



AGENDA

December 1-2, 2011

Holiday Inn Chicago Mart Plaza
Downtown Chicago, Illinois

THURSDAY, DECEMBER 1, 2011

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
8:00 a.m.	Wolf Point Reception Area, 15th Floor	Registration & Exhibits Open	
10:00 a.m. – 10:15 a.m.	Wolf Point Ballroom, 15th Floor	Welcome	Jeanne Bernick, Editor, Top Producer
10:15 a.m. – 11:00 a.m.	Wolf Point Ballroom, 15th Floor	Tips for Surviving in the New Era of Agriculture	Jill Eberhart, Agribusiness Group Leader, Kennedy and Coe, LLC
11:00 a.m. – 12:00 p.m.	Wolf Point Ballroom, 15th Floor	Panel Discussion: “Women in Agribusiness - Success Stories”	Moderator: Jeanne Bernick Panelists: Celeste Settrini, Settrini Ranch, Salinas, CA; Pam Johnson, Johnson Farms, Floyd, IA, and NCGA First Vice President; Christine Hamilton, Christiansen Land & Cattle, Ltd., Kimball, SD
12:30 p.m. – 2:30 p.m.	See below for schedule	Learning Sessions	Grab a box lunch and attend three sessions from the list below.
12:30 p.m. – 1:00 p.m.	All Learning Sessions are on the 14th Floor	Learning Session 1	Choose from the list below
1:15 p.m. – 1:45 p.m.		Learning Session 2	Choose from the list below
2:00 p.m. – 2:30 p.m.		Learning Session 3	Choose from the list below

Shakespeare House

AgriLogic - “Protecting Profits & People: Crop Insurance & HR Resources for Top Producers”
Denise Webb, The Assure Group; Kim Webb, AgriLogic

Merchants Hotel South

Agrotain - “Planting a Positive Message: Farmer Outreach Tools for Schools & Community” *Kathy Mathers, VP Public Affairs, Fertilizer Institute*

American House

BASF - “Emotional Intelligence” *Deb Pickett, Sales & Marketing Effectiveness, BASF*

Bull’s Head

Bayer CropScience - “Shaping Your Team”
Susan Hite, Consultant

Steamboat Hotel North

IL Soybean Assn. - “Take the Lead. Change the World” *Patricia Dumoulin, Board Member; Sherri Kannmacher, Soy Ambassador; Julie Blunier, Leadership Development Coordinator*

Western Stage House

Monsanto - “From Iowa to Uganda - Perspective of Women Farmers” *April Hemmes, Monsanto’s America’s Farmers Mom of the Year - MW Region*

Steamboat Hotel South

SFP - “Economics of Fertilizer Efficiency”
Melanie Acklin

Lake House

Top Third Ag Marketing - “Marketing Is as Easy as Riding a Bike”
Jessica Locke

Merchants Hotel North

USB/NCGA - “Women in Ag Leadership: Having a Seat at the Table” *Pam Johnson, NCGA First Vice President; Vanessa Kummer, USB Vice Chair*

2:45 p.m. – 3:30 p.m.	Wolf Point Ballroom, 15th Floor	Human Resource Structures and Strategies	Dr. Barbara Dartt, Senior Business Consultant, Lookout Ridge Consulting
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Time	Room	Session	Speaker
3:30 p.m. – 4:15 p.m.	Wolf Point Ballroom, 15th Floor	Market Outlook for 2012	Naomi Blohm, Stewart-Peterson
4:15 p.m. – 4:45 p.m.	Wolf Point Reception Area, 15th Floor	Break, Chocolate Fountain Sponsored by Agrotain	
4:45 p.m. – 5:30 p.m.	Wolf Point Ballroom, 15th Floor	How to Think Critically about Your Farm Business	Laura Sands, Partner, The Clark Group LLC
5:45 p.m. – 7:00 p.m.	Wolf Point Reception Area, 15th Floor	Networking Cocktail Reception	

FRIDAY, DECEMBER 2, 2011

Time	Room	Session	
7:00 a.m. – 8:00 a.m.	Sauganash West, 14th Floor	Continental Breakfast, Registration & Exhibits Open	
8:15 a.m. – 9:10 a.m.	14th Floor	Breakout Session 1	Choose from the list below
Bull's Head Tax Tips and Pitfalls - <i>Paul Neiffer, CPA, LarsonAllen, author of The Farm CPA Blog and Top Producer Column</i>		Merchants Personal, Farm and Life Insurance: How Much is Enough - <i>Emily Keggan, Nationwide Insurance</i>	
Lake House Succession Planning - <i>Josh Sylvester, Farm Journal Legacy Project</i>		Steamboat Commodity Marketing Strategies - <i>Ashley Gulke, Gulke Group</i>	

9:20 a.m. – 10:15 a.m.	14th Floor	Breakout Session 2	Choose from the list below
Bull's Head Tax Tips and Pitfalls - <i>Paul Neiffer, CPA, LarsonAllen, author of The Farm CPA Blog and Top Producer Column</i>		Merchants Personal, Farm and Life Insurance: How Much is Enough - <i>Emily Keggan, Nationwide Insurance</i>	
Lake House Succession Planning - <i>Josh Sylvester, Farm Journal Legacy Project</i>		Steamboat Commodity Marketing Strategies - <i>Naomi Blohm, Stewart-Peterson</i>	

10:15 a.m. – 10:55 a.m.	Sauganash Foyer, 14th Floor	Break with Exhibitors	
10:55 a.m. – 11:50 a.m.	14th Floor	Breakout Session 3	Choose from the list below

Bull's Head Crop Insurance Updates for 2012 - <i>Jamie Wasemiller, Gulke Group</i>		Steamboat Commodity Marketing Strategies - <i>Kim Burton, Top Third Ag Marketing</i>	
Merchants Social Media 101 - <i>Anna-Lisa Giannini, Advocacy and Social Media Editor, Farm Journal Media, & Libby Hall, Digital Strategist, AdFarm</i>			



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12:00 p.m. - 1:15 p.m.	Sauganash West, 14th Floor	Lunch, A View from the Executive Suite - Careers in Agriculture	Alyson Emanuel, Vice President, Global Strategic Marketing, Herbicides, BASF
1:15 p.m. - 1:55 p.m.	Sauganash Foyer, 14th Floor	Trade Show Dessert	
2:00 p.m. - 3:00 p.m.	Sauganash East, 14th Floor	Benefits of Peer Advisory Groups	Joe Kluender, Farm Family Dynamics LLC
3:00 p.m. - 4:00 p.m.	Sauganash East, 14th Floor	Financial Documentation - What You Need and What to Throw Away	Ruth Fleck Hambleton, Founder of Annie's Project-Education for Farm Women
4:00 p.m. - 4:15 p.m.	Sauganash Foyer, 14th Floor	Break	
4:15 p.m. - 5:15 p.m.	Sauganash East, 14th Floor	Panel Discussion: Ag Advocacy - Why We Do What We Do	Moderator: Pam Fretwell, host of "Consumer Ag Connection" Panelists: Gayle Anderson, Northern Idaho Farmer and Ag Advocacy Blogger; Kristin Weeks Duncanson, Owner, Duncanson Growers and Chair of Minnesota Agri-Growth Council; Sara Ross, Minden, IA, Farmer and CommonGround Ag Advocacy Representative

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