**Monday, November 9**

**(Optional: Pre-Conference Fun Day)**

Noon - 4:00 Explore Wenatchee -- “on your own” (see insert for options)

3:00 –7:00 Farm Tour & BBQ at local farm

After BBQ Hospitality Suite @ Hotel

**Tuesday, November 10**

7:00 Registration begins

7:00-10:00 Udder Café Coffee & Donuts

10:00-10:20 Welcome & Color Guard

10:20-10:30 Veterans Day Message

10:30-11:30 Edelman Trust Barometer:

Public Trust in U.S. Farmers

11:30-12:00 Trade Show Break

12:00-1:45 Lunch

Fuel Up to Play 60 Report

Tony Ventrella, Author “Smile in the Mirror” & Seattle sports personality

1:45– 2:00 Trade Show Break

2:00-3:15 Media Training

3:15-4:00 Vendor/Milk break

4:00-5:00 Nutrient Management—Discussion of federal court ruling, proposed NPDES Permit, voluntary programs & legal protection.

5:00-6:00 Vendor Break & Social Hour & Cheese Reception

6:00 Dairy Women Dinner & Auction

*After the auction Hospitality Suite @ Hotel*

**Wednesday, November 11**

7:00 Registration

7:00-9:00 Udder Café Coffee & Donuts

8:00-8:45 Open buffet breakfast

8:45-10:00 Panel Discussion:

Consumer as the New Regulator

10:00-10:30 Vendor/Milk Break

10:30-12:30 WSDF & WSDW Business Meetings

12:30-2:00 Awards Lunch

2:00-3:00 Breakout (Choose One):

1. Hot Topic Updates:

Electronic Reporting of Cattle Sales—Lynn Briscoe, WSDA will discuss new electronic system for private party sales.

Voluntary Stewardship Program– Join Farm Bureau CEO John Stuhlmiller as he outlines the new VSP that will protect Ag in 28 counties.

CDL, Farm Diesel & Farm Vehicles—Scott Dilly, WA Farm Bureau, will share updates with CDLs, farm-use vehicle exemption & dyed diesel.

2. Complying with ObamaCare—Matt Henderson, PayneWest Insurance, will point out the latest mandates and provide an affordable option for compliance.

3:00-3:15 Trade Show Break

3:15-4:00 Breakout: Near & Far: Where is the Milk Price Going? Jon Driver, WSU

4:00-end Milk Men movie and Dinner