



## **Opening General Session and Keynote Address**

**Monday, July 14, 8:00 – 9:30 am**

ASABE President Doug Otto welcomes you to the 2025 Annual International Meeting. Recognized at the general session will be ASABE trustees, along with Educational Aids Blue Ribbon, Superior Paper, and ITSC Paper awards, Outstanding Reviewers, retiring editors and associate editors, conference chair recognitions, and standards development honorees. Following these recognitions, President-Elect Sherry Hunt will introduce our keynote speaker.



### **Julie Borlaug, Borlaug Consulting**

#### **Stronger Together: Telling Our Stories, Shaping Our Future**

In today's rapidly evolving world, the work of agricultural and biological engineers has never been more critical or more overlooked. From climate resilience and sustainable food systems to advancements in health and environmental technologies, your work shapes solutions at the intersection of science, innovation, and everyday life. But to raise the global profile of the profession and drive greater investment and understanding, we must do more than innovate; we must communicate.

In this session, Julie Borlaug will explore how sharing your personal story and professional journey can help elevate the visibility and impact of agricultural and biological engineering. Drawing from her experience in science communications, global advocacy, and cross-sector collaboration, she'll offer practical strategies for using storytelling to connect with new audiences, influence policy, and inspire the next generation of leaders.

This conversation will focus less on legacy and more on the future, on how embracing and communicating your story strengthens ASABE's reach and builds a more diverse, engaged, and influential community.

#### **About Julie Borlaug**

For 22 years, [Julie Borlaug](#) has successfully worked in international agricultural development, agricultural communications, and external and corporate relations. As the granddaughter of Dr. Norman Borlaug, she works to champion his legacy and lend a voice to his desire to see more successful collaborative partnerships across sectors and scientific disciplines to bring better and faster innovation to end hunger.

She is the president of Borlaug Consulting and the Borlaug Foundation. Ms. Borlaug serves on several boards and advisory councils, including the Council of Advisory for the World Food Prize, the advisor to CIMMYT, the Global Farmer Network advisory board, the Champion's Council Network for the UN Food Systems Summit, the Board of Trustees for the Council on Agricultural Science & Technology (CAST), the U.S. National Food Systems Dialogues, the Texas A&M Agriculture Vice Chancellor's advisory board, Counterpart, AgTech PR, the Thought for Food Challenge Board, and the Global Coalition for Attracting and Retaining Youth in Agriculture. Ms. Borlaug received a B.A. from Texas A&M in international studies and political science and an M.B.A. from the University of Dallas.