

**AAW 2010 Annual Meeting and Convention**

**Gateway to Agriculture in the 21<sup>st</sup>**

**AGENDA AS OF 9.8.10 – ADDITIONS AND CHANGES YET TO BE MADE!**

**Wednesday, November 10, 2010:**

- 2-5 Optional training session –  
Annie’s Project short course
  
- 2-5 Optional training session -  
Leadership Learnin'-Lessons of a Roads Scholar - Ron Wilson, Huck Boyd National Institute for  
Rural Development
  
- 3-6 Registration
- 6 Dinner on your own in the Clayton area

**Thursday, November 11, 2010:**

- 7:45 Spouse tours depart  
Arch tour (Members may go on Arch tour and return for afternoon sessions.)
- 8:00 Orientation for first time attendees

**Concurrent tracks for attendees –**

**EPD Track – Education and Professional  
Development Workshops**

- 8:30-12 Promoting your business through  
social media - Pamela Bartholomew
  
- Adding value to your business through  
agritourism - Jane Eckert
  
- 12 Lunch on your own
  
- 1 Social media for beginners -  
Michele Payn-Knoper
  
- Marketing your commodities -  
Hands-on workshop with Betty Corbin
  
- AgriWomen Leadership Institute -  
Kris Zilliox

**MIP Track – Membership and Issues  
Participation (all sessions open to all members)**

- 8:30-12 Resource Center meeting
  
- AAWRC & Exec. Committee meeting
  
- Standing Committees meetings
  
- StART Chairs & Affiliate Presidents  
meeting
  
- 12 Lunch on your own
  
- 1 What's Happening with our affiliates  
and issues? Reports by Affiliate  
Presidents & StART Committees
  
- 3 Board of Directors meeting

- 4:00 Mentors and first timers meeting
- 5:30 Reception and Welcome to St. Louis from Glenn Poshard, President of Southern IL University and former US Congressman  
Introduction to Common Ground
- 6:30 Dinner OYO  
President's Caucus meeting
- 8:00 Town Hall Meeting

**Friday, November 12, 2010**

- 7:45 Breakfast and Opening Ceremonies – Keynote Speaker – Dr. J. Scott Vernon
- 9:00 Spouse coffee in hospitality room - Spouses may also choose to attend the panel

**EPD Track Workshops:**

- 10-12 Social media - Taking it to a higher level  
Michele Payn-Knoper
  
- Advocating for Agriculture  
Dr. J. Scott Vernon

**MIP Track:**

- 10-12 Panel on Sustaining Agriculture in the 21st Century - speakers from key segments of the industry will discuss the hot topic of "sustainability" and what it means for food producers and the food industry in the future
  
- Consumer Trust in the US Food System -  
Charlie Arnot , Center for Food Integrity

- 12 Lunch – Keynote Speech: Brett Begemann, Monsanto  
Introducing America's Farmers Mom of the Year, Carol Cowan
- 1:30 Networking Tours & Dinner out for whole group
- 5:00 Dinner at St. Louis Zoo, special treat presentation and auction, called by Dr. J. Scott Vernon,  
Animal Welfare panel

**Saturday, November 13, 2010**

- 7:45 Breakfast - speaker – Sarah Muirhead, Feedstuffs Editor
- 9:00 Spouse tours depart
- 9:00 AAW Business meeting
- 12:00 Lunch – Invitation to Kansas - Washington, DC Update, Sara Wyant -  
Special Recognition

**2:00 EPD Track Workshops**

Preparing your 30 Seconds in an  
Elevator Speech

Career Development - Erika Brandt

Working with the Media -  
Stellar panel of ag media experts

**2:00 MIP Track Workshops**

Energy Efficiency on the Farm - Lisa  
Campion

Estate Tax - What's Next?

Legacy Planning - Kevin Spafford

- 6:00 President's Reception, Convention Banquet, Installation of Officers and Awards

**Sunday, November 14, 2010**

- 8:00 Worship Service
- 9:00 Post convention tour departs