EMPOWERING YOUNG LEADERS.

AFA Leaders Conference

Sprouting Your Professional Career with Track 1

When: Friday, November 13, 2026 | 10:30-11:45 PM

Where: Sheraton Hotel at Crown Center | Kansas City, MO

What: This session is designed for first year college students to receive expert advice on developing their professional image and skills. The session is into three main categories: Personal Brand with a touch of digital presence, Hiring Trends - AI and beyond, and Interpersonal Communication techniques for career fairs.

How: A session facilitator, *Bonnie Johnson,* will prompt questions and discussion areas for each subtopic to help guide conversations between industry professionals and Track 1 delegates.

Why: AFA has identified six core competencies that provide a foundation for young professionals to find success as leaders in the agriculture and food industry. These six competencies are deeply woven into the AFA Leaders Conference design. *Sprouting Your Professional Career* narrows in on the Career Management and Interpersonal IQ competencies. Specific behaviors we are looking for in Track 1 delegates in this session:

- Focuses energy on opportunities that feed into personal goals
- Works to create resources and profiles that depict personal strengths and values
- Practices asking for guidance for personal and professional decision-making

Your Role: We invite you to participate as a roundtable guest to discuss the three categories: Personal Brand (digital presence), Hiring Trends (AI and beyond), and Interpersonal Communication) with Track 1 delegates. We encourage you to lean into your unique background and experiences, sharing insights, lessons learned, and best practices that have shaped your career. You will be seated at a roundtable with students, where a moderator will guide the discussion and provide prompts to encourage meaningful conversation. Your role is to serve as a sounding board and resource, helping students explore questions and gain perspective on building their personal brand, navigating hiring trends, and strengthening their career communication skills.

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