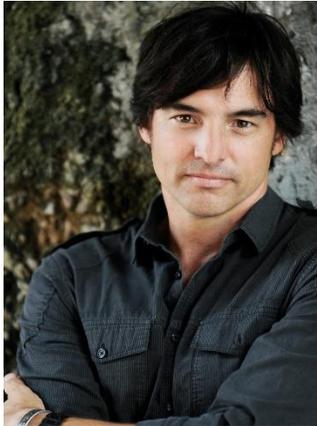


KEYNOTE SPEAKER BIOGRAPHIES

WEDNESDAY, DECEMBER 4th – Kickoff Breakfast

Inspirational Speaker



KENI THOMAS – *Bronze Star Recipient*

Keni Thomas is a former Army Ranger with a captivating story. The highly successful movie “Blackhawk Down” was based on his Army company’s mission in Mogadishu, Somalia where he and his fellow Rangers distinguished themselves in an 18-hour firefight.

Drawn from his experiences in Mogadishu, Thomas stresses the importance of leadership, training and teamwork. His message of “Train as you fight – Fight as you train and Lead By Example” epitomizes the Army Ranger motto “Rangers Lead the Way!”

After his soldiering days were over, Thomas headed to Nashville to pursue his music career. He quickly established himself as an award-winning recording artist and songwriter in

Nashville. He and his band, Cornbread, were featured in the movie *Sweet Home Alabama* and his music can be heard on country stations nationwide.

He is a regular guest on all the major news networks as a military analyst and was also a military advisor for the Mel Gibson movie, *We Were Soldiers*. He has been recognized by the President of the United States, by Congress and has been awarded the American Patriot Award. But he is most proud of is his appointment as national spokesman for the Special Operations Warrior Foundation that provides college educations to the children of special operations personnel killed in combat or training. Thomas is a recipient of the bronze star for valor.

WEDNESDAY, DECEMBER 4th - Luncheon

Industry Speaker



RANDALL D. JONES – *Associate Administrator/Chief Operating Officer Randall D. Jones* *U.S. Dept. of Agriculture*

Randall D. Jones is the Associate Administrator/Chief Operating Officer of USDA’s Agricultural Marketing Service (AMS). In this capacity, Randall is responsible for the formulation of operational policies and programs to carry out the broad agricultural regulatory, marketing, and inspection programs conducted by AMS.

Before being selected for this position, Randall served in a variety of other positions including Deputy Administrator, Fair Trade Practices Program, AMS, Deputy Administrator Federal Grain Inspection Program, Grain Inspection, Packers and Stockyards Administration, Associate Deputy Administrator Livestock and Seed Program, AMS, and Assistant Administrator, Farm Service Agency.

Randall began his career in 1985 as a County Executive Director, Agricultural Stabilization and Conservation Service (now the Farm Service Agency), in Virginia. Randall is a native of Grayson County in southwest Virginia, where he grew up on

a beef cattle and dairy farm. He received his Bachelor of Science degree majoring in Dairy Science from Virginia Tech in Blacksburg, Virginia.

THURSDAY, DECEMBER 5th – Breakfast

Industry Speaker



RICHARD J. LEINENKUGEL – *President, Jacob Leinenkugel Brewing Company*

Leinenkugel Brewing Company President and Chief Beer Merchant, Dick Leinenkugel (L), will deliver a keynote address to the MWFPA annual convention in Wisconsin Dells, WI on Thursday, December 5th, 2019.

Leinenkugel has spent over 30 years with the Jacob Leinenkugel Brewing Company based in Chippewa Falls, Wisconsin, as District Sales Manager, Chain Account Manager and VP – Sales and Marketing.

The Chippewa Falls, WI native, the fourth of five children in the Leinenkugel family, has a long career that includes service in the U.S. Marine Corps; sports marketing; his family's beer business and now as the company's eighth president; and in state government where he served as Wisconsin Secretary of Commerce. In 2010, he briefly ran for the United States Senate.

His experience in helping grow Leinenkugel's into the household name it has become will make for an interesting presentation describing challenges the company faced and overcame. Leinenkugel's speech, titled "Over a Beer – Lessons in Leadership" will describe how Dick gained and applied leadership lessons from his family, the Marines and in business to help guide the Jacob Leinenkugel Brewing Company into a craft brewing leader with the number one summer seasonal craft beer in the nation. Leinenkugel will focus on the brewery's journey over the past 152 years and provide insights into the challenges it faces today against the onslaught of new alcoholic and non-alcoholic beverages and the new Millennial and Generation Z consumers.

THURSDAY, DECEMBER 5th – Luncheon

Entertainment

DAN DEIBERT – *Comedian*



Dan has been performing stand up comedy for over 25 years and is one of the most frequently booked corporate comedians in the Upper Midwest.

He's made numerous appearances both as a comedian and host on network TV and has hosted radio shows in Chicago, Milwaukee, St. Louis, and even a nationally syndicated show heard on over 100 radio stations across the county.

With a clean act that works in both comedy clubs and the corporate setting, Dan deals with drunks, drug stores, and driving. Much of his material is based on marriage and family life. It's material we can all relate to.