



2021: BRIDGE OVER TROUBLED WATER

Diverse, constructive interests unite to find solutions

Register now at [familyfarmalliance.org/events!](https://familyfarmalliance.org/events)

At a time of almost unimaginable political divisiveness, it is more important than ever that diverse interests find ways to work with one another to solve critical Western water challenges. We hope you will join the Family Farm Alliance (virtually, that is) on February 18-19, 2021, to learn how Western agricultural water users seek “A Bridge Over Troubled Water” and are working with their communities, federal and state governments, investors and NGOs to shore up their water reliability.

The virtual conference will consist of two morning ZOOM sessions (Pacific Time) on **Thursday, February 18** and **Friday, February 19**.

When:

Feb 18-19, 2021 via ZOOM, [Register here](#)

Block out the following times to fully participate: 8am - 12pm noon Pacific Time each day. If that time doesn't work for you, the conference will be recorded for you to access at your convenience.

Registration:

\$249 per person for full access to the conference

Limited to the first 500 who register, so register now at:
www.familyfarmalliance.org/events

Deadline to register: February 15, 2021

Sessions:

- Keynote Speakers: U.S. Senators John Barrasso (R-WY) and Michael Bennet (D-CO) and past Bureau of Reclamation Commissioner Brenda Burman
- Featured Speakers: Rep. Jim Costa (D-CA) and Rep. Dan Newhouse (R-WA)
- Panel presentation by the Food and Agriculture Climate Alliance (FACA)
- Panel presentation of experts to provide updates on pressing Western wildlife and forest health issues
- Bureau of Reclamation Roundtable, featuring all 5 regional directors and representatives from the Commissioner's office
- Capitol Hill Update, featuring majority and minority staffers from key Senate and House water committees
- We are working with the Biden Administration to secure a high-ranking official from the Interior Department to discuss Western water policy priorities.

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FAQ When will I receive the detailed conference agenda?

The full agenda will be emailed within the week before our conference, so stay tuned.

FAQ Will there be an opportunity to ask questions to panelists and speakers?

Yes! We are still working this out but we want to make sure you have the opportunity to participate.

FAQ Will any session be held in person?

Unfortunately, not this year! Hopefully we can meet together again in 2022. The 2021 annual conference was originally scheduled to be held in Reno (NEVADA), but this year it will be a virtual event, conducted via a ZOOM meeting platform. This decision by the Alliance board of directors was made after careful consideration of all options. With the global COVID pandemic, and the associated uncertainty that surrounds us during this difficult time, the board decided it was not in the best interest of our attendees to move forward with an on-location event.



"I am looking forward to February for the opportunity to virtually join with our members and partners to celebrate the great food production capability of Western America. The phenomenal story of irrigated agriculture is something we should feel proud of.

I have been thinking about the origins of the Family Farm Alliance recently. The founders of our organization had a far-sighted view of an alliance that would bring together irrigators from the 17 Western states. It is now exciting that a realization of the importance of agriculture and the need for reliable water supplies is being implemented. The crisis of declining infrastructure is being addressed.

We are pleased that our various partners who share the water resource that defines life itself will join us this year. Working together toward a maximization of the multiple uses of our great resource is critically important. There are many challenges ahead. I hope you will join us to find how we can work together to address those challenges."

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2021 FAMILY FARM ALLIANCE VIRTUAL CONFERENCE | FEBRUARY 18-19, 2021

The annual conference is a key revenue generator that supports our non-profit organization. Conference sponsorships are a great way to support the Alliance. The COVID pandemic has hit the agricultural sector hard, and ag organizations like ours have also been hurt financially. We know that many of you will have cost savings without travel and hotel expenses this year, and the conference registration fees have also been slashed to encourage virtual participation. We hope you will consider contributing a portion of those savings to support the Alliance's activities and advocacy efforts on your behalf.

All sponsors will be recognized in pre-conference materials, on Alliance social media platforms and during the zoom session. Sponsor logos will also be featured on a "conference sponsor" page in the Alliance annual report, to be distributed to conference participants. Please return this form and your logo no later than February 5 to be included in the annual report.

Sponsorship opportunities

CHAMPION \$2500 ADVOCATE \$1000 Defender \$500

Company information

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Payment method

Check payable to "Family Farm Alliance"

Please invoice me

Credit Card (VISA, MasterCard, American Express, Discover)

Card No: _____ Exp. _____ Security Code: _____

Billing Zip Code: _____ Cardholder Signature: _____

Company logo and deadline

Please send an electronic copy of your logo to jane@familyfarmalliance.org. Preferred format is pdf or jpeg. The deadline for sponsorship is February 5, 2021.

Return form to:

FAMILY FARM ALLIANCE, P.O. BOX 1705, CLEARLAKE OAKS, CA 95423 OR FAX: (707) 327-0263.

You may also email your form to jane@familyfarmalliance.org

IF YOU HAVE QUESTIONS, PLEASE CALL JANE TOWNSEND AT (916) 206-7186 OR EMAIL jane@familyfarmalliance.org