



AGENDA

TUESDAY, AUGUST 4TH

10:00 - 10:15 AM	Welcome	Lisa Norton
10:20 - 11:00 AM	Motivational Keynote	Rhett Laubach
11:10 AM - 12:00 PM	Authentic Leadership	Clay Zwilling
1:00 - 1:50 PM	Identifying Personal Strengths and Exploiting Them	Dr. Mark Hoge
2:00 - 3:00 PM	Being a Leader Amongst your Peers	Senior Board Panel: Blake Nelson, Wyatt DeJong, Joel Cowley
3:00 PM	Meet and Greet with Small Breakout Groups	Facilitators: Jessie Judge and Sure Champ Leadership Team Members

WEDNESDAY, AUGUST 5TH

9:30 - 10:15 AM	Agriculture Advocacy 101	Blayne Arthur
10:20 - 11:20 AM	Innovation Station: How to be Innovative when our Industry Faces Challenges	Panel: Nick Fitzsimmons, Miles Toenyes, Stephanie Sindel
11:30 AM - 12:15 PM	2020 and Beyond: Why Leadership is More Important than Ever	Dr. Ryan Rathmann
1:00 - 2:00 PM	Breakout Session in Small Groups	Facilitators: Jessie Judge and Sure Champ Leadership Team Members
2:15 - 4:15 PM	Presentations of Projects to Entire Group	Time may vary depending on total number of registrations
Following the Presentations	Closing Remarks	Bob Norton



KEYNOTE ADDRESS

SPEAKER: RHETT LAUBACH



Rhett Laubach is a professional speaker, leadership trainer, author, presentations coach and owner of YourNextSpeaker, LLC. Rhett has presented keynotes and seminars for over 25 years, in 48 states, Canada, the Bahamas and to over one-million audience members. Rhett and his family live in Edmond, Oklahoma.

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AUTHENTIC LEADERSHIP

SPEAKER: CLAY ZWILLING



Leaders who relate to their teams and inspire effective action are critically important to success in any field. Being authentic in nature helps you to be more relatable and those around you find it easier to trust you. This session will dive into what it means to be an authentic leader and how that is important in life and a career. You will learn how to discover your own authentic style of leading, how to identify your WHY and how to implement that authentic style into your everyday life and future career.





IDENTIFYING YOUR PERSONAL STRENGTHS AND EXPLOITING THEM

SPEAKER: DR. MARK HOGE



There is no one proper way to lead or be viewed as a leader. You don't have to be a good speaker or highly successful, you just have to be yourself and play to your strengths. Before we know how we can help others, we have to discover our personal strengths and how we can make a difference. In this session you will learn how to determine your personal strengths and how those can be acted upon to find your niche to help others.

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BEING A LEADER AMONGST YOUR PEERS



BLAKE NELSON



JOEL COWLEY



WYATT DEJONG

DAY I

Session 4

How can you lead others similar in age and seasons of life? Being a leader amongst your peers can be challenging, but it is more than just telling others what to do. In this session, Senior Board members from different breeds will share and comment on their experiences influencing others and how they work to stand out as a leader amongst their peers. They will also discuss how their leadership skills spill over to help be an advocate outside of the industry.

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AGRICULTURE ADVOCACY 101

SPEAKER: BLAYNE ARTHUR



We are all told we need to be one, but what does it actually mean to be an advocate for our industry and how can you be an effective one with intentional action? We answer these questions and so much more in this session.



INNOVATION STATION: HOW TO BE INNOVATIVE WHEN OUR INDUSTRY FACES CHALLENGES







MILES TOENYES



Session 2

The agriculture and livestock industries face challenges every day, month and year. To thrive, it is essential that we keep our minds open to change and an innovative way of thinking to seek progress. In this session, we sit in on a panel of industry leaders who discuss challenges we face in our industry, what 2020 has presented us with and innovative ways to think outside the box to keep our individual sectors of the industry successful

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2020 AND BEYOND: WHY LEADERSHIP IS MORE IMPORTANT THAN EVER SPEAKER: DR. RYAN RATHMANN



Leadership is always important. But in these unprecedented times, when our passion, livelihood and the future of our industry are challenged, the need for leadership on all levels takes precedence. In this session we discuss the challenges of 2020, how they have and will continue to change our industry and how we can all take on a role of leadership and advocacy for our industry both inside and outside the ring.



BREAKOUT SESSION NOTES

Names of Group Members:

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Brain Dump – Dump your ideas here!

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Sure Champ[®] and Vita Charge[®] products help you **#PreptoWin** while you are at home and on the show road. To learn more about our products and the benefits they have for your animal, visit **www.surechamp.com**



We are so thankful you could join us!

Just to say thanks we are offering you a



Use code **SCALE20** at checkout to receive 10% off your entire order. Offer valid through August 31, 2020.



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