

## Grassroots Leadership Summit – January 11<sup>th</sup> & 12<sup>th</sup>, 2018 in York

### Thursday, January 11<sup>th</sup>

*Check-in to hotel: Holiday Inn Express, York*

6:30 PM Social Hour at Chances R

7 PM Supper at Chances R

**Keynote Speaker:** Randy Krotz, CEO of U.S. Farmers & Ranchers Alliance  
*“Why You Have to be the Voice of Agriculture”*

### Friday, January 12<sup>th</sup> - Holthus Event Center, York

8 AM Grassroots and You – *What is grassroots? How do I fit in?*  
Steve Uram, NCGA

10:15 AM Social Media & You – *How can I get involved? What is my role?*

11:15 Values Proposition – *What is a values proposition? Do I need one? What is NeCGA’s?*

12 PM **LUNCH**

12:45 PM Media Training Topic Discussion & Media Panel

1:15 PM Media Training Round Robin  
*Steve White, NTV*  
*Susan Littlefield, Rural Radio Network*  
*Ken Anderson, Brownfield*

2:30 PM Follow-up Media Panel – *What went well? What can be improved?*

Interested in attending one or both days? Contact Morgan Wrich, in the NeCGA office, at [mwrich@necga.org](mailto:mwrich@necga.org) OR (402) 438-6459. A limited number of hotel rooms are available through NeCGA for the evening of January 11th. If you would like to attend just the evening of the 11th or Friday the 12th, RSVPs are due by January 3rd.

**Hotel room requests are due by December 28th.**

