

# Top Producer SEMINAR

Feb. 1-3, 2012  
Hilton Chicago Hotel • Chicago, IL

## Wednesday, February 1, 2012

- 8 a.m. Registration Opens  
10 a.m. – 10:15 p.m. General Session Welcome
- 10:15 a.m. – 11:15 a.m. Global Economics from Israel to Europe - What in the World is Going On?  
-- *Peter Zeihan, Director of Global Analysis, Stratfor Group*
- 11:15 a.m. – 12:15 p.m. Panel Discussion: "National Politics and the Farm Bill - What It Means for Business in 2012"  
• *Moderator: Jeanne Bernick, Editor, Top Producer*  
• *Jim Wiesemeyer, Informa Economics*  
• *Michael Dykes, Monsanto Government Affairs*  
• *Wayne Myers, Kennedy and Coe, LLC*
- 12:30 p.m. - 2:30 p.m. Lunch & Learn: Technical Sessions Presented During Lunch
- 2:45 - 3:15 p.m. Leadership Lessons from the Farm Journal Legacy Project  
-- *Kevin Spafford, Farm Journal Legacy Project*
- 3:15 p.m. – 4:15 p.m. Panel Discussion: "Why You Need a Peer Advisory Board"  
• *Moderator: Danny Klinefelter, Texas A&M Economist*  
• *Lon Frahm, Frahm Farmland*  
• *Lance Woodbury, Independent Family Business Consultant*  
• *Tim Schaefer, Family Business Institute*
- 4:15 p.m. – 4:45 p.m. Break in the Exhibit Hall
- 4:45 p.m. – 5:30 p.m. Farming in the Fast Lane - What's Ahead for Agriculture in 2012  
-- *Vince Malanga, LaSalle Economics*
- 5:30 p.m. – 7:00 p.m. Opening Cocktail Reception

## Thursday, February 2, 2012

- 6:00 a.m. - 7 a.m. Breakfast  
7:00 a.m. – 8:00 a.m. Breakfast Session: "U.S. Farm Report" Taping  
• *Moderator: John Phipps*  
• *Mark Gold, Top Third Marketing*  
• *Gregg Hunt, Archer Financial*  
• *Bob Utterback, Utterback Consulting*

\*Agenda is tentative and subject to change.

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8:15 a.m. – 9:10 a.m.

Breakout Session 1

Waldorf Room: Peer Networks and Benchmarking Your Farm  
*Danny Klinefelter, Texas A&M University*

Marquette Room: Tax Savings Tips  
*Paul Neiffer, CPA and author of The Farm CPA Blog and Column*

Williford Room A/B: Negotiating Contracts With Suppliers and Buyers  
*Bret Oelke, University of Minnesota*

Williford Room C: What Your Lender Wants to Know about Your Financial Statements  
*Peter Martin, Kennedy & Coe, LLC*

Continental A: How to Market Around China  
*Chip Flory, Pro Farmer*

Continental B: Market Outlook for 2012  
*Jerry Gulke, Gulke Group*

Continental C: Tools for Trading  
*Thomas Grisafi, CEO, Indiana Grain Company*

9:20 a.m. – 10:15 a.m.

Breakout Session 2

Waldorf Room: Financial Decision Tools That Boost Profitability  
*Chris Barron, Carson and Barron Farms*

Marquette Room: Tax Savings Tips  
*Paul Neiffer, CPA and author of The Farm CPA Blog and Column*

Williford Room A/B: Negotiating Contracts With Suppliers and Buyers  
*Bret Oelke, University of Minnesota*

Williford Room C: Crop Insurance Changes in 2012 and Impacts on Marketing  
*Jamie Wasemiller, Gulke Group*

Continental A: How to Market Around China  
*Chip Flory, Pro Farmer*

Continental B: What's Moving in Markets for 2012  
*Gregg Hunt, Archer Financial Services*

Continental C: Tools for Trading  
*Thomas Grisafi, CEO, Indiana Grain Company*

10:15 a.m. – 10:55 a.m.

Break in Exhibit Hall

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10:55 a.m. – 11:50 a.m.

Breakout Session 1

Waldorf Room: Financial Decision Tools That Boost Profitability  
*Chris Barron, Carson and Barron Farms*

Marquette Room: Tax Savings Tips  
*Paul Neiffer, CPA and author of The Farm CPA Blog and Column*

Williford Room A/B: Farm Leadership: Core Competencies to be Ready to Manage the Farm  
*Darren Frye, Water Street Solutions*

Williford Room C: Crop Insurance Changes in 2012 and Impacts on Marketing  
*Jamie Wasemiller, Gulke Group*

Continental A: Creative Ideas for Marketing - A Shift in Marketing Tactics  
*Bryan Doherty, Stewart Peterson*

Continental B: Who Can You Trust? Lessons from MF Global  
*Mark Gold, Top Third Ag Marketing*

12:00 p.m. -1:15 p.m.

BASF Sponsored Lunch with Motivational Speaker -  
"Moving Beyond Fear"

--*Captain Charles Plumb, Former Navy Fighter Pilot and P.O.W.*

1:15 p.m. – 1:55 p.m

Trade Show Dessert

2:00 p.m. – 3:00 p.m.

General session

View From Wall Street

--*Ann Duignan, JP Morgan*

3:00 p.m. – 4:00 p.m.

Why Our Infrastructure is at a Breaking Point

--*TBA*

4:00 p.m. - 5:30 p.m.

How Do You Build a Leader?

--*Aubrey Daniels, Aubrey Daniels International*

6:00 p.m. - 7:30 p.m.

Reception in Exhibit Hall, Sponsored by Dow AgroSciences

7:30 p.m. – 9 p.m.

Top Producer of the Year Banquet

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## Friday, February 3, 2012

7:00 a.m. - 8:00 a.m.

Breakfast

8:00 a.m. – 9:15 a.m.

General Session

Panel Discussion: “USDA Reports - What’s Going On Here?”

- *Moderator: Chip Flory, Pro Farmer*
- *Joseph Prusacki, USDA NASS*
- *Peter Meyer, OpeningPrint*

9:15 a.m. – 10:15 a.m.

Are You Facing the Realities of the Ag Cycle?

--*Sano Shimoda, BioScience Securities*

10:15 a.m. - 10:30 a.m.

Break in Exhibit Hall

10:15 a.m.

Drawing for a Flat Screen TV--Must be Present to Win

*Mark Gold, Top Third Marketing*

10:30 a.m. - 11:00 a.m.

TBA

11:00 a.m. – 11:45 a.m.

Lessons From TPOY Finalists

- *Moderator: Jeanne Bernick, Editor, Top Producer*

11:45 a.m.

Adjourn