

SCHEDULE: ARC Annual Meeting

June 19-21, 2018; Louisville, Kentucky

The Brown Hotel

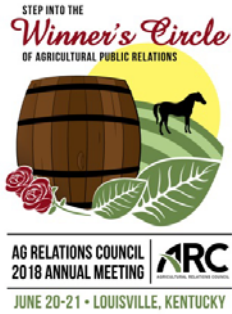
Step into the Winner's Circle of Agricultural Public Relations

Tuesday, June 19

- 2:00 p.m. Board of Directors meeting
- 5:30 p.m. Evening Reception (informal gathering of attendees) at The Brown Hotel Lobby Bar
- 6:30 p.m. Board Dinner (board members only)
- Dinner on Your Own

Wednesday, June 20

- Breakfast on Your Own
- 8:00 a.m. Welcome and Introductions
- 8:30 – 10:00 a.m. Session ONE *"Who Does the Consumer Trust? Breaking Through in a Post-Truth World"*, Colleen Parr Dekker, Director of Global Corporate Communications, Elanco Animal Health
- 10:00 – 10:15 a.m. Break
- 10:15 – 11:30 a.m. Session TWO *"Issues and PR Challenges Facing Kentucky Agriculture"* panel discussion
 - Kentucky Department of Agriculture,
 - Melanie Blandford, Executive Director and
 - Sean Southard, Communications Director
 - Kentucky Farm Bureau - Todd Bright, Director of Communications
- 11:30 a.m. – 1:15 p.m. Hall of Fame Luncheon
- 1:15 – 2:30 p.m. Session THREE *"Getting Uncomfortable with Monsanto – A Look Behind the Curtain"*, Janice Person, Online Engagement Director, Monsanto
- 2:30 – 2:45 p.m. Break
- 2:45 – 4:00 p.m. Session FOUR *"Is It A Facebook Apocalypse?"* Philip Brown, Deph Digital
- 4:00 – 4:15 p.m. Business Meeting
- 4:15 – 4:45 p.m. A Champagne Toast to the Hall of Fame Recipients, Reception
- 5:00 p.m. "Branded!" Cocktails and hors d'oeuvres Reception at Red7e Advertising, downtown Louisville
- Evening Entertainment on Your Own



SCHEDULE: ARC Annual Meeting

June 19-21, 2018; Louisville, Kentucky

The Brown Hotel

Step into the Winner's Circle of Agricultural Public Relations

Thursday, June 21

(Breakfast snacks on the Bus)

- 8:15 a.m. Depart hotel for Hornback Farm, Shelbyville
- 9:00 a.m. Arrive at Hornback Farm
- 10:30 a.m. Depart for Mulberry Orchard for "hay ride" tour of orchard, tour of farmer's market, store, lunch
- 12:15 p.m. Depart for Hermitage Thoroughbred Nursery, Goshen
- 1:00 p.m. Tour of Hermitage, racing industry discussion
- 2:15 – 2:30 p.m. Depart for Distillery in Louisville
- 3:30 p.m. Distillery Tour/Tasting
- 4:30 p.m. Head back to hotel
- 5:00 p.m. Arrive at hotel
- 6:30 p.m. Reception/Golden ARC Awards Banquet

Friday, June 22

Head home at leisure.