

2025 AFR Convention

What to Expect at the 2025 AFR Convention

Top Speakers

Insurance for Policyholders: In what continue to be difficult times for policyholders and insurance companies in Oklahoma, Gallagher Reinsurance Executive Vice President Jon Hammar will address policyholders during a general session as he reviews national and global challenges and local impacts in the insurance business.

Insurance for Agents: Oklahoma Insurance Commissioner Glen Mulready has been invited to address AFR agents. AFR Insurance President & CEO Chad Yearwood and AFR Insurance Property Claims Manager Brett McGavock will give a claims and pre-catastrophe season catch-up in preparation for seasonal challenges. "How to Attract and Retain Quality Employees for Your Agency Office" will be addressed by AFR Human Resources Director Stacy Pederson and Crowe & Dunlevy Attorney Jaycee Simon. The annual meeting of the AFR Agent's Association will also take place.

Agriculture: "The Packer's Playbook" with Corbitt Wall, of "The Feeder Flash" popularity, will give insight to how the price cattle producers receive is impacted by a handful of large processors. As emerging crisis issues headline news stories, "Sharing Our Story: An Approach to Crisis Communications Strategies" will be the topic of Dairy MAX Director Jayce Winter and Dairy MAX Manager of Issues and Crisis Communications Susan Allen. Oklahoma Beef Council Executive Director Heather Buckmaster will bring an update on Beef Check-Off initiatives and impacts on beef consumption and sales. Dr. Shannon Ferrell, Professor of Agricultural Law in the Department of Agricultural Economics at Oklahoma State University, will bring insight to one of the hottest state topics today with "Transmission Lines, Private Property

Rights and You."

State Issues: Oklahoma Rep. John Pfeiffer, R-Mulhall, will speak to what to expect in the upcoming legislature and will address other state issues. AFR Cooperative Legislative Liaison Bray Haven and AFR Insurance Legislative Liaison Jeremy Rich will provide a snapshot of the upcoming state legislative session and associated activities.

National Issues: U.S. Rep. Frank Lucas, OK-03, member of the House Agriculture Committee will bring perspective with "Government Reset, the Future & the Farm Bill." National Farmers Union President Rob Larew will give the latest on a new Congress and a new White House and prospects for a new Farm Bill.

Registration

Registration is FREE and underwritten by AFR Insurance and AFR Cooperative. General education sessions are open to non-delegate members, but members must be credentialed delegates to participate in business sessions. Non-delegate members must check-in at registration. General education session participants may contact Jamie Goodson at jamie.goodson@afrmic.com for non-delegate pre-registration. All participants will receive BEEF bags sponsored by the Oklahoma Beef Council. Custom Promotional Products is sponsoring attendee badges and pens. Convention registration and office needs are supported by R.K. Black, Inc.

Counties/Locals

The Local & County Chapters Luncheon honors the service of local and county AFR Cooperative boards. National Farmers Union Vice President Jeff Kippley will bring a South Dakota perspective to "Proven Successful Strategies for Farmers Union Chapters" as he reviews the "South Dakota Farm Days" educational program. Various

county programs from Oklahoma will also be showcased. The luncheon is sponsored by BancFirst and the Oklahoma Wheat Commission.

Business Session

Friday afternoon will be dedicated to annual meetings of the AFRMIC and American Farmers & Ranchers Cooperative (Oklahoma Farmers Union), which will include financial reports, officer reports, director candidate speeches and consideration and adoption of policy resolutions. Reports for the AFRPAC, CALF, Farmers Union Foundation and OFU Enterprises, Inc., will be presented.

Youth Program

Recognition of top AFR Youth and a look back at last year's activities will be part of Friday evening's activities. Up and coming red dirt country performer and 2025 American Idol contestant Kase Tippens will showcase his Oklahoma talent. A former Miss Rodeo Oklahoma, Taylor McAdams, content manager for Justin Boots and former marketing coordinator and rodeo relations manager for the Cowboy Channel, will reflect on her career and impact the AFR Speech Contest had on her life. A top AFR State Speech winner will present and a new AFR Youth Champion honoree will be named.

OCBA

The annual meeting of the Oklahoma Certified Beef Association will be held on the first day of the convention. Voting members of the Association will conduct business and AFR Cooperative members can attend to learn more about OCBA and how they can benefit from the newly formed entity to help market Oklahoma bred, born, raised and processed beef to put more money back in the pockets of the cattle producer.

Ag & Historic Conference

Visit the AFR Ag & Historic Conference

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trade show booth to discover the adventures in store both internationally and domestically — Summer 2025 to Scotland and Fall 2025 to the Minnesota/Wisconsin region!

PAC Auctions

The AFRPAC “live” auction is again part of the convention banquet. The auction assists with legislative efforts by giving to candidates and legislators who support the AFR organization and legislative initiatives. A few of the items up for auction include a two-night Hochatown/Broken Bow cabin experience; a shotgun with an AFR logo; a Henry .22 rifle with an OFU logo; a cruise; a Frederic Remington Mountain Man sculpture; a chute-side veterinary cooler, vet supply certificate and cattle processing supplies package; custom spurs by Mike Emberson; a Shiloh Ranch hog hunt and an AFR-branded saddle. The AFRPAC silent auction items will be available for bid on Friday and Saturday. Both live and silent auctions are open to all attendees; you do not have to be a convention delegate to participate. Both new and vintage items will be offered.

Reception/Banquet

All banquet attendees are invited to mingle with members and special guests at the pre-banquet reception. Oklahoma 4-H President Bridger Arrington will showcase his fiddle skills on the national anthem. Oklahoma Certified Beef Association members’ products will be served as the entrée. The bread will be sponsored by the Oklahoma Wheat Commission. National FFA Prepared Speech Winner and AFR Youth Council Member Coy Davidson will present his award-winning “Securing the Future of American Agriculture” speech. After dinner entertainment will be Dr. Dennis Swanberg, considered by many to be “America’s Minster of Encouragement.” He uses laughter as a tool to bring

down people’s barriers to promote faith and family values in a lighthearted and humorous way. A retiring AFR director will be honored. In addition to the AFRPAC “live” auction, the convention’s grand door prize drawing will round out the evening.

Worship Service

The convention will close out with the Convention Worship & Memorial service on Sunday morning with a video tribute honoring members who passed away in 2024, congregational singing participation, special music, remarks from Chaplain Eddie Whitworth and message from Dr. Swanberg. Returning at the piano with soothing southern gospel music and hymns is Gathan Graham.

Major Door Prizes

Several major door prizes will be drawn during Friday and Saturday general sessions, at the banquet and at the conclusion of the convention on Sunday morning following the worship service. Featured door prizes include a John Deere S160 Lawn Tractor valued at \$3,000, a John Deere 2500 Inverter Generator valued at \$1,100, a Stihl pressure washer valued at \$650, a John Deere AC-135 Kerosene Heater valued at \$600, and a John Deere HR-18R propane heater valued at \$250. Convention delegates must have submitted the entry card and be in attendance at the banquet for the grand door prize. Tickets will be distributed at the beginning of each general session where other major door prizes will be drawn, must be present to win. Major door prizes are sponsored by Farm Credit of Western Oklahoma, Oklahoma AGCredit, and P&K Equipment.

NFU Delegates Election

Contact the AFR State Secretary for a delegate card and biographical form to be considered to represent

the Oklahoma Farmers Union at the National Farmers Union Convention. Cards and biographical information (up to 175 words) must be received no later than Saturday, Feb. 22, at NOON. The NFU Convention is March 9-11, 2025, in Oklahoma City.

Trade Show

Enjoy a comprehensive trade show with more than 50 vendors where you can learn, get freebies and shop for a tractor, great crafts or other popular merchandise, as well as visit educational resource booths.

Wheat Treats

The Oklahoma Wheat Commission is back again with their famous treats! Swing by the convention trade show to enjoy a sweet treat. This is always a “something not to miss” as we celebrate the products of Oklahoma wheat farmers.

Shoe Shine

Just inside the door of the trade show, bring your boots and dress shoes to JJ’s Shoe Shine where service will be available FREE throughout the convention courtesy of BancFirst. Tips are always appreciated for a job well done!

Drawings

Be early for the general sessions to have a chance to win general door prizes sponsored by MIDCON, LegalShield, the cotton and pecan industries, Tinker Federal Credit Union, Piguets Prime Time Restaurant and Jim Pilkington, as well as trade show vendors and others. Get there early to get a major door prized ticket, one will be awarded in every session but Friday afternoon. Check-out the prizes on page 28.