

20/20 Vision: The State of Western Irrigated Agriculture



2020 Family Farm Alliance Annual Conference
February 20-21, 2020
Eldorado Resort Casino Reno, Nevada





20/20 Vision: The State of Western Irrigated Agriculture

Family Farm Alliance Annual Meeting & Conference February 20-21, 2020

How does the state of Western irrigated agriculture look to you?

CNBC earlier in October 2019 highlighted some disturbing trends impacting American family farms and ranches. In its “Evolve” series, CNBC reported that farm bankruptcies in September surged by an astonishing 24 percent. This was due to a “perfect storm”, created by the trade war with China and Europe, slumping commodity prices, and a year of unfavorable weather.

CNBC also reported on this grim statistic from the Centers for Disease Control and Prevention: the suicide rate for farmers and agricultural workers is 1.5 times higher than the national average.

However, the article concluded on a more upbeat note, underscoring how American farmers and ranchers have also always been resilient. Family Farm Alliance president Patrick O’Toole – a sheep and cattle rancher from Wyoming – talked about how resiliency is an essential component of families who ranch in the West.

“When you’re out in the middle of a field 20 miles from town and your tractor breaks down, you don’t call someone and wait for him to come — you fix it,” he told CNBC.

That type of resiliency leads to innovation, and the West is chock full of examples where technology and innovation has led to increased water security and economic development. Aging agricultural infrastructure, expanding population, persistent droughts, and declining fish populations are stressing scarce Western water resources. Farmers and ranchers in the West rely on irrigation to grow food and fiber. But the dams and canals that capture and convey this water from rivers to farms are aging and sometimes inefficient. In many scenarios, farmers and rivers do not get the water they need.

Water managers, ranchers and farmers are technologically-savvy, innovative, resourceful and creative individuals. These innovators should be seen as a resource by federal water policy makers to help resolve the water conflicts of the West.

Alliance members have a long and proven history of sharing experiences and learning from one another. This February, they will once again gather together with prominent Western water policy makers for the kind of insightful, outside-the-box presentations and discussions you’ve come to expect from the West’s most effective grassroots irrigated agricultural organization.

Important decisions lie ahead. Will Western water users be able to see their way clear to solutions to their challenges?

Join us at the Eldorado Resort Casino in “The Biggest Little City in the World” for the Family Farm Alliance’s 2020 Annual Meeting and Conference and see for yourself!

2020 Family Farm Alliance Annual Conference
February 20-21, 2020
Eldorado Resort Casino
Reno, Nevada
\$52 ROOM RATE PER NIGHT!!!



2020 Family Farm Alliance Annual Meeting and Conference

Conference Schedule:

Wed., February 19

9:00 a.m.—12:00 p.m.

Board of Directors Meeting

Wed., February 19

12:00 p.m.

Board of Directors / Advisory Committee Working Lunch

Wed., February 19

12:00 p.m.—4:00 p.m.

Board of Directors / Advisory Committee Joint Meeting

Thurs., February 20

8:00 a.m.-5:00 p.m.

Conference Session

Evening

Cocktail Reception

Fri., February 21

8:00 a.m.-12:00 p.m.

Conference Session

1:00 p.m.—4:00 p.m.

Industrial Hemp Summit, co-hosted by the Alliance and the Irrigation Association.

2020 PROGRAM HIGHLIGHTS

Civics 101—Many Americans are perplexed and frustrated about how government works these days, especially at the federal level. What's wrong with American politics? Americans are deeply divided. Political discourse is often driven by narratives authored by partisan pundits, and it's harder now than ever for people to cut through the noise. How do we fix it?

Former Secretary of State Condoleezza Rice notes in her best-selling book, *Democracy: Stories from the Long Road to Freedom* that the American government was designed to require constant engagement, not just by officials but by citizens at multiple levels – local, state, and national. Can Americans still employ the peaceful means they were provided with to contest political questions? Find out from this panel discussion, featuring perspectives from big picture thinkers -“inside and outside the Western water world” - who will share their ideas to address current political divisions, misinformation, gridlock, and the lack of civic participation.

Trump Administration “Water Subcabinet” - This panel discussion will feature representatives serving on President Trump’s “Water Subcabinet,” which consists of six water related agencies represented by officials at the assistant secretary level. Hear directly from some of these invited officials, and how they are coordinating and collaborating on cross-cutting issues that impact Western water use.

Technology and Innovation in Western Water Management— Western farmers and ranchers face a variety of water supply reliability challenges. See what Family Farm Alliance members are doing to address these challenges, underscoring how the best solutions are locally driven and collaborative.

Plus— Cutting-edge solutions using Section 10 of the Endangered Species Act, Western litigation updates, appearances by top Trump Administration appointees, and much, much more!

CHECK OUT THESE RETURNING ANNUAL CONFERENCE TRADITIONS:

Reclamation Roundtable

U.S. Bureau of Reclamation Commissioner Brenda Burman and Regional Directors will discuss hot Western water issues in this time-honored annual conference tradition.

A Look at D.C. From the Hill

Mark Limbaugh moderates this panel of staff from key congressional water committees. This year’s panel will also include representatives from national water and conservation organizations, who will provide diverse perspectives on key developments—or lack thereof—in the 116th Congress. Get the inside scoop on how the Administration and the new Congress will tackle Western water and environmental challenges.

Friday Afternoon “Tour of Discovery” - Industrial Hemp Summit

Co-hosted by:



With the passage of the 2018 Farm Bill, industrial hemp has been removed from the list of federally-controlled substances, opening seemingly endless doors of opportunity to American farmers and entrepreneurs willing to take the chance and plant the seed. In just one year, the commercial cultivation of hemp in America has quadrupled as the lifting of restrictions has coincided with the boom in popularity of CBD-based products. Some experts predict the global hemp industry will bring in \$2.6 billion in revenue by 2022. Western producers know that the hemp industry is now wide open for business.

This year's Friday afternoon “Tour of Discovery” will feature panels discussion with representatives who will talk about hemp crops and genetics, the interaction of state and federal policies, cultural challenges (new growers v traditional ag producers), irrigation, harvesting and processing technology, and the market outlook. For those attending the hemp summit, a buffet lunch will be served after the Alliance’s Friday morning general session is wrapped up.



Annual Conference Registration Form
February 20 & 21, 2020
Eldorado Resort Casino, Reno, Nevada

Name(s): 1. _____ 2. _____
3. _____ 4. _____

Company: _____

Mailing Address: _____ City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

- Super Saver Registration # _____ @ \$469.00 \$ _____
(by December 20, 2019)
• Early Registration # _____ @ \$499.00 \$ _____
(by January 31, 2020)
• Full Registration # _____ @ \$529.00 = \$ _____
(after January 31, 2020)
• Extra Thursday Luncheon Ticket # _____ @ \$55.00 = \$ _____
(Must be spouse or guest of registered attendee; please list names):

• Friday Industrial Hemp Summit # _____ @ \$50 = \$ _____
(Includes lunch)
TOTAL DUE \$ _____

PAYMENT INFORMATION

_____ Check Enclosed (payable to Family Farm Alliance)

_____ Credit Card (Visa, MasterCard, American Express and Discover)

Card Number: _____ Exp. Date: _____ Security Code*: _____

(*VISA, MC and Discover Security Codes are 3 digits located on the back of the card; AMEX codes are 4 digits on front of card above the card number)

Name on Card (Print Please): _____

Signature of Card Holder: _____

*Cardholder waives signature requirement if form is submitted by return email

Billing Address (if different than above): _____

REFUND POLICY: There is a \$15 fee for cancellations at any time. Cancellations before January 31 will be refunded in full less the \$15 cancellation fee. Cancellations between January 31 and February 7 will be refunded at 50% of the registration paid less the \$15 cancellation fee. There will be NO refunds for cancellations received after February 7th.

Complete registration and return to ffameeting@aol.com
By mail: Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax: 707-327-0263

ONLINE REGISTRATION IS AVAILABLE AT www.familyfarmallianceconference.com

For more information, visit the conference website, or call us at 916-206-7186, or email ffameeting@aol.com



Annual Conference Hotel Reservations 2020 Room Rates: A Great Reno Value!

ELDORADO

RESORT • CASINO • RENO

Special Family Farm Alliance Rate:
Nights of February 18-20
\$52/night + resort fee + tax
Upgrades Available

(A limited number of reduced rate rooms are available for the nights of Friday and Saturday, February 21 & 22, see information below for details)

Room Reservation Deadline: January 19, 2020 or until our block is filled.

Make your reservations directly with the Eldorado:

- Online through hotel link at: www.familyfarmallianceconference.com
- By phone: (800) 687-8733, refer to booking code FFA2020

IMPORTANT INFORMATION:

- All hotel room reservations must be made directly with the Eldorado online or by phone.
- Be sure to mention Family Farm Alliance (code FFA2020) to get the special rate.
- Rates cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time of the reservation.
- Reservations must be received by the Eldorado by January 19, 2020 to receive guaranteed group rate.
- Reservations after January 19 are subject to availability and may be at a higher rate.
- All room reservations are subject to a Resort Fee of \$18 per night which includes round-trip airport shuttle service, both covered valet and covered self parking, unlimited local and toll free 800 phone calls, guest room and meeting space wireless internet for 2 devices per room, in-room guest coffee maker, admission to the health spa and boarding pass printing at the Bell Desk or Concierge Desk.
- A limited number of reduced rate rooms are available for the nights of Friday, February 21, and Saturday February 22. Friday/Saturday night rooms will be assigned on a first come first serve basis.
- The Eldorado requires a one night deposit on all rooms. Credit cards will be charged for one night by the hotel when the reservation is made.
- Cancellations/changes to reservations must be made with Eldorado Reservations Department at 800-687-8733 or online through the booking link.
- Charges are fully refundable up to 48 hours of scheduled arrival date. Cancellations made after 48 hours of scheduled arrival will be charged for one night.

Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax 707-327-0263
If you need more information, please contact us at 916-206-7186 or ffameeting@aol.com

2020 FAMILY FARM ALLIANCE SPONSORSHIP and EXHIBITOR OPPORTUNITIES

EXHIBITS

- CONFERENCE EXHIBITOR**
\$500 Exhibit fee includes one exhibit table for company display in the conference meeting area for the duration of the conference, and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.

SPONSORSHIPS

- THURSDAY OPENING SESSION *LUNCHEON***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- THURSDAY RECEPTION *COCKTAILS***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- THURSDAY RECEPTION *HORS D'OEUVRES***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- FRIDAY INDUSTRIAL HEMP SUMMIT**
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration.
- THURSDAY OPENING SESSION *CONTINENTAL BREAKFAST***
\$1000 Sponsorship
- FRIDAY MORNING *CONTINENTAL BREAKFAST***
\$1000 Sponsorship
- THURSDAY AFTERNOON *REFRESHMENTS***
\$500 Sponsorship
- N/A** **LANYARDS sponsored by Provost & Pritchard**
\$250 Sponsorship. Imprint your company's name and message on lanyards that will be distributed at registration. Sponsor produces and provides lanyards.
- PENS**
\$250 Sponsorship. Provide visitors with pens with your company's name and/or logo. Pens will be distributed at registration. Sponsor produces and provides pens.
- WRITING PADS**
\$250 Sponsorship. Provide visitors with writing pads with your company's name and/or logo. Writing pads will be distributed at registration. Sponsor produces and provides pads.
- PROMOTIONAL ITEMS (stress balls, fidget spinners, keychains, flash drives, tote bags, etc.)**
\$250 Sponsorship. Provide visitors with your company's promotional item to be distributed at registration. Sponsor is responsible for all costs related to the item — production, shipping, etc.

PLEASE INDICATE YOUR CHOICE OF EXHIBITOR AND/OR SPONSORSHIP ON THE ABOVE MENU AND COMPLETE THE INFORMATION ON THE REVERSE/NEXT PAGE. DEADLINE FOR EXHIBIT/SPONSORSHIP APPLICATION IS FEBRUARY 7, 2020. AFTER THE DEADLINE, PLEASE CONTACT JANE TOWNSEND (ffameeting@aol.com) or 916-206-7186 FOR AVAILABILITY.

2020 FAMILY FARM ALLIANCE ANNUAL CONFERENCE EXHIBITOR/SPONSORSHIP APPLICATION

PLEASE NOTE THAT EXHIBITOR AND SPONSORSHIP OPPORTUNITIES ARE LIMITED AND WILL BE ACCEPTED ON A FIRST COME, FIRST SERVE BASIS. DEADLINE FOR EXHIBITOR/SPONSORSHIP APPLICATION IS FEBRUARY 7, 2020. AFTER FEBRUARY 7th, PLEASE CONTACT US FOR AVAILABILITY.

EXHIBITOR INFORMATION:

*Exhibitors will be provided one skirted table for display of products or services during the general conference sessions on Thursday, February 20 and Friday, February 21. Stand alone exhibits are allowed but must fit within the space of an exhibit table. Exhibit setup will be in the Eldorado Convention Center (lower level of hotel) and must be completed on Wednesday evening, February 19, between the hours of 7pm and 11pm. Exhibits must be removed immediately following the conclusion of the conference session on Friday, February 21 (approximately 12noon). Exhibit tables are limited and reservations will be accepted on a first come, first serve basis. Exhibitor fee includes ONE complimentary conference registration. Additional exhibitor company representatives must register as a conference attendee and pay applicable registration fees. Electrical connections and wifi will be available. **The deadline for exhibitor registration is February 7, 2020.***

SPONSORSHIP INFORMATION: *All sponsors will be recognized on signage and in the printed meeting materials. Sponsorship opportunities are limited and will be accepted on a first come, first serve basis. Sponsors of lanyards, pens, writing pads and other promotional items agree to provide these items at no cost to the Family Farm Alliance. Sponsors will be responsible for any costs related to the shipping of any items to the Family Farm Alliance Conference in Reno. **The deadline for sponsorship registration is February 7, 2020.***

HOTEL SHIPMENT INFORMATION: *Packages may be shipped to the hotel no more than 3 days prior to the event. Include the following information on deliveries: Eldorado Executive Business Center, Family Farm Alliance Conference, # of packages, Guest Name, Date of Event (February 19-21), 345 N. Virginia Street, Reno, NV 89501. Service charges based on weight will be assessed by the hotel on any packages/shipments received or shipped by the hotel.*

PLEASE COMPLETE THE FOLLOWING:

I. COMPANY INFORMATION

Company Name: _____
Contact Name: _____
Mailing Address: _____
Phone: _____ Email: _____

II. TOTAL DUE

Exhibit Space	\$ _____
Sponsorship	\$ _____
Total Due:	\$ _____

III. PAYMENT METHOD:

Check payable to "Family Farm Alliance"

Credit Card: ___ VISA ___ MasterCard ___ American Express ___ Discover

Card No: _____ Exp. _____ Security Code: _____

Billing Zip Code: _____ Cardholder Signature: _____

RETURN FORM TO:
FAMILY FARM ALLIANCE, P.O. BOX 1705, CLEARLAKE OAKS, CA 95423 OR FAX: 707-327-0263.
IF YOU HAVE QUESTIONS, PLEASE CALL US AT (916)206-7186 OR EMAIL ffameeting@aol.com

Family Farm Alliance

Protecting Water for Western Irrigated Agriculture

Sponsor the Annual Report and Help Support FFA while Advertising Your Business

The Family Farm Alliance (FFA) is a powerful advocate for family farmers, ranchers, irrigation districts, and allied industries in seventeen Western states. The Alliance is focused on one mission - To ensure the availability of reliable, affordable irrigation water supplies to Western farmers and ranchers. FFA is recognized as an authority on critical issues dealing with Western water policy.

The following sponsorship levels are available for print advertisements in the Alliance 2019 annual report (distributed at the annual conference February 2020). Deadline for advertisements is **January 15, 2020**. Contact Jane at (916)-206-7186 or ffameeting@aol.com.

Platinum Sponsor — \$1000: Full page ad

Gold Sponsor — \$500: Half-page ad

Silver Sponsor — \$250: Quarter-page ad

Bronze Sponsor — \$100 Business card ad

**Thank You for
Your Support!**



FAMILY FARM ALLIANCE

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Klamath Falls, OR 97601

(541) 892- 6244

dan@familyfarmalliance.org