



## **Annual Meeting Agenda**

*Note: All times are central time zone*

### **Saturday – Oct. 9**

*Suggested Attire:* There will be a lot of walking, so the priority should be comfortable shoes. Think “Snappy Casual.”

#### *Activity*

4:30 p.m. - [Country Music Hall of Fame and Museum](#), Nashville\*

*The Country Music Hall of Fame and Museum exists to preserve, celebrate, and share the important cultural asset that is country music. Launched in 1967, it has been called the “Smithsonian of country music,” celebrated for its broad cultural impact, educational mission, and unrivaled collection of historically important artifacts.*

6:45 – Meet in Lobby of the CMHoF to walk to Arnold’s (distance is approximately .6 mile)

#### *Dinner*

7 p.m. - [Arnold’s After Dark](#), Nashville\*

*Since 1982, the Arnold family has been serving homecooked meals at Arnold’s Country Kitchen in downtown Nashville. Known for their from-scratch offerings and locally-sourced ingredients, it’s not unusual to see locals, tourists, celebrities, athletes, lawmakers, and movers and shakers all standing in the same line waiting to get in the door. Awarded a James Beard American Classics Award in 2009, Arnold’s has been featured in publications such as Garden & Gun, Maxim, Southern Living, SAVEUR, and Bon Appetit, and on the tv show Diners, Drive-Ins and Dives.*

If you’d like to experience downtown Nashville, this evening will be a great time to do it. Arnold’s is approximately .6 mile from Broadway, which is considered the main drag.

\*Although these are group activities, everyone is responsible for their own expenses.

### **Sunday – Oct. 10**

*Suggested Attire:* Our visit to Ellington Agricultural Center will involve walking through grass and on uneven ground. Weather permitting, our dinner will be outdoors and it may get cooler once the sun sets. Appropriate attire might include boots with nice blue jeans, khakis, or skirt; a jacket or sweater; and button down or blouse. Think “Boots & Business Wear.”

#### *Hotel*

10 a.m. – 5 p.m. - Registration & Information Table is Open

1:30 p.m. – *Opening Comments*

**Corinne Gould**, COSDA President

1:35 p.m. - *Federal Partner Updates*

**Ed Curlett**, USDA Animal and Plant Health Inspection Service Director of Public Affairs  
**Siobhan DeLancey**, FDA Center for Veterinary Medicine Senior Advisor for Strategic Communications

**Aaron Lavalley**, USDA Food Safety and Inspection Service Deputy Assistant Administrator for the Office of Public Affairs and Consumer Education

**Lauren Gollarza**, CDC Outbreak Response and Prevention Branch Health Communication Specialist

**Kristen Lenhardt**, USDA National Agricultural Statistics Service Director for Public Affairs

4 p.m. - *NASDA Update*

**Sarah Grace Fowler**, NASDA Associate Director for Communications

5 p.m. - Board bus for travel to Ellington Agricultural Center

*Ellington Agricultural Center*

5:30 p.m. – **Taste of Tennessee Welcome Reception**, [Tennessee Agricultural Museum](#)

*The Tennessee Agricultural Museum serves its community through educational programs, exhibits, and special events that attract more than 12,000 people annually. School groups learn about Tennessee's rural past through curriculum-focused field trips and audiences of all ages are encouraged to explore the site's exhibits that contain over 3,000 artifacts related to life in Tennessee before electricity. The museum includes two levels of exhibits, an heirloom garden, and historic cabins.*

7 p.m. – **Fresh from the Farm Dinner**, [Brentwood House](#)

*Once a private estate, the 207-acre Ellington Agricultural Center is now headquarters for the Tennessee Department of Agriculture and other local, state, and federal agencies. In 1970, Brentwood House was renamed the W.F. "Red" Moss Administration Building in honor of the longest tenured commissioner of agriculture. The 23-room mansion is a replica of President Andrew Jackson's Tennessee residence, The Hermitage. It houses offices for the Tennessee Department of Agriculture's commissioner, the deputy and assistant commissioners, budget, human resources, and public affairs services.*

*Dinner ingredients will be provided by [Cul2vate](#) and harvested from Ellington Agricultural Center. Cul2vate seeks to feed the hungry by growing food and growing people. First, Cul2vate grows and delivers fresh, nutritional local produce to those in need. Second, Cul2vate offers assistance to those in need of a second chance through job readiness, life skills, and business training with the goal of helping individuals find full-time employment at the end of their journey.*

9 p.m. – Brentwood House Tour

9:30 p.m. – Board bus for travel to Hotel

*Hotel*

9:45 – Hospitality Suite Opens

## **Monday – Oct. 11**

*Suggested Attire:* There will be some walking outdoors and in an industrial setting. The priority should be comfortable, closed-toe shoes. Think “Practical Professional.”

### *Hotel*

6–7:45 a.m. – Breakfast on your own on the 8<sup>th</sup> floor (included in room rate)

7–11:30 a.m. - Registration & Information Table is Open

8–9 a.m. – *So You Want to Start a Podcast – Tips and Tricks for Success*

**Samantha Jean**, Tennessee Department of Agriculture Director of Communications

**Lauren Henry**, University of Tennessee Director of Advancement Communications

9–10:15 a.m. – *Social Media Strategy & Success Stories – Making the Most of Your Platforms*

**Ronda VanBuren**, [Bella V Marketing](#) Founder

**Luann Edwards**, [Socially Professional](#) Founder

**Karla Salp**, Washington State Department of Agriculture Public Engagement Specialist

**Haley Mood**, Indiana State Department of Agriculture Deputy Communications Director & Social Media Manager

10:15 -10:30 a.m. – Break

10:30–11:45 a.m. – *Let’s Hear from the Platforms – Social Media Company Reps Answer Your Questions and Highlight What’s New for Government Agencies*

**Tracy Rohrbach**, Facebook and Instagram Politics & Government Outreach

**Morgan Butler**, Twitter Engagement & Outreach Manager, Public Policy

**Andrew Phillips**, LinkedIn Senior Account Executive focused on Economic Development and Tourism

**Eric Ebenstein**, TikTok Director of Public Policy

Noon - Board bus for lunch & travel to Tours

### *Tours*

1 p.m. – **South Central Growers**, Springfield

*South Central Growers is a second-generation family-owned greenhouse operation. The company produces annuals, bedding plants, hardy mums, and poinsettias for retail locations across 8 states. Known as an industry leader in quality and execution efficiency, the company has experienced steady consistent growth since 1990. Currently, the facility encompasses 24 acres of indoor growing space as well as 16 acres of outdoor field production.*

3:15 p.m. - **Stony Creek Colors & Associated Farms**, Springfield

*Stony Creek Colors is innovating and building partnerships with farmers, mills, and brands to achieve their big dream of making pure bio-based fabric dyes for the clothing industry. They take what’s great about synthetic dyes - consistency, vibrancy, and scalability - and leave out what’s harmful, improving profitability and ecosystem health for farmers and empowering designers, brands, and mills with greater transparency and traceability.*

6:30 p.m. - [Tennessee Brew Works](#), Nashville

*Tennessee Brew Works was founded with a mission to create high quality craft beer that pays homage to the land, traditions, and culture of Tennessee. They brew beers using only natural ingredients and make considerable efforts to source raw materials from local farmers, including the grains used for two of our best-selling beers—State Park Blonde Southern Wit and Walk the Lime. They proudly enjoy partnerships with [Batey Farms](#), [Willis Farms](#), [Delvin Farms](#), Strange Honey Farm, and [Bloomsbury Farm](#) for many of their Tennessee-born adjuncts. All of their spent grains from brewing go to Southwinds Cattle Company to feed their prized Wagyu cows.*

8:45 p.m. – Board bus for travel to Hotel

*Hotel*

9 p.m. – Hospitality Suite Opens

## **Tuesday – Oct. 12**

*Suggested Attire:* There will be a lot of walking at Jack Daniel's (indoors and out) and Trott Lumber is a sawmill. Comfortable, **closed-toe shoes are required**. Think "Smart & Sensible."

*Hotel*

6–7:45 a.m. – Breakfast on your own on the 8<sup>th</sup> floor (included in room rate)

7–11:30 a.m. - Registration & Information Table is Open

8–9 a.m. – *Frontline Staff Ambassadors – Training Your Team to Promote your Agency's Mission*  
**Brad Wurfel**, [BJW Strategies](#) Owner & Communications Strategist

9–10:15 a.m. – *Tough Topics– Manage the Outreach and Message for a Broad Audience*  
**Becky Langer**, Ph.D., Bayer State Regulatory Engagement Lead  
**Jenifer Wisniewski**, Tennessee Wildlife Resources Agency Outreach & Communication Chief

10:15-10:30 a.m. – Break

10:30–11:15 a.m. – *Communications During Crisis – S.I.M.P.L.E. Techniques and Tools to Share Information When it Matters Most*  
**Michelle Fidler**, U.S. Forest Service Emergency Management Specialist & Public Information Officer

11:15-11:45 a.m. – Lunch at Hotel

11:45 a.m. – Board bus for travel to Tours

*Tours*

Noon - [RFD-TV Studios](#), Nashville

*RFD-TV is the flagship network for Rural Media Group and the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyles, along with traditional country music and entertainment. RFD-TV produces six hours of live news each weekday in support of rural America and is a leading independent cable channel available in more than 52 million homes.*

2:15 p.m. - [Trott Lumber](#), Shelbyville

*For nearly 40 years, Trott Lumber Co., Inc has been an established circular sawmill, manufacturing lumber and wood by-products for commercial business and the public. The company purchases privately-owned tracts of standing timber and logs those tracts. Their logging division consists of a 5-man crew with over 120 years of experience, including 4 certified Tennessee Master Loggers. They maintain the highest safety standards through utilizing high efficiency, heavy equipment to reduce the need for manual groundwork.*

3:45 p.m. - [Jack Daniel's Distillery](#), Lynchburg

*Crafting something that endures for over 150 years takes time and character. You'll find plenty of both in the people and history that make Jack Daniel's. Established in 1866, the Jack Daniel Distillery was the very first registered distillery within the U.S. It wasn't long before the whole world knew about Jasper "Jack" Newton Daniel and Old No. 7, his signature charcoal-mellowed Tennessee Whiskey.*

*Dinner*

6 p.m. - [Battle Mountain Farm](#), College Grove

*The Hatcher Family Dairy purchased Battle Mountain Farm in 2015 to expand their dairy operation. Battle Mountain is a working 240-acre farm that hosts a variety of events and activities in a beautiful, rural setting.*

*Dinner will feature a southern specialty—barbecue from [Martin's Bar-B-Que Joint](#). West Tennessee's legendary whole-hog BBQ tradition is the cornerstone of Martin's. The restaurants have been featured on the Food Network, Travel Channel, Cooking Channel, and The Today Show and in publications such as Bon Appetit, Esquire, Conde Nast Traveler, and Men's Journal.*

8 p.m. - Board bus for travel to Hotel

*Hotel*

8:45 p.m. - Hospitality Suite Opens

### **Wednesday - Oct. 13**

*Suggested Attire:* Our annual business meeting will take place at the hotel. Think "Conference Casual."

*Hotel*

6-7:45 a.m. - Breakfast on your own on the 8<sup>th</sup> floor (included in room rate)

8-11 a.m. - COSDA Annual Meeting

11:05 a.m. - Adjournment