

# Annual Meeting Keynote Speakers

## *Saturday, January 22nd*



Josh White serves as the Executive Director - Producer Education & Sustainability for the National Cattlemen's Beef Association (NCBA). He is a fourth-generation cattleman whose first experiences with cattle trace back to helping with his grandfather's commercial Hereford cows in central Georgia as a child. By age twelve Josh had purchased his first heifer and began building his own herd. After graduating with honors from Berry College in northwest Georgia with a degree in Animal Science, Josh worked in private industry and grew his cattle herd, while also serving as a volunteer leader in county, state and national ag and cattle organizations.

In 2009 Josh decided to move from a volunteer leader role to full time industry service and joined the Georgia Cattlemen's Association and Georgia Beef Board as Executive Vice President, serving there until joining NCBA in 2014. In his current role as Executive Director - Producer Education & Sustainability with NCBA, Josh and his

team are working to capitalize on the rich histories of the Beef Quality Assurance, Stockmanship & Stewardship, and Cattlemen's College programs while moving these initiatives forward to deliver even greater value to NCBA members and the cattle industry. Josh also provides leadership for NCBA's policy funded sustainability efforts and helps lead beef checkoff funded efforts associated with sustainable cattle production. He serves on the board of directors of the Beef Improvement Federation, co-leads the Outreach Working Group at the US Roundtable for Sustainable Beef and represents NCBA on the Global Roundtable for Sustainable Beef Board of Directors.

## *Friday, January 21st*

For more than a decade, Brandi Buzzard has been a passionate agriculture advocate, while helping others share their agriculture story. In 2019, her work in the professional and advocacy arenas led to her selection as a Top 10 Industry Leader Under 40 by Cattle Business Weekly as well as the NCBA Masters of Beef Advocacy Advocate of the Year. She has spoken on MSNBC, FOX, CBS, The Weather Channel and Newsy addressing issues like climate change, sustainability and nutrition, and makes regular appearances in podcasts, radio and print journalism. She has also visited the White House and spoken to senior White House officials about agriculture and sustainability.

Brandi has worked for the Beef Cattle Institute/K-State Research & Extension, the National Cattlemen's Beef Association and is currently the Director of Communications for the Red Angus Association of America and editor of the Red Angus Magazine. Throughout her career, Brandi has strived to provide clear communication, whether the situation is sustainability or a new tagging program.

Brandi, her husband Hyatt, and their daughters Oakley and Quincy, live in southeast Kansas and own a Gelbvieh/Balancer seedstock operation.

