



Register now!

June 24-25, 2025



The Fontaine

Book by Sunday, June 1

901 W. 48th St.

Kansas City, Missouri

www.agrelationscouncil.org

Time Topic

Tuesday, June 24

8:30 a.m. **Board Meeting; all are welcome!**

11:45 a.m. **Welcome Lunch**

1-1:30 p.m. **Chris Chinn, Missouri Director of Ag**
Director Chinn will welcome ARC to her home state and provide a touchpoint for various topics impacting agriculture, farmers and the broader public. Did you know her use of digital media was key in establishing her political voice?

1:30-2:30 p.m. **Tracy Whelpley, Director of Regional Impact for KC2026**
Tracy takes us inside the preparations for KC's hosting the 2026 FIFA World Cup. The combination of outreach and communications being employed as an event the scale of six Super Bowls comes to town is unmatched in U.S. history. She'll share how KC is building plans to insure the benefits are felt in the region far into the future.

2:45-3:45 p.m. **J.J. Jones, Executive Director, National Institute for Animal Agriculture**
Bridging Barns and Breakfast Tables: Elevating the Voice of Animal Agriculture
As consumers grow further removed from the sources of their food, public relations professionals are uniquely positioned to shape the narrative around REAL animal agriculture. This interactive session, led by J.J. Jones, explores how to effectively engage diverse audiences on the vital role of livestock in nourishing people, sustaining communities, and stewarding natural resources. Attendees will leave with practical engagement strategies and refreshed inspiration to advocate for the social, economic, and environmental value of animal agriculture.

3:45-4:30 p.m. **Tim Brennan, VP of Programs and Strategic Impact, Farm Foundation**
Not If but When: Understanding the New Realities of American Agriculture
In this timely and provocative session, Tim will share Farm Foundation's approach to listening, planning and acting to help farmers best position for the agricultural landscape of tomorrow.

4:30-5 p.m. **ARC Business Meeting**

6 p.m. **Reception**
6:30 p.m. **Agricultural Public Relations Hall of Fame Induction and Champagne Toast to Bob Giblin, 2025 inductee**
7 p.m. **Dinner, followed by Golden ARC Awards banquet**

Wednesday, June 25

8:30 a.m. **Breakfast**

9:30-11 a.m. **Artificial Intelligence Panel & Discussion**
AI tools are revolutionizing so much of American culture and business. Hear from several professionals about their use cases, benefits of the technology and some of the cautions they offer up.

- **Janice Person, CEO, Grounded Communications**
 - **Casey Mills, Vice President, Director of Social Media, Swanson Russell**
 - **Haley Barnwart, Content Specialist, Meyocks**
 - **Kelly Stanze, SEO Strategist, Kelly Stanze Consulting**
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11:30 a.m. **Join ARC members for a OPTIONAL dutch-treat lunch and Mushroom farm tour.**
