

AGENDA

Tuesday, Jan. 15, 2019

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
3:00 – 4:00 p.m.	Grand Ballroom Foyer	Registration and Exhibits	
4:00 – 4:30 p.m.	International Ballroom	Welcome	Sara Schafer, Editor, Top Producer Doug Catt, Publisher, Top Producer
4:30 – 5:30 p.m.	International Ballroom	How Digital Media has Changed the Food System	Steve Lerch, Google
5:30 – 7:30 p.m.	Grand Ballroom	Opening Networking Cocktail Reception <i>Sponsored by Top Third Ag Marketing</i>	

Wednesday, Jan. 16, 2019

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
7:45 – 9:00 a.m.	Grand Ballroom	Registration and Breakfast in Exhibit Hall <i>Sponsored by Rabo AgriFinance</i>	
9:00 – 9:10 a.m.	International Ballroom	Welcome and Announcements	Sara Schafer, Editor, Top Producer
9:10 – 10:00 a.m.	International Ballroom	Disruptive Weather: Consistency in Chaos <i>Sponsored by Fendt (AGCO)</i>	Eric Snodgrass, University of Illinois
10:00 – 11:00 a.m.	International Ballroom	Business Through Collaboration: Rethinking the Family Farm	John Gladigau, Collaborative Farming Australia
11:00 – 11:30 a.m.	Grand Ballroom	Break in the Exhibit Hall	
11:30 a.m. – 12:20 p.m.		Breakout Session 1	
	Salon A-1 (Lower Level)	Strategies From a 30-Year Lending Veteran to Help You Navigate 2019	Alan Hoskins, American Farmland Mortgage
	Salon A-2 (Lower Level)	Professionalizing Your Family Farm: 5 Areas You Don't Want to Overlook	Rena Striegel, Transition Point Business Advisors
	Salon A-3 (Lower Level)	Marketing Advice From the Only Bull in House	Mark Gold, Top Third Ag Marketing
	Salon A-4 (Lower Level)	How I Diversified My Row-Crop Farm With 15 Movie Theatres	Brian Mitchell, Mitchell Farms and Mitchell Theatres
	Salon A-5 (Lower Level)	Your Strategic Plan on a Page	Sarah Beth Aubrey, A.C.T. Consulting and Top Producer Columnist
	Buckingham (First Floor)	Panel: The Forces At Play in the Protein Markets	Moderator: Chip Flory, AgriTalk and "AgriTalk After the Bell" Panelists: Scott Brown, University of Missouri; Don Close, Rabo AgriFinance

Time	Room	Session	Speaker
12:30 – 2:00 p.m.	International Ballroom	Lunch with Keynote Speaker CAVU: Ceiling and Visibility Unrestricted - Your Ascent to Greatness <i>Sponsored by BASF</i>	Major Dan Rooney, USAF, Fighter Pilot, PGA Professional, Patriotic Philanthropist and Author
2:00 – 3:00 p.m.	Grand Ballroom	Break in the Exhibit Hall	
3:00 – 3:50 p.m.		Breakout Session 2	
	Salon A-1 (Lower Level)	Everything You Need to Know About the New Tax Law	Paul Neiffer, CliftonLarsonAllen and Top Producer Columnist
	Salon A-2 (Lower Level)	Avoid These 5 Common Estate Planning Mistakes	Polly Dobbs, Dobbs Legal Group
	Salon A-3 (Lower Level)	Separating From the Pack: Proven Management Strategies to Improve Profitability and Your Competitive Advantage	Bret Oelke, Innovus Agra
	Salon A-4 (Lower Level)	Maximizing Crop Insurance Options in 2019	Jamie Wasemiller, Gulke Group
	Salon A-5 (Lower Level)	A Checklist for Loan Renewal Success	Peter Martin, K•Coe Isom
	Buckingham (First Floor)	Thinking Beyond No. 2 Corn and Commodity Soybeans	Steve Nicholson, Rabo AgriFinance
4:00 – 4:50 p.m.		Breakout Session 3	
	Salon A-1 (Lower Level)	Everything You Need to Know About the New Tax Law	Paul Neiffer, CliftonLarsonAllen and Top Producer Columnist
	Salon A-2 (Lower Level)	Lessons from the 2019 Class of Top Producer of the Year Honorees	Moderator: Sara Schafer, Top Producer Panelists: Ron Rabou, Albin, Wyo.; Jimmy Tosh, Henry, Tenn.; Chris Adams, Grand Forks, N.D.
	Salon A-3 (Lower Level)	Separating From the Pack: Proven Management Strategies to Improve Profitability and Your Competitive Advantage	Bret Oelke, Innovus Agra
	Salon A-4 (Lower Level)	Maximizing Crop Insurance Options in 2019	Jamie Wasemiller, Gulke Group
	Salon A-5 (Lower Level)	A Checklist for Loan Renewal Success	Peter Martin, K•Coe Isom
	Buckingham (First Floor)	Thinking Beyond No. 2 Corn and Commodity Soybeans	Steve Nicholson, Rabo AgriFinance
5:00 – 6:00 p.m.	Grand Ballroom	Networking Cocktail Reception	
6:00 – 8:00 p.m.	International Ballroom	Top Producer of the Year Banquet <i>Sponsored by BASF, Case IH and Rabo AgriFinance</i>	▶

TopProducer SEMINAR

AGENDA

Thursday, Jan. 17, 2019

Time	Room	Session	Speaker
7:30 – 8:30 a.m.	International Ballroom	Breakfast <i>Sponsored by FMC</i>	
8:00 – 8:45 a.m.	International Ballroom	“U.S. Farm Report” Taping <i>Sponsored by Channel</i>	Moderator: Tyne Morgan, Host, “U.S. Farm Report” Panelists: Naomi Blohm, Stewart-Peterson; Matt Bennett, Bennett Consulting; Pete Meyer, S&P Global Platt
8:45 – 9:15 a.m.	Grand Ballroom	Break in the Exhibit Hall	
9:15 – 10:15 a.m.	International Ballroom	New Reality: Grain Flow and Price Discovery	Jerry Gulke, Gulke Group and Top Producer Columnist
10:15 – 11:15 a.m.	International Ballroom	15 Ways to Grow Your Business in Every Economy	Mary Kelly, Productive Leaders
11:15 – 1:20 p.m.	Learning Sessions & Lunch (Grab a box lunch and enjoy four rounds of the optional sessions)		
11:30 – 11:50 a.m.	Learning Session 1a		
Noon – 12:20 p.m.	Learning Session 1b		

Learning Sessions Round 1:

Room	Sponsor	Title	Speaker
Buckingham (1 st Floor)	Channel	Executing an Effective Marketing Plan	Matt Bennett, Channel Grain Marketing Consultant
Continental B (1 st Floor)	BASF	Healthier Plants, Healthier Profits: How Fungicides Deliver Both	Mitch Blair, Product Manager – BASF Agricultural Solutions joined by additional industry experts
Continental C (1 st Floor)	Corteva	Sustainability: What’s In It For the Farmer and What Do Consumers Want?	Kenny Johnson, Sustainability Manager
Salon A-1 (Lower Level)	FMC	Precision Ag Tech and Planting Equipment: How This Duo is Helping Farmers Find Season-Long Efficiencies	Rick Ekins, Precision Platforms Lead, FMC
Salon A-2 (Lower Level)	Top Third Ag Marketing	Selling Options is Great... Until It Isn’t	Mark Gold, Managing Partner, Top Third Ag Marketing
Salon A-3 (Lower Level)	Granular	What’s a Single Decision Worth? See How Farms Like Yours are Making Financially-Driven Decisions	Katie Shelton, Account Executive, Indiana, Granular; and Kyle Kauffman, Account Executive, Illinois, Granular
Salon A-4 (Lower Level)	United Soybean Board	There’s Profit in Your Protein	Quint Pottinger, New Haven, Ky.; Doug Winter, Mill Shoals, Ill.
Salon A-5 (Lower Level)	Growmark	China and Its Impact on Cash Markets	Aaron Curtis, Commodity Risk Manager, MID-CO Commodities, Inc.

Time

12:30 – 12:50 p.m.

Learning Session 2a

1:00 – 1:20 p.m.

Learning Session 2b

Learning Sessions Round 2:

Room	Sponsor	Title	Speaker
Buckingham (1 st Floor)	Valent	From the Ground Up: Build a More Resilient Plant Today and Healthier Soil For Years to Come	Joe Short, Corn and Soybean Marketing Manager, Valent, U.S.A.; Dawn Refsell, Manager Field Development for Midwest, Valent
Continental B (1 st Floor)	Bayer	Cultivating Talent, Uncovering Strengths and Improving Performance	Julie Hanser, VP Talent Development at Barefoot Proximity
Continental C (1 st Floor)	Pioneer	Advanced Agronomy - Changing the Rules of the Game	Justin Welch, Commercial Unit Digital Lead, Pioneer
Salon A-1 (Lower Level)	FMC	The Growing Threat of Fungicide Resistance: What It Means for Bottom Lines	Kianna Wilson, Fungicide Product Manager, FMC
Salon A-2 (Lower Level)	Show-Me Shortline	Grain Bagging: How This Alternative Storage Option Can Benefit Your Farm!	Chris Finck, General Manager, Show-Me Shortline Company and U.S. Distributor of Richiger Grain Bagging Systems
Salon A-3 (Lower Level)	Beck's Hybrids	There's Nothing Basic About Spraying	Jim Schwartz, Director of Practical Farm Research and Agronomy, Beck's Hybrids
Salon A-4 (Lower Level)	Case IH	Manage Your Farm, Fleet and Data Like Never Before	Kirk Wesley, Advanced Farming Systems Marketing Manager, Case IH
Salon A-5 (Lower Level)	AgXplore	Proven Technologies in Nutrient Management and Plant Nutrition	Brandon McMillen, Director of Product Development and Research, AgXplore; Shane Van Fleet, Technical Sales Director, AgXplore; Peter Rousonelos, International Sales Agronomist, AgXplore

Time

1:30 – 2:00 p.m.

Grand Ballroom

Session

Break in the Exhibit Hall

Speaker

2:00 – 3:00 p.m.

International Ballroom

Tools, Tips and Tricks for Hiring and Retaining Top Talent

Mel Kleiman, Humetrics

3:00 – 4:00 p.m.

International Ballroom

Washington Upheaval Continues: What's in Store for 2019 and 2020?

Jim Wiesemeyer, Pro Farmer

4:00 – 5:30 p.m.

Grand Ballroom

Networking Cocktail Reception

5:30 p.m.

Dinner on the Town