



Arizona Women in Agriculture Conference

July 13 & 14, 2017

To: Leaders involved in all aspects of the Arizona agriculture industry
From: The Arizona Farm Bureau Federation Women's Leadership,
the University of Arizona College of Agriculture and Life Sciences, the Arizona State Cowbelles,
Arizona Beef Council, Arizona Dept. of Agriculture,
and Arizona Milk Producers.

You are invited to attend the twenty-first annual Arizona Women in Agriculture Conference to be held July 13 & 14, 2017 at the Scottsdale Plaza Resort

JULY 13

- 5:00 p.m.** **Western Spirit Museum** (casual attire)
 3830 N Marshall Way (1 block west of Scottsdale Rd and south of main near Indian School Rd)
 Scottsdale, AZ 85251
 Join friends for a tour of the Western Spirit Museum. A museum of the West that celebrates the art, history and unique stories of the 19 states of the American West. Enjoy a fun scavenger hunt while at the museum.
- 6:30** **Dinner on your own**

JULY 14

- 8:00 a.m.** **Registration and Continental Breakfast** (Business casual attire)
- 8:30** **Call to Order** Sine Kerr, Chairman, Arizona Farm Bureau Women's Leadership
- 9:00** **Getting Millennials & Busy People Involved**
 Jordan Craig, Director, Grassroots Program Development, American Farm Bureau Federation
 Everyone is often stretched thin, with little time to give. We'll explore ways to encourage, motivate and help attendees learn how to engage busy people of any age group and get them involved in a variety of agriculture programs.

- 10:00** **Bio-Tech What the Heck** Katie Aikins, Director of Education Arizona Farm Bureau
Attendees will learn the basics about biotechnology and how it is being used in agriculture today. Negative talk about GMOs is flooding our computer screens and social media walls. Come and get the basics on a high-tech and highly controversial topic. Leave with information that will help you better understand this technology and equip you with tools to be confident enough to share with others.
- 11:00** **Break**
- 11:15** **From West Africa to the West Valley: The Golo Family's Farming Experience**
Mr. James and Mrs. Jawn Golo
Hear the Golo's inspiring story. While living at a refugee camp in Ghana, they were asked to begin farming to provide nutritious meals for their fellow refugee families. After resettling in Arizona, they found that their experience helped them build a successful farming business in the west valley of the Phoenix Area.
- 12:00 p.m.** **Networking Lunch**
- 12:45** **Women in Agriculture Conference: The Beginning** Ruth Goldman, Dairy
Carmen Auza, Sheep
- 1:00** **Then and Now Panel** Moderator: Sherry Saylor
Journey with eight agriculturalists as they share their stories of farming in the past to how modern agriculture is done today.
- 2:30** **Re-imagining the Role of Women in Agriculture**
Amanda Mcclerren, Monsanto, Product Strategy Lead
- 3:00** **Dessert Break and Raffle drawings**
- 3:30** **Ask the Expert: Visit with Leaders Past, Present and Future**
Tiffany Selchow, Director of Social Marketing and Consumer Outreach Arizona Beef Council
10 agricultural experts will go table to table answering questions one-on-one with conference attendees.
- 5:00** **Adjourn**

Hotel Room Reservations – Deadline is June 20, 2017. Scottsdale Plaza Resort, 7200 N Scottsdale Road, Scottsdale AZ, 85253. Hotel Cost is \$99 (single/double) or \$149 for villa or patio suite. (Includes gratuities). To guarantee this special rate, call for reservations before the deadline at 800-832-2025 and refer to the Arizona Farm Bureau 2017 Women in Ag Conference.

Register today for the 21st Annual Arizona Women in Agriculture Conference July 13 & 14, 2017



REGISTRATION FORM

Early Bird registration by June 20, 2017	\$75 _____
Postmarked June 21, 2017 or after	\$85 _____
I will attend the Thursday, Western Spirit Museum tour	\$10 _____

Name: _____ First Time Attendee? Yes No

Business/Organization: _____

Address: _____ City: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

Total enclosed \$ _____

Make checks payable and mail to Arizona Farm Bureau WLC, Attn. Peggy Jo Goodfellow, 325 S. Higley Rd., Suite 210, Gilbert, AZ 85296. For more information, call 480.635.3609 or to pay with a credit card call 480.635.3605.

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter by contacting Monica Pastor 602.827.8200. Requests should be made as early as possible to allow time to arrange the accommodation.