



AGENDA

January 31, 2012

Hilton Chicago Hotel
Downtown Chicago, Illinois

TUESDAY, JANUARY 31, 2012

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
6:30 a.m.		Registration Opens	
7:00 a.m. – 8:00 a.m.	Continental Ballroom	Continental Breakfast	Jeanne Bernick, Editor, Top Producer
8:00 a.m. – 9:30 a.m.	Continental Ballroom	Get Growing! Business Models for Multi-Generational Growth	Chris B. Barron, Carson and Barron Farms, Inc.
9:30 a.m. – 9:45 a.m.		Break	
9:45 a.m. – 10:15 a.m.	Continental Ballroom	Financial Habits of Top Performing Young Farmers	Greg Wolf & Peter Martin, Kennedy & Coe, LLC
10:15 a.m. – 11:00 a.m.	Continental Ballroom	Farmer Panel Discussion: Practices of Previous Top Producer of the Year Finalists	Moderator: Jeanne Bernick Editor, Top Producer Panel: Jim Kline, Kline Family Farms, & Lon Frahm, Frahm Farmland & TBA
11:00 a.m. – 12:00 p.m.	Continental Ballroom	Mapping the DNA of a Top Producer - What Characteristics Make You Successful in Agribusiness	Moe Russell, Russell Consulting
12:00 p.m. – 12:45 p.m.	Continental Ballroom	Lunch	
1:00 p.m. – 1:25 p.m.		Technical Session 1	Choose from the List Below
1:35 p.m. – 2:00 p.m.		Technical Session 2	Choose from the List Below

Williford C

Agrotain - "Growing 300 Bushel Corn: The Seven Wonders of the Corn Yield World"
Adam Henninger, Associate Researcher, University of Illinois

Williford B

Pioneer - "Seeds of Tomorrow"
Pat Tomlinson, Farm Manager Coordinator

Williford A

SFP - TBA

2:15 p.m. – 3:00 p.m.		Breakout Session 1	Choose from the List Below
3:15 p.m. – 4:00 p.m.		Breakout Session 2	Choose from the List Below

Williford B

"Negotiating Contracts With Suppliers and Buyers"
Brett Delke, University of Minnesota

PDR 2

"Tax Tips for 2012"
Paul Neiffer, CPA & Author of The Farmer Tax Blog

Waldorf Room

"Farmer Personalities and the Mystery of Farm Communication"
Dean Hefta, Water Street Solutions

Williford A

"Marketing Toolbox - Pick the Right Marketing Tool Based on Current Conditions"
Brian Grete, ProFarmer Senior Market Analyst

Williford C

"Who Initiates Succession Planning -You or Dad? A Case Study"
Kevin Spafford, Farm Journal Legacy Project



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4:00 p.m. - 4:15 p.m.		Break	
4:15 p.m. - 5:15 p.m.	Continental Ballroom	Future Farm Leadership: Core Competencies to be Ready to Manage the Farm	Darren Frye, Water Street Solutions
5:15 p.m. - 5:30 p.m.	Continental Ballroom	Presentation of Tomorrow's Top Producer Award	Jeanne Bernick, Editor, Top Producer
5:30 p.m. - 7:00 p.m.	Continental Ballroom Foyer	Networking Cocktail Reception	

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