

QUESTIONS FOR A SPEAKER:
Text to 931-286-3848 anytime during the session.

WI-FI

PASSWORD: GRASSROOTS (all caps)

BUS SCHEDULE

FRIDAY:
7:30 AM - 9:30 PM

SATURDAY:
7:00 AM - 2:00 PM

FARM BUREAU WOMEN'S AITC BENEFIT AUCTION

Clydesdale Room • Friday 10:00 AM - Saturday 9:45 AM

TRADE SHOW

Mustang, Quarter Horse, Palomino Rooms and Hallway



FRIDAY:
9:00 AM - 3:15 PM

SATURDAY:
9:00 AM - 11:15 AM


Farm Bureau Store
Friday 8 AM - Saturday 10 AM



THE Voice of Agriculture®


Grassroots
CONFERENCE

AUGUST 7-8, 2026

Cool Springs Marriott & Embassy Suites
Franklin, Tennessee

FRIDAY

8:00 AM - REGISTRATION OPEN MARRIOTT - Saddlebred, Highland, Morgan

9:30 AM - PRESIDENTS MEETING EMBASSY SUITES - Junior Ballroom

11:00 AM - LUNCH - Wear Your Orange MARRIOTT - Salons 1 - 10

SPEAKER: Mike Keith

Mike is the radio play-by-play voice of the University of Tennessee Volunteers. From 1999-2024 he was the voice of the Tennessee Titans and has won Sportscaster of the Year 12 times.



1:45 PM - GENERAL SESSION 1 MARRIOTT - Salons 1 - 10

"U.S. BEEF BUSINESS UPDATE"

SPEAKER: Colin Woodall

Colin is the chief executive officer of the National Cattlemen's Beef Association and leads the country's oldest and largest national trade association for cattle producers.



2:45 PM - BREAK

3:15 PM - GENERAL SESSION 2 MARRIOTT - Salons 1 - 10

FARM PROFITABILITY PANEL

PANELISTS: Les Humpal - UTIA; Kevin Kuper - Farm Credit; Alice Rhea - Farmers Service; Moderator - Chris Buie

Strategies, financial insights and innovative tools aimed at improving the long-term profitability and sustainability in modern agriculture operations.

6:00 PM - DINNER EMBASSY SUITES - Grand Ballroom

Jim 'N Nick's Bar-B-Q

- Agriculture in the Classroom Recognition
- Farm Bureau Women's Agriculture in the Classroom Live Auction
- Special Recognitions

SATURDAY

BREAKFAST AT YOUR HOTEL

EMBASSY - Breakfast buffet opens at 6 AM

MARRIOTT - Breakfast buffet in convention center hallway starts at 6AM

7:00 AM - REGISTRATION OPEN MARRIOTT - Saddlebred, Highland, Morgan

8:00 AM - GENERAL SESSION 3 MARRIOTT - Salons 1 - 10

SPEAKER: Michelle Miller, "The Farm Babe"

Michelle Miller is the modern ag myth-buster, data devotee, and crowd-pleasing storyteller who turns tough food topics into a-ha moments.



9:15 AM - BREAK

9:45 AM - GENERAL SESSION 4 MARRIOTT - Salons 1 - 10

"THRIVING IN ECONOMIC CHAOS"

SPEAKER: Dr. David Kohl, AgriVisions, LLC

Dr. Dave Kohl is an academic Hall of Famer in the College of Agriculture at Virginia Tech. He has gained insight into the agriculture industry through travel, research and involvement.



11:15 AM - CLOSING LUNCH MARRIOTT - Salons 1 - 10

SPEAKER: Zippy Duvall, AFBF President

Zippy Duvall has been the American Farm Bureau president for a decade. He is a third-generation farmer from Georgia where he and his son raise beef cows and broiler chickens.

