



# AMERICAN ROYAL ASSOCIATION

IMPACTING THE FUTURE OF AGRICULTURE • SCHOLARSHIPS | EDUCATION | COMPETITION

**FOR IMMEDIATE RELEASE**

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**CONTACTS**

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## **EXPANDED LEADERSHIP DEVELOPMENT OPPORTUNITIES FOR FFA MEMBERS DURING WESTERN FARM SHOW**

**KANSAS CITY, Mo – The American Royal is pleased to announce leadership development opportunities for Missouri and Kansas FFA members during the Western Farm Show.**

FFA members from Kansas and Missouri are invited to attend the Western Farm Show Friday, February 23 to celebrate National FFA week while checking out the latest in agriculture technology and equipment. For the first time, the American Royal, in collaboration with the Western Farm Show, will present career and professional development sessions throughout the day. Students have the opportunity to engage in educational sessions on personal branding, preparing for interviews, and college selections and identifying scholarships. Education partners for the event include the CHS Foundation and Northwest Missouri State University.

“We’re excited to partner with the Western Farm Show and provide attendees with an opportunity to focus on college and career preparations,” said Lynn Parman, president and CEO of the American Royal. “With sessions throughout the day it should be easy to take advantage of a session or two without missing any aspect of the trade show.”

In celebration of National FFA Week, attendees also have an opportunity to hear from CEO of the National FFA Organization, Mark Poeschl. Mr. Poeschl will promote careers in agriculture and opportunities for young men and women pursuing degrees in agriculture fields. Back by popular demand, students will participate in the Missouri vs. Kansas canned food drive to benefit Harvesters Food Bank.

The Western Farm Show attracts more than 3,000 Missouri and Kansas FFA members during the event. The Western Farm Show is produced and managed by Western Equipment Dealers Association, a trade group representing approximately 2,400 farm, industrial and outdoor power equipment dealers in the U.S. and Canada. For more information on the Western Farm Show, or to register an FFA chapter for participation in the events, visit [www.WesternFarmShow.com](http://www.WesternFarmShow.com). A full agenda of education programs can be found at [www.AmericanRoyal.com](http://www.AmericanRoyal.com) and Youth Leadership Day.

### **About the American Royal Association**

Woven through the history of Kansas City since 1899, the American Royal provides opportunities for youth and adults from around the country to compete in our Livestock Show, ProRodeo, Horse Shows, and the World Series of Barbecue®. These events allow the American Royal, a 501 (c) (3) not-for-profit organization, to give over \$1 million annually for youth scholarships and support



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agriculture education programs. In 2017, over 90,000 attendees attended American Royal events generating over \$60 million of economic impact. To learn more about the American Royal visit [AmericanRoyal.com](http://AmericanRoyal.com).

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