

YOU'RE INVITED TO THIS ONCE IN A LIFETIME EVENT

# MY AG NITE

BRINGING AG TOGETHER

STARTING AT  
**\$150**  
PER PERSON

FEATURING THE CO-HOST OF FOX NEWS  
**JESSE WATTERS**

SEATING IS LIMITED AND WILL SELL OUT

**NOVEMBER 2, 2023**  
**4PM - 8PM**

**INTERNATIONAL AGRI-CENTER**  
4500 S LASPINA ST, TULARE, CA 93274

## AGENDA

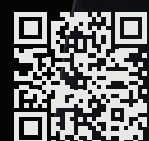
MIXER / TRADE SHOW - 4PM - 6PM  
MIXER AND TRADE SHOW IN THE FARM CREDIT BUILDING

GOLDEN HARVEST GALA DINNER - 6PM - 7PM  
KEYNOTE - 7PM - 8PM

GALA DINNER AND KEYNOTE SPEAKER IN THE CORTEVA BUILDING

**KEYNOTE SPEAKER**  
**JESSE WATTERS**  
CO-HOST OF FOX NEWS

**EVENT HOST**  
**JASON SCOTT**  
CEO OF JCS MARKETING, INC.



FOR MORE INFORMATION  
SCAN THE QR CODE OR VISIT  
**MYAGLIFE.COM/MYAGNITE**



## FOX NEWS HOST TO HEADLINE MY AG NITE EVENT IN TULARE

**P**OLITICAL COMMENTATOR AND Fox News co-host, Jesse Watters, will be the headliner at a premiere ag event coming to the heart of the Central Valley on November 2. My Ag Nite, hosted by Jason Scott, CEO of JCS Marketing, Inc., will bring together industry professionals and conservative dignitaries to celebrate all things California agriculture.

The dinner and gala will take place at the International Agri-Center in Tulare, Calif., and is expected to sell out. Guests will have access to an exclusive trade show showcasing innovative farming solutions, and the opportunity to network and forge connections within the industry.

Scott said he sees the night as a way to bring those who have a stake in agriculture together in one place to celebrate the industry and to wind down and enjoy like-minded solidarity following the stresses of the busy harvest season.

"We're bringing a diversified group of thought leaders together to celebrate leadership in agriculture," he said.

Scott is especially excited about the event being able to present a rare, in-person opportunity to hear from a political commentator of Watters' caliber that will appeal to the conservative farming community. Watters' notoriety has skyrocketed since he took over for former Fox News commentator, Tucker Carlson, who left the network earlier this year.

The chance to see Watters speak isn't likely to come around again to this part of the state, Scott said, and

will no doubt make the event memorable.

"We expect this to be one of the best events that we've ever put on or will put on," Scott said. "If you want to attend something that's different, unique, and special to agriculture, this is the one time you need to make time to show up."

Scott's firm publishes both print and digital trade magazines. The publications include West Coast Nut, Grape & Wine and Progressive Crop Consultant. Scott's firms also hosts a growing website called MyAgLife, which highlights the diverse agriculture commodities of the West Coast. The site is also home to a daily and weekly podcast highlighting Central Valley ag issues and leaders.

Coming out of a post pandemic reality, Scott came up with the idea for My Ag Nite as a way to stimulate live events, he explained. Like the MyAgLife website and brand, he emphasizes the event being about agriculture as a whole, and not focusing on any one commodity.

"We wanted to do something unique in the industry, for the industry, and we wanted to provide something for the MyAgLife brand," he said. "The idea behind it is that we celebrate agriculture and our conservative values in the industry."

Scott says that while he tends to leave politics out of his publications and marketing, he sees My Ag Nite as a way for those who have a stake in agriculture to be able to talk about the issues that affect them first hand—with

the successes and failures of those issues so often being determined by politics.

"I feel like agriculture is in a place where it's time to get back to basics, it's time to celebrate a lot of the things we have in common, and be able to come together and talk about it for an evening," he said.

Scott added that he wants people to walk away with renewed relationships, a better understanding of who ag is as an industry, and the challenges ag faces collectively, as a group.

"I hope attendees will walk away with a sense that not all is lost with conservative values and we don't stand alone in that community," he said.

Tickets for My Ag Nite start at \$150 per person and a number of upgraded ticket opportunities are also available, including a meet and greet with Watters, group table reservations, and trade show booth space. Tickets and further information can be obtained through [www.myaglife.com/myagnite](http://www.myaglife.com/myagnite). Ag media inquiries only can be directed to the JCS Marketing Office (559) 352-4456. No outside media outlets beyond agriculture.

### About JCS Marketing:

JCS Marketing has a rich history in providing marketing services tailored to the agricultural industry. With a deep understanding of the unique needs and values of the ag community, they are committed to fostering connections and driving success within the industry.