



# Schedule of Events

*\*\*Times and Speakers subject to change without notice*

## Thursday, September 26th

- 12pm - 1pm Early Check-In
- 6pm - 8pm AWC Members and VIP Reception @ the APHA Headquarters
  - Meet the AWC Ambassadors
  - Catering by Meat Board and Farmhouse Winery
  - Live music by Baileigh Rhodes
  - AWC Members, Speakers, & VIP Ticket Holders Only

## Friday, September 27th

- 8:30am - 12pm Registration & Exhibitor Tables Open
- 11am - 12pm VIP Meet & Greet Gatlin Didier and Granny
- 1pm Event Kick Off!
  - National Anthem performed by Judy James and Jean Prescott
- 1:25pm Welcome message by *Ag Women Connect CEO and Founder, Venessa Wood*

## Ag Business Session

- **1:45pm - 2:15pm Panel: How to Brand Yourself**
  - **Moderator** Tyler Schuster
  - **Panelists** Jana Earp, *Personal Branding*; Audrey Cunningham, *Ag Marketing & Sales*; Emma Coffman, *Ag Advocacy & Sales*; Alicea Jare, *Photographer*
- **2:20pm - 2:40pm Fear Based Marketing**
  - Presented by Stephanie Nash, *No Farms No Food*
- **2:45pm - 3:15pm Panel: Women in Equine**
  - **Moderator** Karen Glueck
  - **Panelists** Joli Summers, *Business Owner & Breeder*; April Bonds, *Bonds Ranch*; Chelsea Edsall, *Cheers Its Chelsea*; Sharon Beach, *NCHA*
- **15 min SNACK BREAK SPONSORED BY Tin Top Gin**

## Current Impacts on Agriculture Session

- **3:30pm - 4pm Endangered Species Act and Its Impact on Agriculture**
  - Presented by Sarah Falen Tate, *Wild West Advocacy LLC* and Karen Falen, *Budd-Falen Law Firm*
- **4:05pm - 4:25pm Do the Research! The tools you need to make informed decisions**
  - Presented by Karen Glueck, *AGPROfessionals*
- **4:30pm - 4:50pm Marketing & Hedging 101**
  - Presented by Donna Hughes, *Stone X*

## Special Interest Session: Rodeo

- **5:05pm - 5:45pm Panel: Women in Rodeo**
  - **Moderator** Hailey Frederiksen
  - **Panelists** Amanda Kimes, *Kimes Jeans*; Sami Jo Smith, *Women's Rodeo World Championship*; Mandi Tapp, *Amateur Barrel Racer*, plus one
- **5:50pm - 6:05pm** Your Home TV
- **6:10pm - 6:20pm** End of Day Remarks from Venessa Wood

## Special Event

(not sponsored by AWC)

### **Texas Rattlers Bull Riding Event - Open to Friday Attendees**

Doors Open at 6:15pm - Event Starts 7:45pm

Dickies Arena - Walking Distance

\*\* Discounted Tickets/Special Seating Section

## Saturday, September 28th - Day

**8:00am** Doors Open

- **8:30am - 10:00am Prayer Breakfast**
  - Breakfast Burritos, Fresh Fruit, Tea and Coffee
- **8:30am National Anthem**
  - Performed by Bryndle Gibson
- **8:40am Worship Session**
  - Music Performed by Jean Prescott and Judy James
  - Prayer & Christian Mission by Liz Jack

- 9:05am - 9:25am Devotional by Andrea Waitley
- 9:25am - 9:40am A Message from Esther, by Joni Nash

BREAK BEFORE EVENT START

- 10:00am - 10:25am “ Such a Time as This” with Venessa Wood

## Wellness Session

- 10:30am - 10:55am **Mental Health in Agriculture**
  - Presented by Carey Portell, *the Cruisin Cowgirl*
- 11:00am - 11:15am **Addiction in Western/Ag Lifestyle**
  - Presented by Lacey Singleton, *Sober Cowboy*
- 11:20am - 11:40am **Having the Hard Health Conversations as Women in Agriculture**
  - Presented by Dr. Bailee Cooper
- 11:45am - 12:45pm **LUNCH BREAK**
  - Stop by any of the local eateries to unwind and take a break! Just make sure to come back on time to catch the rest of the sessions!

## Special Interest Session

- 12:50pm - 1:20pm **Panel: Ag Women in Business**
  - **Moderator** Joni Nash
  - **Panelists** Lauren Murray, *Fort Worth Stock Show & Rodeo*; Julie Gibson, *Riomax*; Krysta Paffrath, *Rural Podcast Network*; Tyler Schuster, *Basically Famous Podcast*
- 1:25pm - 1:45pm **Fighting Back Against Activist-Driven Legislation at the Local, State & Federal Levels & 30 x 30**
  - Presented by Mindy Patterson, *The Cavalry Group*

- **1:50pm - 2:15pm Panel: Education and Agriculture**
  - **Moderator** Venessa Wood
  - **Panelists** Lauren Perez, *Cattle Rancher*; Jodi Lynch Findley, *JodiSpeaksLIFE*, Rose Tryon, *President of American AgriWomen*; Lacey Chandler, *Chandler Automation*
- **2:20pm -2:45pm Working Partnerships Between Women & Men in Agriculture**
  - Presented by Erin Lockart, *Apex Trailers* and Teague Elias, *Raskull Supply*
- **2:50pm - 3pm** Conference Close out by Tyler Schuster

## **Saturday, September 28th - Evening**

Gala & Fundraiser benefiting

*The Ag Women Connect Foundation*

6pm - 9pm

BBQ Dinner

Awards Ceremony

Live Auction

Silent Auction

Keynote Speaker: Gatlin Didier