



The Western Drought: Lessons Learned, Paths to Success

**28th Annual Family Farm Alliance Annual Meeting & Conference
February 18-19, 2016**

The 28th Annual Meeting and Conference of the Family Farm Alliance takes place at a time when water challenges in the West have never been more significant or daunting. Join us once again in bustling Las Vegas as landowners, producers and water users interact with state and federal policy makers, conservation interests, and water professionals to assess the unique challenges and opportunities brought on by record-breaking drought conditions.

The Colorado River Basin has experienced the driest 15- year period since the 1960s with above-average flows in only 3 of the last 15 years. According to research evaluating tree rings, the ongoing drought in California is the worst to hit the region since the 13th century. Drought conditions in the Pacific Northwest are the worst seen in decades with no end in sight. Drought also exacerbates already declining forest health, increases the risk and severity of devastating mega-fire and threatens the origin of water supplies for millions in the West.

Join us as we bring together some of the key figures that will share their lesson learned during this drought, outline ideas for improved drought resiliency, and help Western farmers and ranchers forge paths to future success.

Critical Information: The 2016 conference will again feature the Alliance's trademark – an interactive program with speakers who come from both sides of the critical issues. This year our program will feature the following issues and more -

- **Western Water Rights**— The Family Farm Alliance in 2015 issued a report on the prior appropriation doctrine, and its role in the modern water world. *The Argument for the Prior Appropriation Doctrine to Allocate Water in the Western U.S.* will provide the starting point for a panel discussion about the pros and cons of the existing water rights system, and how it may or may not be improved by moving towards the water management template employed in Australia.
- **The View from Capitol Hill**—Our panel of political insiders will discuss Western drought legislation, Endangered Species Act and Clean Water Act developments, and the outlook for the 2016 presidential election.
- **Has Agriculture Become a Bunch of Old Guys Talking to Each Other? Honing and delivering the message of Western farmers and ranchers in the 21st century.**
- **The Endangered Species Act**—Damien Schiff of the Pacific Legal Foundation will provide an update on ESA litigation efforts that have real implications for agricultural water users throughout the West. A diverse panel of policy makers and practitioners will offer up ideas on how to make the ESA work better for species and Western rural communities.
- **Some Clean Water Act Regulation Good News: Klamath Straits Drain Lawsuit.**
- **Reclamation Roundtable**, featuring the Commissioner of the Bureau of Reclamation and All Five Regional Directors.

Turn the page to see much, much more!

**2016 Family Farm Alliance Annual Conference
February 18-19, 2016
Monte Carlo Resort & Casino
Las Vegas, Nevada
\$70 ROOM RATE PER NIGHT!!!**

27th Annual Family Farm Alliance Annual Meeting & Conference

Conference Schedule:

Thurs., February 18

8:00am-5:00pm

Conference Session

Evening

Cocktail Reception

Fri., February 19

8:00am-12:00pm

Conference Session

Friday Tour: 1:00pm-3:00pm

Food, beverages, and a preview of the documentary film, "**A Thirsty Land**". Award-winning film producer and director Conrad Weaver and Western farmers and ranchers who appear in the film share their experiences making this soon-to-be released documentary, which tells the story of drought, water rights, and the battle for control of our nation's clean water supply.

CHECK OUT THESE CONFERENCE TRADITIONS:

• **Reclamation Roundtable**

Commissioner Estevan Lopez and the five regional directors of Reclamation will discuss emerging and priority Western water issues, including updates on Water SMART, and new directives and standards.

• **Inside Washington, D.C.**

Mark Limbaugh of the Ferguson Group — the Family Farm Alliance's representative in Washington, D.C. — will moderate this annual conference tradition that features majority and minority staffers from key congressional water committees. Find out from those who are closest to these committees how the future of water looks on Capitol Hill.

2016 PROGRAM HIGHLIGHTS

Keynote Speaker: Blake Hurst, President of Missouri Farm Bureau. "But What Do We Know? If you're curious about the future of farming, you might ask a farmer."

Blake Hurst is a third-generation farmer from Atchison County, Missouri and has been active in Farm Bureau for over 30 years. He is a widely publicized writer and speaker and has been a familiar name in the press in recent years. Our lunchtime keynote speaker will share some of his strong and articulate views on the new Clean Water Act Rule, his take on mainstream media "experts" who criticize production farming, and his ideas on how to improve farm policy.

The Prior Appropriation Doctrine in the Western U.S.—What if someone suggested to you a new policy—a policy that would result in less food production, a loss of state's rights for more federal control, less water for your household, for migratory birds and economic activity, and spawn endless lawsuits? The current California and Western drought has created an opportunity for some to sound the drumbeat calling for the end of "prior appropriation", the doctrine that has governed the distribution of water since Americans settled the arid West. The Family Farm Alliance in 2015 issued a report on the prior appropriation doctrine, and its role in the modern water world. Contributors to this report will join a panel of prior appropriation skeptics, a Western state engineer, and an Australian irrigator representative to discuss pros and cons of the existing water rights system, and also debate the "Australian model" that some have proposed should replace the Western U.S. water rights system.

Has Agriculture Become a Bunch of Old Guys Talking to Each Other? Honing and delivering the message of Western farmers and ranchers in the 21st century. Hear from the new experts on the use of social media and messages that resonate with an audience that thinks its food comes from the supermarket and its water comes from the faucet. Once you hear how the effective campaigners do it, you'll never think about public messaging the same way again.

Making the Endangered Species Act Work for the 21st Century. Since it was signed into law in 1973, more than 1,500 species of mammals, birds, fish, reptiles and amphibians have been listed as "threatened" or "endangered" under the federal Endangered Species Act (ESA). Failures to recover listed species have far outnumbered successes. The law has also generated frustration for land owners who feel the restrictions generated by the ESA outweigh the benefits of the protections provided. A diverse panel of interests representing Western governors, species conservation, ranching and federal agencies will explore how the 40-year old ESA could be made more effective and more responsive to the scientific advancements and societal needs of the 21st century, while still maintaining the Act's goals and objectives.

Some Clean Water Act Regulation Good News: Klamath Straits Drain Lawsuit.

The U.S. Court of Appeals for the Ninth Circuit in August 2015 issued a critical ruling in the case of *ONRC Action v. United States Bureau of Reclamation*. This citizen suit was filed by environmental groups seeking to stop water from flowing into the Klamath River from the federal Klamath Irrigation Project without a Clean Water Act permit. The Court held that the transfer of water into the Klamath River through the Klamath Project in California and Oregon, is not the discharge of pollutants into waters of the United States without a permit. Learn from one of the leading attorneys in this case— Paul Simmons, of Somach Simmons & Dunn, Sacramento, California—why this is welcome news in the Western U.S., where movement of water across water bodies is a commonplace necessity.

Healthy Forests Equal Healthy Water Supplies – Forest managers throughout the West are finding that thinning forests to a more natural state is a good way to reduce the severity of wildfires. Water managers see that forest thinning also could offer help in saving water in the drought. This panel discussion – organized by Arizona's Salt River Project – will focus on why forest health is important for watershed health, from the technical and policy perspectives of a Colorado River water manager, a California silviculturist, and a prominent Western watershed conservationist.

The Delta Smelt and Santa Ana Sucker cases: The Ninth Circuit's recent Endangered Species Act decisions. Damien Schiff, Pacific Legal Foundation.



Annual Conference Registration Form
February 18 & 19, 2016
Monte Carlo Resort and Casino
Las Vegas, Nevada

Name(s): 1. _____ 2. _____
3. _____ 4. _____

Company: _____

Mailing Address: _____ City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

- Super Saver Registration # ____ @ \$419.00 = \$ _____
(by December 27, 2015)
• Early Registration # ____ @ \$455.00 \$ _____
(by February 1, 2016)
• Full Registration # ____ @ \$479.00 = \$ _____
(after February 1, 2016)
• Extra Thursday Luncheon Ticket # ____ @ \$55.00 = \$ _____
(Must be spouse or guest of registered attendee; please list names):

• Friday "Tour": "The Thirsty Land" - share lunch and drinks with
Conrad Weaver, director/producer of this important documentary film.
@ \$30 = \$ _____

TOTAL DUE \$ _____

PAYMENT INFORMATION

____ Check Enclosed (payable to Family Farm Alliance)

____ Credit Card (Visa, Mastercard, American Express and Discover)

Card Number: _____ Exp. Date: _____ Security Code*: _____

(*VISA, MC and Discover Security Codes are 3 digits located on the back of the card; AMEX codes are 4 digits on front of card above the card number)

Name on Card (Print Please): _____

Signature of Card Holder: _____

*Cardholder waives signature requirement if form is submitted by return email

Billing Address (if different than above): _____

REFUND POLICY: There is a \$15 fee for cancellations at any time. Cancellations between February 1st and February 9th will be refunded at 50% of the registration paid less the \$15 cancellation fee. There will be NO refunds for cancellations received after February 9th.

Complete registration and return to ffameeting@aol.com
By mail: Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax: 707-998-9987
If you need more information, please contact us at 707-998-9487 or ffameeting@aol.com



Annual Conference Hotel Reservations 2016 Room Rates: A Great Las Vegas Value!



Special Family Farm Alliance Rate:
Nights of February 16-18
\$70/night + resort fee + tax

(A limited number of reduced rate rooms are available for the night of Friday, February 19, see information below for details)

Room Reservation Deadline: January 18, 2016 or until our block is filled.

Make your reservations directly with the Monte Carlo Group Reservations Department:

- By phone: (866)-562-3472 refer to Family Farm Alliance 2016
- By direct internet link: <https://resweb.passkey.com/go/XFFA0216>

IMPORTANT INFORMATION:

- All hotel room reservations must be made directly with the Monte Carlo Group Reservations Department (866-562-3472) or online using the direct link: <https://resweb.passkey.com/go/XFFA0216>
- Be sure to mention Family Farm Alliance to get the special rate.
- Rates cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time of the reservation.
- Reservations must be received by the Monte Carlo by January 18, 2016 to receive guaranteed group rate.
- Reservations after January 18 are subject to availability and may be at a higher rate.
- All room reservations are subject to a Resort Fee of \$28.00 per night which includes complimentary in-room internet, fitness center access, daily newspaper, local and toll-free calls, copying, faxing and boarding pass printing.
- A limited number of reduced rate rooms are available for the night of Friday, February 19 at \$110 plus resort fee and tax. Friday night rooms will be assigned on a first come first serve basis.
- The Monte Carlo requires a one night deposit on all rooms. Credit cards will be charged for one night by the hotel when the reservation is made.
- Cancellations or changes to room reservations must be made directly with the Monte Carlo Group Reservations Department (866-562-3472) or online through the booking link.
- Charges are fully refundable up to 48 hours of scheduled arrival date. Cancellations made after 48 hours of scheduled arrival will be charged for one night.

Family Farm Alliance, P.O. Box 1705, Clearlake Oaks, CA 95423 or Fax 707-998-9987
If you need more information, please contact us at 707-998-9487 or ffameeting@aol.com

2016 FAMILY FARM ALLIANCE SPONSORSHIP and EXHIBITOR OPPORTUNITIES

EXHIBITS

- CONFERENCE EXHIBITOR**
\$1000 Exhibit fee includes one exhibit table for company display in the conference meeting room for the duration of the conference, and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.

SPONSORSHIPS

- THURSDAY OPENING SESSION *LUNCHEON***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.
- THURSDAY RECEPTION *COCKTAILS***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.
- THURSDAY RECEPTION *HORS D'OEUVRES***
\$2000 Sponsorship includes complimentary exhibit table for company display during the conference and ONE complimentary conference registration. Additional company representatives must register as a conference attendee and pay applicable registration fees.
- THURSDAY OPENING SESSION *CONTINENTAL BREAKFAST***
\$1000 Sponsorship
- FRIDAY MORNING *CONTINENTAL BREAKFAST***
\$1000 Sponsorship
- THURSDAY AFTERNOON *REFRESHMENTS***
\$500 Sponsorship
- LANYARDS**
\$250 Sponsorship. Imprint your company's name and message on lanyards that will be distributed at registration. Sponsor produces and provides lanyards.
- PENS**
\$250 Sponsorship. Provide visitors with pens with your company's name and/or logo. Pens will be distributed at registration. Sponsor produces and provides pens.
- WRITING PADS**
\$250 Sponsorship. Provide visitors with writing pads with your company's name and/or logo. Writing pads will be distributed at registration. Sponsor produces and provides pads.

PLEASE INDICATE YOUR CHOICE OF EXHIBITOR AND/OR SPONSORSHIP ON THE ABOVE MENU AND COMPLETE THE INFORMATION ON THE REVERSE. DEADLINE FOR EXHIBIT/SPONSORSHIP APPLICATION IS FEBRUARY 8, 2016. AFTER THE DEADLINE, PLEASE CONTACT JANE TOWNSEND (ffameeting@aol.com) FOR AVAILABILITY.

2016 FAMILY FARM ALLIANCE ANNUAL CONFERENCE EXHIBITOR/SPONSORSHIP APPLICATION

PLEASE NOTE THAT EXHIBITOR AND SPONSORSHIP OPPORTUNITIES ARE LIMITED AND WILL BE ACCEPTED ON A FIRST COME, FIRST SERVE BASIS. DEADLINE FOR EXHIBITOR/SPONSORSHIP APPLICATION IS FEBRUARY 8, 2016. AFTER FEBRUARY 8TH, PLEASE CONTACT US FOR AVAILABILITY.

EXHIBITOR INFORMATION:

Exhibitors will be provided with one 6 foot skirted table for display of products or services during the general conference sessions on Thursday, February 18 and Friday, February 19. Stand alone exhibits are allowed but must fit within the space of an exhibit table. Exhibit setup will be in Ballrooms 3-4 and must be completed on Wednesday evening, February 17, between the hours of 7pm and 11pm. Exhibits must be removed immediately following the conclusion of the conference session on Friday, February 19 (approximately 12noon). Exhibit tables are limited and reservations will be accepted on a first come, first serve basis. Exhibitor fee includes ONE complimentary conference registration. Additional exhibitor company representatives must register as a conference attendee and pay applicable registration fees. Electrical connections will be available. Wireless internet is available at an additional charge (please contact us no later than February 8th if you require internet). **The deadline for exhibitor registration is February 8, 2016.**

SPONSORSHIP INFORMATION: All sponsors will be recognized on signs in the registration area and in the printed meeting materials. Sponsorship opportunities are limited and will be accepted on a first come, first serve basis. Sponsors of lanyards, pens and writing pads agree to provide these items at no cost to the Family Farm Alliance. Sponsors will be responsible for any costs related to the shipping of any items to the Family Farm Alliance Conference in Las Vegas. **The deadline for sponsorship registration is February 8, 2016.**

HOTEL SHIPMENT INFORMATION: Exhibit or sponsor materials may be shipped to the hotel to arrive no earlier than seven days prior to guest arrival. Packages should be addressed as follows: Monte Carlo Resort & Casino, 3770 Las Vegas Blvd. South, Las Vegas, NV 89109, HOLD FOR: (Guest Name/Company Name), Arrival Date: (Date), and Box # of #. Exhibitor/sponsor is responsible for any costs related to the shipping of items and for any handling fees charged by the Monte Carlo. **PLEASE NOTE THAT PACKAGES MAY ONLY BE PICKED UP FROM THE BUSINESS CENTER DURING THEIR NORMAL BUSINESS HOURS (7:30am-3:30pm).**

PLEASE COMPLETE THE FOLLOWING:

I. COMPANY INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

II. TOTAL DUE

Exhibit Space \$ _____

Sponsorship \$ _____

Total Due: \$ _____

III. PAYMENT METHOD:

Check payable to "Family Farm Alliance"

Credit Card: ___ VISA ___ Mastercard ___ American Express ___ Discover

Card No: _____ Exp. _____ Security Code: _____

Billing Zip Code: _____ Cardholder Signature: _____

RETURN FORM TO:

FAMILY FARM ALLIANCE, P.O. BOX 1705, CLEARLAKE OAKS, CA 95423 OR FAX: 707-998-9987.
IF YOU HAVE QUESTIONS, PLEASE CALL US AT (707)-998-9487 OR EMAIL ffameeting@aol.com