

Idaho Wool Growers Association Presents  
**The Idaho "Mini" 24-Hour Convention**  
Riverside Inn, Boise, Idaho  
Nov. 5 & 6, 2020

**\*\*\* TENTATIVE AGENDA \*\*\***

**THURSDAY, NOVEMBER 5**

**8:00 am**            **Registration Opens**

**8:00 am**            **Non-Convention Meetings Start** These meetings are open to the public, but are in no way a part of the convention. They are being held at the Riverside Inn in conjunction with our convention for convenience sake.

7:30 to 8:50 am	Ram Sale Committee Meeting
9:05 to 9:50 am	Animal Damage Control Board Meeting
10:05 to 10:50 am	Idaho Sheep and Goat Health Board Meeting

**12:00 (noon)**    **"Ewe Are Loved" Opening Ceremony Luncheon** (*Sponsored by the Idaho Sheep and Goat Health Board*)

Welcoming Remarks—Naomi Gordon, *IWGA Executive Director*  
Invocation—Gary McCuin, *University of Nevada* (Not Confirmed Yet)  
Flag Salute—Blake Youngkin, *Son of Jason and Shantel Youngkin* (Not Confirmed Yet)  
Idaho Sheep and Goat Health Board Presentation—Kim Royer, *ISGHB Chairman*  
USSES Station Update – Dr. Bret Taylor, *USSES Supervisory Research Animal Scientist*

**1:30 pm**            **Pilgrim's Program General Session**

Introduction of Guests/Review of Program—John Noh, *IWGA President*  
President's Remarks—John Noh, *IWGA President*  
Pendleton Blanket Door Prize Drawing--Caleb Pirc, *IWGA Government Affairs Manager*  
Executive Director's Yearly Report—Naomi Gordon, *IWGA Executive Director*  
Board Election Process  
Board Member Nominations for Committee  
Introduce Silent Auction  
Introduce Photo Contest Voting

**3:00 pm**            **"Basque Geldi "Stop" Break Time**

**3:15 pm**            **Speaker—Kaitlyn Glover**, *Executive Director, Public Lands Council & NCBA Natural Resources* (Wash. D. C.) Glover will delve into the legalities of recent events involving the permanent retiring of Idaho Animal Unit Measures, the proper transfer of AUM's and the new legislative items her and her staff are working on

**4:00 pm**            **Speaker—Judy Boyle**, *Idaho House Representative and Agriculture Affairs Chair (Midvale, ID)*  
Boyle will be speaking about how the state of Idaho's Agriculture has fared through the Covid-19 crisis and what she foresees this coming legislative session.

**4:15 pm**            **American Lamb Board Update** (Not yet confirmed)

**4:30 pm**            **"John Balderson" Break Time**

**4:45 pm**            **Keynote Speaker—Jessi Roberts**, *Owner of Cheeky's Clothing Line and Author of the book Backroads Boss Lady (New Plymouth, ID)* Roberts is definitely the unlikely entrepreneur. Although she has been homeless and the victim of unspeakable abuse and violence, she refuses to have an asterisk added to any of her accomplishments. She is one of the youngest recipients of the 40 under 40 award in the State of Idaho, was an Idaho Business Woman of the Year honoree and was given the 2020 CEO of Influence award. Her business in 2018 was an Inc. 500 company with over 1400% growth. Jessi has since been focused on how to create contentment while continuing to grow and speaks regularly helping others learn about finding that balance. Cheekys, a rural lifestyle apparel and accessory brand, has exceeded over 20 million dollars in sales without a single conventional bank loan. Founded by Jessi and her husband in a small Idaho

town of only 1400 people, she provides employment for many locally and across the USA. Being authentic and transparent has given the Cheekys Brand a tremendous online following that's rivaling the engagement of massive online and brick and mortar chain retailers. As a "micro" influencer the Roberts' engage over 3 million people per week on social media and have been dubbed by Facebook as one of the fastest online subscriptions for retail brands on the platform. Cheekys has also created a community of hundreds of thousands of women who are a full dose of sass yet, inspiring and creating positive environments where rural families can earn income. Jessi Roberts is the author of the new business memoir, *Backroads Boss Lady*, that has a no bullshit approach to creating the life you deserve to live. Currently, she mentors and coaches hundreds on e-commerce, wholesale and importing, and brick and mortar retail businesses. Creating and teaching others how to have positive genuine connections, productivity and with a sense of community wherever she goes, Jessi is a light to everyone she has contact with. We are thrilled she will be speaking to us!

**5:30 pm**

**Book Signing**

**6:00 pm**

**Shepherd's Dinner**

Awards Ceremony  
 Reveal New Logo  
 Live Auction  
 Photo Contest Voting (People's Choice Award)

**FRIDAY, NOVEMBER 6**

**7:00 am**

**Non-Convention Meeting**

Rocky Mountain Sheep Marketing Association Membership and Board Meeting

**8:00 am**

**Cackleberry Breakfast**

Trailing of the Sheep Update  
 Question/Answer Period

**9:00 am**

**Board of Directors (BOD) Meeting**

Election  
 Adjourn/Retire the Last Board  
 Call to Order with the New Board  
 Review of Minutes  
 Financials for FY19-20  
 Plan for FY20-21

**BREAK OUT SESSIONS**

(These will take place during the BOD Meeting. Please plan accordingly)

**9:30 am**

**Session A—Marketing Your Lamb/Wool Through the Idaho Preferred Program**

Laura Johnson, *Market Development Division Bureau Chief for the Idaho State Department of Agriculture (Boise, ID)* Johnson will be speaking about ways you can capitalize on the ISDA Idaho Preferred program and other types of marketing means available to you (sheep producers) in the area

**9:30 am**

**Session B—NSIP & Barber Pole Worm Workshop (Sponsored by the ISGHB)**

Caleb Pirc, *IWGA Government Affairs Manager and Parasite Expert (Meridian, ID)* Pirc will be sharing management strategies for producers to use to manage barber pole worms in lambs grazing irrigated pasture. Additionally, he will give brief explanations and answer questions from attendees on how they can utilize Estimated Breeding Values (EBV's) produced by the National Sheep Improvement Program for genetic selection.

**10:45 am**

**Session A--Lamb Meat Carcass Cutting Demonstration**

Mark M. DeNittis, *American Lamb Board*  
 Want to learn how to cut up your lamb yourself? This session will consist of a very colorful and fun full-size, lamb processing demonstration. Every attendee will also receive ALB Lamb Curriculamb educational materials to help you do your own butchering at home.

**10:45 am**

**Session B—When Do You Need A Trapper + How To Make Money Off of Coyote Pelts**

Rusty Kramer, *President of the Idaho Trappers Association (Fairfield, ID)*  
Description coming soon to include making hundreds of dollars off of pelts

**12:00(noon)**

**Skedaddle Closing Ceremony Luncheon**

Introduction of New President and Board Members  
Final Remarks, John Peterson, IWGA President  
Committee/Volunteer Sign Ups