2014 Latinos in Agriculture Leaders Conference

Conference Packet

Courtyard & TownePlace Suites by Marriott DFW Airport North
October 17-19, 2014
Grapevine, Texas

Student Scholarship Info
Website
Exhibitor Information

4th Annual Latinos in Agriculture Leaders Conference
WELCOME!! I am fortunate to be working with such great individuals in organizing our 4th event. Reflecting back to when we started our first conference in 2011, who would have thought this conference would have grown so rapidly...and continues to grow by leaps and bounds every year.

Of course, none of what we have done thus far would have been possible without the generous sponsors who support us every year. Last year we were able to provide over 60 scholarships to students to attend the conference because of the generosity of our sponsors. We knew from the beginning the very reasonable conference registration would not cover all the expenses, but I was assured by friends and colleagues during our early years, organizations in industry, universities, and government would step forward because it was something sorely needed. We took a leap of faith. Together we continue to provide a unique opportunity and experience to those in attendance.

Of course, we do all we do for the young people who attend our conference. It is gratifying when we continue to connect young Hispanic talent with so many Agricultural related organizations in government, education, and industry. Our future student leaders continue to find inspiration in the supportive and inclusive environment we strive to provide to those in attendance. I am humbled by being able to give back - in a small way - to the Agricultural industry that has been so giving to all of us. It is satisfying to see young talent grow both personally and professionally when they attend the Latinos in Agriculture Leaders Conference.

We are planning for another banner year in 2014, thus we have relocated our conference to the Dallas/Fort Worth Metroplex for a number of reasons. We look forward to seeing you in Grapevine.

As co-founder and organizer of the Latinos in Agriculture Leaders Conference, I want to personally thank everyone who has worked (and continues to do so) on this year’s conference to date, including our 2014 Planning Committee. Without such dedicated individuals all coming together, none of this could be possible.

I look forward to personally interacting with you and seeing many new faces at this year’s conference. If we can be of assistance, please do not hesitate to let us know.

Sincerely,

Edward W. Romero, Ph.D.
Co-Founder and Organizer
Planning Committee

Names are listed in alphabetical order by last name.

- Aaron Alejandro, Executive Director, Texas FFA Foundation
- Donna Balderas, Student, Texas Tech University
- Luis Carbajal, Advanced Engineering Analyst, John Deere
- Dr. Cynda Clary, Associate Dean, Academic Programs, Oklahoma State University
- Dr. Lyda Garcia, Visiting Assistant Professor, Texas Tech University
- Rolando Gonzalez, Student, Texas A&M University
- Dr. Maria Gutierrez, Research Scientist, Institute of Renewable Natural Resources
- Tom Heady, Strategic Recruiting Liaison, Elanco
- Victoria Longoria, Student, Texas A&M University-Kingsville
- Derek Mulhern, Program Coordinator, Agriculture Future of America
- William Nelson, Vice-President CHS Corporate Citizenship, President CHS Foundation
- Dr. Edward Romero, Co-Founder and Organizer, Latinos in Agriculture
- Joseph Saahene, Student, Texas Tech University
Our objective is to provide a conference where industry, government, and educational entities have the opportunity to meet and discuss the transformation of the Latino Agricultural workforce of the future.

The *Latinos in Agriculture Leaders Conference* provides a unique venue for sharing information and ideas for the best and most promising practices in outreach to Hispanics for Agriculture. The conference goals are to:

- explore best practices in recruiting Latino/Hispanic talent in agriculture and related fields;
- seek opportunities to partner with other stakeholders to build synergy and scalability in their programs;
- learn information about the diverse Latino/Hispanic culture in the United States and how to reach them;
- learn how to tap into this emerging and growing market and the opportunities it represents to the future of Agriculture;
- promote and expand partnerships and strategic alliances for collaboration between government, institutions, and the public/private Agricultural sector;
- foster and identify Hispanic undergraduate and graduate future leaders (students) who may be interested in your organization;
- promote greater Hispanic participation in Agriculture and related fields; and
- discuss emerging trends in higher education affecting Hispanics.

Our first “*Latinos in Agriculture Leaders Forum*” was in 2011, but the broad support and engagement of those attending was very encouraging. It was because of the vision of those first attendees the forum has now grown into a conference, and continues to grow every year.
Connecting...

Industry,

Government,

and Education,

with future leaders in Agriculture.

4th Annual Latinos in Agriculture Leaders Conference
Sponsors and Partners

By supporting the *Latinos in Agriculture Leaders Conference*, organizations in industry, government and education have the opportunity to increase brand awareness and highlight their organization to an audience of agricultural leaders and professionals interested in transforming the agricultural workforce of the future. By becoming a sponsor, you will have the opportunity to promote agricultural awareness, recruit agriculture Latino graduates, and market your company in the Hispanic community.

Sponsorships help keep the cost of this event affordable and enables students to participate.

"*Latinos in Agriculture has opened my eyes to all the possibilities that we all can accomplish if we worked together. We need to pull families out of their comfort zone and let them know that there are so many opportunities to succeed out in the world.*"

Conference Student Attendee
Sponsor Opportunities

The 4th Annual *Latinos in Agriculture Leaders Conference* has seven (7) levels of sponsor opportunities available in 2014; however, the number of available sponsorships are limited. For a complete list of sponsorships still available, please go to the [Sponsor Opportunities](http://latinosinagriculture.org) page on our website at [http://latinosinagriculture.org](http://latinosinagriculture.org).

*Sponsorships are available on a first to commit basis.*

**Diamond Sponsor – $25,000 (Exclusive)**

- Five (5) complimentary conference registrations
- One (1) commercial exhibit space
- Opportunity to sponsor five (5) students*
- Opportunity for a 5-7 minute speaking opportunity on behalf of your organization
- Full-page advertising in Conference Program back cover *(you provide the ad)*
- Recognition In Welcome Letter by Conference organizers
- Recognition by Conference hosts during welcome comments throughout the event
- Recognition in press releases as appropriate
- Distribute organization’s information in Conference welcome bag
- Logo recognition display on conference banner
- Opportunity to distribute organization’s material at event
- Logo recognition on conference program
- Listed on Conference website with Logo and hyperlink
- Listed on Conference Program

**Platinum Sponsor – $15,000 (Two Available - All Sold)**

- Four (4) complimentary conference registrations
- Opportunity to sponsor four (4) students*
- Opportunity for a 3-5 minute speaking opportunity on behalf of your organization
- Full-page advertising in Conference Program
- Recognition on Welcome Letter by Conference organizers
- Opportunity to co-sponsor lunch
- Opportunity to sponsor one of the breaks and refreshments
- Recognition by Conference hosts during welcome comments throughout the event
- Recognition in press releases as appropriate
- Distribute organization’s information in Conference welcome bag
- Logo recognition display on conference banner
- Opportunity to distribute organization’s material at event
- Logo recognition on conference program
- Listed on Conference website with Logo and hyperlink
- Listed on Conference Program
Gold Sponsor – $10,000 (Two Available - One Pending)
• Three (3) complimentary conference registrations
• Opportunity to sponsor three (3) students*
• Opportunity to sponsor or co-sponsor an evening event
• Half-page advertising in Conference Program
• Opportunity to distribute promotional items in Conference bag
• Opportunity to sponsor one of the breaks and refreshments
• Recognition by Conference hosts during welcome comments throughout the event
• Recognition in press releases as appropriate
• Distribute organization’s information in Conference welcome bag
• Logo recognition display on conference banner
• Opportunity to distribute organization’s material at event
• Logo recognition on conference program
• Listed on Conference website with Logo and hyperlink
• Listed on Conference Program

Silver Sponsor – $7,500 (Two One Available)
• Two (2) complimentary conference registrations
• Opportunity to sponsor two (2) students*
• Quarter page advertising in Conference Program
• Opportunity to sponsor one of the breaks and refreshments
• Recognition by conference hosts during welcome comments throughout the event
• Recognition in press releases as appropriate
• Distribute organization’s information in conference welcome bag
• Logo recognition display on conference banner
• Opportunity to distribute organization’s material at event
• Logo recognition on conference program
• Listed on conference website with logo and hyperlink
• Listed on conference program

Bronze Sponsor – $5,000 (Four Available)
• One (1) complimentary conference registration
• Recognition by conference hosts during welcome comments throughout the event
• Recognition in press releases as appropriate
• Distribute organization’s information in conference welcome bag
• Logo recognition display on conference banner
• Opportunity to distribute organization’s material at event
• Logo recognition on conference program
• Listed on conference website with logo and hyperlink
• Listed on conference program

4th Annual Latinos in Agriculture Leaders Conference
**Friends Sponsor – $2,500 (Six Available)**
- Logo recognition display on conference banner
- Opportunity to distribute organization’s material at event
- Logo recognition on conference program
- Listed on conference website with logo and hyperlink
- Listed on conference program

**Supporters – $1000 and less (Unlimited)**
- Listed on conference website with logo and hyperlink
- Listed on conference program

Sponsorship benefits are subject to change. We reserve the right at our discretion to substitute benefits in case of unforeseen circumstances. To ensure inclusion in print materials and to maximize sponsor and partner benefits, sponsorship commitments must be received no later than **Friday, October 3, 2014**.

Please keep in mind, the sooner the financial resources are collected from sponsors, the more students can be considered via the scholarship process.

*Depending on availability. Student sponsorships include full registration (includes meals at event), hotel accommodations (double occupancy), and conference materials.*

“Most motivational conference for Latinos in the field of Agriculture.”
Conference Attendee
About Latinos in Agriculture

Latinos in Agriculture provides a national platform through our annual conference to discuss how to capitalize Latino/Hispanic talent in Agriculture.

Our VISION is clear.
To establish a meeting place to discuss the transformation of the Hispanic Agricultural workforce of the future.

Our MISSION is bold.
To explore deliberate approaches in connecting agricultural stakeholders to improve Latino/Hispanic representation into Agriculture.

Our OUTCOME is practical.
The Latinos in Agriculture Leaders Conference will share and implement recruiting and outreach strategies and best practices with interested stakeholders to increase the Latino student educational pipeline into Agriculture and related fields, thus leading to an increased pool of Hispanic talent as well as applicants in the future for the agricultural industry, government, and higher education.

Facts

Growth: 2011 - 65 attendees
2012 - 115 attendees (43 students of which 40 were on scholarship)
2013 - 176 attendees (104 students of which 60 were on scholarship)
2014 - 200 anticipated attendees (100 students; 100 professionals)

2011 - 17 states represented
2012 - 14 states represented (six Latin American countries represented)
2013 - 22 states represented

University: There were over 40 universities and colleges represented in 2013.