it can affect you and your decision making, along with some easy-to-apply tips. You will also receive information on where and when to reach out for help with mental health.

TRACK 2: BUILDING AN ONLINE PRESENCE FOR YOUR BUSINESS

KINGS B

New Boston Creative and Rick McNary

You're ready to start marketing your goods online, but words like HTML, Wordpress and Stripe sound like a different language. Join pros from New Boston Creative, a Manhattan-based marketing firm, and Rick McNary, creator of, Shop Kansas Farms, for this workshop where you'll learn best practices and tips to get you going on building a website, thinking through e-commerce and building your business's online presence.

TRACK 2: ANIMAL NUTRITION Q&A

KONZA A

Barb Downey, Downey Ranch

In this fireside chat with a livestock producer and academic faculty, you will hear two perspectives on animal nutrition. Bring your questions to ask both panelists in this informal conversation.

TRACK 3: FARM LABOR & RESOURCES

KINGS A

Laura Haffner, High Plains Harvesting; Nathan Kells, Kells Farm/Circle Bar Heifer Ranch

Hear from Nathan Kells and Laura Haffner as they share their farm labor experiences and resources to utilize when looking for labor on your own operation. Bring your burning questions for the panelists and walk away with new ideas for finding and keeping labor.

WORKSHOPS ROUND 4 | 4:00

TRACK 1: TRACK 1: NON-TRADITIONAL CAREERS & SECONDARY EDUCATION IN AG

KINGS A

Deana Core, Kansas State University; Jack Polifka, Northwest Kansas Technical College; Dr. Jason Ellis, Kansas State University

Hear from academic faculty as they share opportunities in the agriculture industry that stray from the normal careers as well as learn the value of pursuing a masters, Ph.D. or advanced education certifications.

TRACK 2: HOW CAN YOUNG PRODUCERS ENTER AND ENDURE IN THE BEEF CATTLE INDUSTRY?

KINGS B

Josh Worthington, Worthington Angus

Entering any field in production agriculture today requires flexibility and ingenuity. This session will focus on how we build beef operations around consumer expectations. We will look at practical ways to implement tools and technologies to develop strategies that are measurable and repeatable. A focused and disciplined plan based on industry needs is essential for success.

TRACK 2: STRESS MANAGEMENT

KONZA A

Christie Kelly, Avenues for Change

In this session we will explore recognizing stressors and successfully dealing with stress during a transitional period. Learn how knowing and understanding who you are and how you tend to think can empower you to find solutions in navigating change and challenging situations.

TRACK 3: THE MECHANICS OF BUILDING A LEGACY: MAKING SURE YOUR OPERATION AND YOUR FAMILY SURVIVE A GENERATIONAL TRANSITION

KINGS C

Dr. Shannon Ferrell, Oklahoma State University

This session examines a number of transactional and structural tools families can use to drastically increase the odds that the farm or ranch can change ownership and management from one generation to the next while remaining profitable and creating opportunities for all kinds of farm stakeholders to stay connected to the operation in a positive and sustainable way.

CONFERENCE TOURS

TOUR BUS DEPARTURES

All tour buses will depart from outside the east foyer of the conference center. Please check with the conference registration desk for available tour spots.

SATURDAY MORNING TOURS

(9:45 A.M. – 12:15 P.M.)

River Creek Farms

Since 1890 when Sherman and Mary Mertz settled in the Kaw River Valley and established what would become River Creek Farms, their name has been closely associated with animal husbandry. What began as a modest herd of purebred Angus and Hereford cattle in the late eighteen hundreds has evolved over the decades into one of the premier Simmental and SimAngus herds in the country. Their guiding principles throughout have remained the same: calving ease and disposition, a sincere focus on end-product value and harnessing the benefits of hybrid vigor. These cornerstones remain in place to this day and characterize every bull we sell, even if much has changed over the past. 125 years.

SATURDAY AFTERNOON TOURS

(2:15 – 5:00 P.M.)

A & H Farms

A & H Farms is a fourth-generation family farm just outside of Manhattan. Andrea and Hugo are owners and operators with their eight children ranging in ages from 3-19. Oftentimes, they can be found working on their farm or at the farmers market. Their newest additions to the farm include a bakery and bar called The Grain Bin. In 2021 they also had a professionally cut corn maze featuring the Kansas state flower and motto, "Ad Astra per Aspera." The Pumpkin Patch, U-Pick Strawberry Patch, and Baby Animal Days are three major events on the farm.

Located in the east foyer by registration



**Y&R
LEADERS
CONFERENCE**

*Photo
Booth*

**GRAB A PROP &
STRIKE A POSE**
Make Some Memories

Tag your photos on Facebook or Instagram

#KFBYFR23

KEYNOTE SPEAKERS

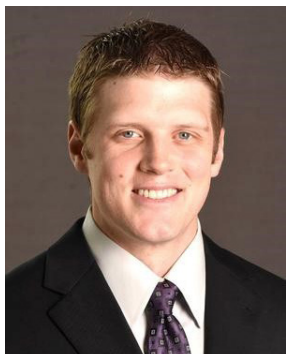
BRANDI BUZZARD



Brandi Buzzard is a cowgirl, rancher, working mom and wife. For more than a decade, she has also been a passionate agriculture advocate, while helping others share their agriculture stories. She has spoken on MSNBC, FOX, CBS, The Weather Channel and Newsy addressing issues like conservation, beef sustainability and nutrition.

Brandi is currently the director of communications for the Red Angus Association of America and editor of the *Red Angus Magazine*. Brandi, her husband, Hyatt, and their daughters Oakley and Quincy, live in southeast Kansas and own High Bar Cattle Company, a Gelbvieh/Balancer seedstock operation.

COLLIN KLEIN



A 2012 Heisman Trophy finalist and one of the greatest quarterbacks to ever don a Kansas State uniform, Collin Klein completed his sixth season coaching the K-State quarterbacks in 2022 and his first as the offensive coordinator.

Klein finished his Wildcat career ranking in the

school's top 10 in 34 different game, season and career record categories. He was the first quarterback from a Power 5 school since 1998 to rush for at least 20 touchdowns and pass for 10 scores in consecutive seasons.

Klein led the Wildcats to a combined 21-5 record as the starting quarterback in 2011 and 2012, which culminated with a No. 1 national ranking, Big 12 Championship and Fiesta Bowl win. He is a member of K-State Football's Ring of Honor as part of the Class of 2022. He is married to Shalin (Spani), a former Wildcat women's basketball player. The couple has three sons, Beric, Rhett and Trek.

"OH, I WAS DRAGOONED INTO
TAKING OVER THE INTERFLIX SOCIAL MEDIA
CHANNELS TODAY, AND APPARENTLY
I'M QUITE PROFICIENT AT IT."

MOIRA ROSE



You guys are quite proficient at social media, and we'd love to dragoon you into helping us share positive stories of agriculture by using Kansas Farm Bureau's Instagram hashtag **#myksfarmlife**. Simply include this hashtag on your farm and ranch Instagram posts for Kansas Farm Bureau to share on its channel, **@ksfarmbureau**.

Hot take: Between Jan. 29 and Feb. 28, we'll give two people a \$25 Visa gift card, just for using the hashtag. Y'all have to be a public profile, you'll have to provide your address to us if you win, it'll be a random drawing.

We love this journey for you.

YF&R COMMITTEE

COMMITTEE CHAIR

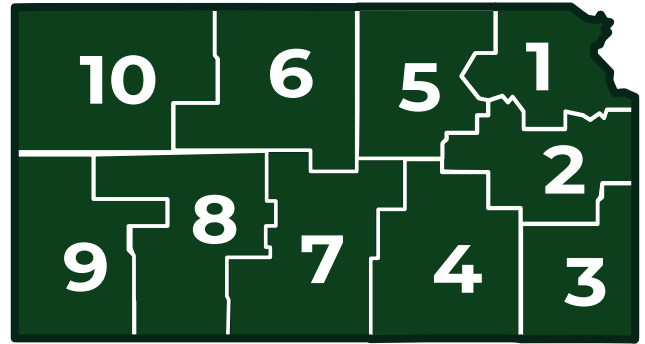
Darrin Jacobson | Marshall County

COMMITTEE VICE CHAIR

Scot Schweierman | Hamilton County

2023 YF&R LEADERS CONFERENCE CHAIR

Taylor Crawshaw | Wilson County



1ST DISTRICT

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kramercattle@gmail.com

CONFERENCE SPONSORS



CONFERENCE VENDORS

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Farmer Direct Foods	KEY Industries
Ford	LandTrust
Fort Hays State University	National Agricultural Center and Hall of Fame
High Plains Mental Health Industry	QSI
HitchPin	Shop Kansas Farms
INTRUST Bank	SurePoint Ag Systems
Kansas Farm Bureau Health Plans	USDA NASS/Farm Service Agency
Kansas IFYE Association	Z&M Twisted Vines Wines and Winery
Kansas Soybean Commission	



ONE MISSION | MANY VOICES

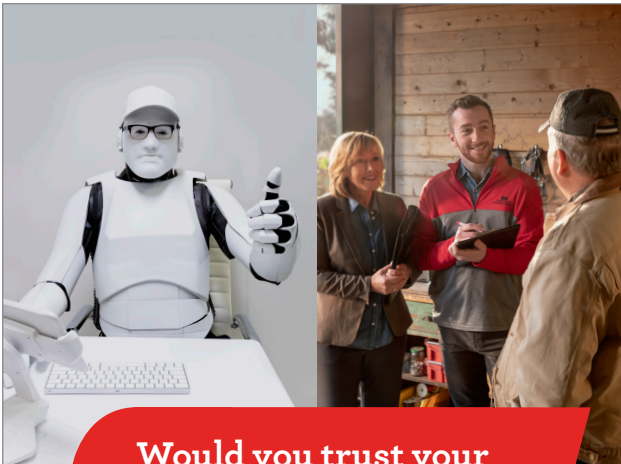
Farm Credit supports rural communities and agriculture with reliable, consistent credit and financial services, today and tomorrow.

Our support is helping provide young people with positive experiences and leadership opportunities that will help them be successful leaders, today and tomorrow.

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Farm Credit of Western KS	(800) 657-6048
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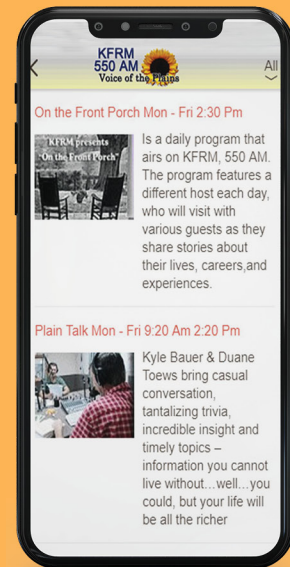
Farm & Ranch | Commercial Ag | Crop Workers' Compensation | Succession Planning



No. 1 ag insurer across our territory; 1996-2021 SNL P&C Group – Farm Bureau Property & Casualty Insurance Company and Western Agricultural Insurance Company direct written premium. Farm Bureau Property & Casualty Insurance Company,* Western Agricultural Insurance Company,* Farm Bureau Life Insurance Company*/West Des Moines, IA. *Company providers of Farm Bureau Financial Services. PC206 (1-23)



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YOUNG FARMERS & RANCHERS

*Farm Bureau Exclusive Cash Reward is exclusively for active Farm Bureau members who are residents of the United States. \$500 Exclusive Cash Reward on the purchase or lease of an eligible new 2021/2022/2023 Ford Maverick, Ranger, F-150 or Super Duty®. This incentive is not available on F-150 Lightning, F-150 Raptor, F-650 and F-750 Super Duty®. This offer may not be used in conjunction with most other Ford Motor Company private incentives or AXZD-Plans. Some customer and purchase eligibility restrictions apply. Must be a Farm Bureau member for 30 consecutive days prior to purchase or lease and take new retail delivery from an authorized Ford Dealer's stock by January 3, 2023. Visit FordFarmBureauAdvantage.com or see your authorized Ford Dealer for qualifications and complete details. Note to dealer: Claim in VINCENT using #38326

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¹ Reward points can be redeemed as a cash deposit to a checking or savings account with this Financial Institution only, which will be deposited within seven business days, or as a statement credit to your credit card account, which will be deposited within one to two billing cycles or as a Rewards Card (\$25 minimum redemption).

² Late payments or going over the credit limit may damage your credit history.

The creditor and issuer of these cards is Elan Financial Services, pursuant to a license from Visa U.S.A. Inc.

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CONFERENCE SPACE



AFBF FUSION CONFERENCE

March 3-7 – Jacksonville, FL

*2023 Collegiate Discussion Meet Winner to Attend & Compete

PHOTO CONTEST

Opens June 1, Ends Oct. 1

LEADERSHIP KFB APPLICATION

Due Oct. 1

KFB ANNUAL MEETING

Dec. 2-4 – Manhattan

2024 AFBF ANNUAL CONVENTION

Jan. 19-24 – Salt Lake City, Utah

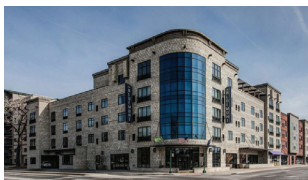
*2023 YF&R State Competition Winners to Attend & Compete

MANHATTAN HOTELS

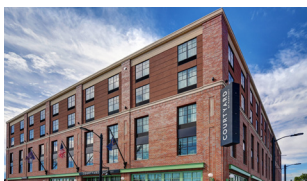
Hilton Garden Inn	785-532-9116
Bluemont Hotel	785-473-7091
Courtyard by Marriott	785-587-1972
Fairfield Inn	785-539-2400



HILTON GARDEN INN



BLUEMONT HOTEL



COURTYARD BY MARRIOTT



FAIRFIELD INN

MISSION

The Young Farmers and Ranchers, an integral part of Kansas Farm Bureau, are hard-working agriculture professionals dedicated to developing their leadership skills and empowering others to become actively involved in agriculture.



KANSAS FARM BUREAU®
Young Farmers & Ranchers®