



**Ag Relations Council 2017 Annual Meeting
June 20-22, Sacramento, CA
Setting the Gold Standard**

June 20, 2017

2:00 p.m. - Board of Directors Meeting

5:30 p.m. - Informal gathering of attendees at the complimentary evening reception at the Embassy Suites Sacramento Riverfront Promenade

6:30 p.m. - Board Dinner (board members only)

June 21, 2017

9:00 a.m. – Welcome and Introductions

9:30 – 11:00 a.m. – **When Regulations Collide with Reality**

A panel from the Pacific Legal Foundation, www.pacificlegal.org.

This panel will feature one of PLF’s attorney’s Damien Schiff who will discuss critical cases affecting agriculture including Waters of the U.S. and Endangered Species Act. John Duarte, a PLF client who is facing jail time and \$8 million in fines from the EPA for Water of the U.S. violations for plowing his field, will share his personal story. (See <https://www.agweb.com/article/when-a-farmer-punches-back-at-the-feds-naa-chris-bennett/>.) Wrapping up the session, Bob Krauter, chief communications officer, PLF, will discuss public relations strategies used by PLF along with how he trains attorneys to work with mainstream media.

11:15 a.m. – 12:30 p.m. - **The Complex Issue of Immigration and Labor**

President Trump’s vowing to crack down on immigration, but immigrants play a huge role in California agriculture. This panel will talk about the balancing act of dealing with immigrants, immigration laws and farmers in this top-producing state. Listen to what Bryan Little of Farm Employers Labor Service (FELS) (www.fels.net) has to say. FELS The Farm Employers Labor Service (FELS) is a subscriber organization affiliated with the California Farm Bureau Federation which assists members in complying with labor laws and avoiding labor relations problems since 1970. The workshop will include a farmer who will share his concerns and challenges of labor issues, along with a professional public relations practitioner who handles immigration issues.

12:30 – 1:30 p.m. – Enjoy lunch while hearing about Sacramento’s innovative Farm-to-Fork Program

1:45 – 3:00 p.m. - **John Armato - Anatomy of a Plan**

John Armato is a senior partner and creative strategist at one of the world's largest public relations firm. Known as a creative thinker, passionate presenter, and insightful facilitator, he offers an entertaining and thought-provoking combination of insights to ponder and techniques to put to use right away. Armato has worked in FleishmanHillard's Kansas City, New York, and Sacramento offices, helping organizations position their brands, develop their messages, and generate effective ideas for achieving their business objectives. He has led sessions ranging from short brainstorming to highly customized full-day think-tanks and workshops for clients such as Novartis, Gatorade, Hallmark, Visa, AT&T, The Principal Group and VSP Global. He brings more than 15 years at the agency, 25 years in communications, and a lifetime of creative pursuits as a musician, graphic designer, and writer to his work, his writing and his speaking.

3:00 - 3:15 p.m. - Break

3:15 - 4:30 p.m. – **John Armato - Think Inside the Box**

Link: <http://www.thinkinside.biz/>

6:00 p.m. - Hall of Fame Dinner

June 22, 2017

8:00 a.m. – Board Bus for Blue Diamond Growers (www.bluediamond.com.)

8:30 a.m. – Arrive at Blue Diamond Grower and Almond Innovation Center to learn all about almond products and product development. We will be joined by the Alicia Rockwell, director of communications and public affairs, Blue Diamond Growers, who will talk about her role at Blue Diamond along with the Cultivate California. The group will head to the Arbuckle area to visit an almond grower.

11:30 a.m. – A trip to the town of Williams in Colusa County, the top rice growing county in the country. Visit a rice grower and hear all about public relations and California rice from Jim Morris, communications manager, CA Rice Commission, www.Calrice.org. Jim will talk about their latest social media campaigns and other public relations strategies.

12:15 p.m. – Lunch at the home-style local restaurant Granzella's Inn.

1:15 p.m. – Head to a winery for tour and tasting.

4:00 p.m. – Head back at hotel

6:30 p.m. - Reception/Awards Banquet

June 23, 2017

Head home at leisure.