



# CHARFOCUS

YOUTH CONFERENCE

**July 21– July 24, 2025 — Lexington, Kentucky**

## **Monday, July 21**

- 4-5 PM** Conference Registration  
*Holiday Inn Express & Suites*  
1780 Sharkey Way, Lexington, KY 40511
- 5:00 PM** Welcome & Ice Breaker Activities
- 6:30 PM** Need To Know Networking – Terri Thompson  
*Heavy Appetizers*
- 8:00 PM** Junior Board Activity
- 10:30 PM** Room Curfew

## **Tuesday, July 22**

- 6-7:30 AM** Breakfast *Holiday Inn Express & Suites*
- 7:45 AM** Bus Departs for Keeneland Association
- 8:30 AM** Keeneland Association Tour
- 10:00 AM** Godolphin at Jonabell Farm
- 12 PM** Bluegrass Stockyards Tour and Lunch
- 2:00 PM** Boone Creek Ziplining & Challenge Course
- 7 PM** Dinner – *Boonedogs*
- 9 PM** Bus Departs for Hotel
- 10:30 PM** Room Curfew

## **Wednesday, July 23**

- 6-8 AM** Breakfast *Holiday Inn Express & Suites*
- 8:30 AM** Game Changing Communication – Terri Thompson
- 10 AM** Cogent Solutions Group Tour
- 12:30 PM** Boxed Lunch on the Bus – *Subway*
- 2:00 PM** Louisville Slugger Museum
- 4 PM** Snack on Bus
- 5 PM** Hayden Farms Tour
- 7 PM** Dinner – *Bootleg BBQ*
- 9:30 PM** Bus Departs for Hotel
- 10:30 PM** Room Curfew

## **Thursday, July 24**

- 6-8 AM** Breakfast *Holiday Inn Express & Suites*
- 8:15 AM** Closing Session – Junior Board
- 9:30 AM** Room Check-Out and Departures from Hotel Begin

## Check-In/Registration Location

The meeting space at the Holiday Inn Express & Suites Lexington Dtown Area- Keeneland will be the location of registration from 4-5 PM on Monday, July 21. GPS Address: 1780 Sharkey Way, Lexington, KY 40511.

## Lodging

All VitaFerm CharFocus attendees will be provided room assignments at the Holiday Inn Express & Suites Lexington Dtown Area- Keeneland.

## Items Provided with Registration

All meals, lodging, and transportation will be provided during the event. Participants will be provided notepads, pens, bags and other items to use throughout the event.

## Additional Items to Bring

Jeans, Closed Toe Shoes, Sunscreen, Sunglasses, Swimsuit, Towel, Bag for wet clothes

Hayden Farms along with the hotel has a pool that can be utilized.

## Parking

Complimentary parking is available to attendees at the Holiday Inn Express & Suites Lexington Dtown Area- Keeneland. Participant's car keys will be collected at check-in and returned at the conclusion of the event.

## Conference Attire

Proper attire for the week includes nice jeans and/or appropriate length shorts, short-sleeve or breathable shirts and comfortable closed toe shoes. Consider packing a rain jacket or other lightweight jacket. It will likely be warm throughout the visits, but conference rooms and buses may be cold.

**Tuesday:** Please plan to wear jeans and a nice shirt during our visit to Keeneland Association and Godolphin at Jonabell Farm. There will be time you can change clothes Tuesday afternoon if you prefer to change attire for ziplining. Make sure to wear closed toe shoes.

**Wednesday:** Please wear the 2025 VitaFerm CharFocus t-shirt that you will receive at check-in. A group photo will be taken at Hayden Farms. Make sure to wear closed toe shoes.

## Cell Phone Use & Event Communication

The GroupMe App will be used as the official form of communication during the event. Please download the app prior to arrival. Group members will be added by phone numbers provided on registration forms. During scheduled events, cell phones are to not be used at any point. Please be respectful to our hosts and speakers at all times.

## VitaFerm CharFocus Contacts

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