

# 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*  
• *Jim Wiesemeyer, Informa Economics*  
• *Michael Dykes, Monsanto Government Affairs*  
• *3rd Panelist - TBA*
- 12:30 p.m. - 2:30 p.m. Lunch & Learn Technical Sessions
- 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*  
• *Wayne Rivers, Family Business Institute*  
• *Les Imboden, Imboden Farms*  
• *Lance Woodbury, Independent Family Business Consultant*  
• *Lon Frahm, Frahm Farms*
- 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 Buffet  
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

A Trader's Perspective on Marketing

--*Thomas Grisafi, Indiana Grain Company*

Tax Savings Tips

--*Paul Neiffer, CPA and author of The Farm CPA Blog and Column*

Negotiating Contracts With Suppliers and Buyers

--*Bret Oelke, University of Minnesota*

Crop Insurance Changes in 2012 and Impacts on Marketing

--*TBA*

Peer Networks and Benchmarking Your Farm

--*Danny Klinefelter, Texas A&M University*

How to Market Around China

--*Chip Flory, ProFarmer*

9:20 a.m. – 10:15 a.m.

## Breakout Session 2

A Trader's Perspective on Marketing

--*Thomas Grisafi, Indiana Grain Company*

Tax Savings Tips

--*Paul Neiffer, CPA and author of The Farm CPA Blog and Column*

Crop Insurance Changes in 2012 and Impacts on Marketing

--*TBA*

Negotiating Contracts With Suppliers and Buyers

--*Bret Oelke, University of Minnesota*

Financial Decision Tools That Boost Profitability

--*Chris Barron, Carson and Barron Farms*

How to Market Around China

--*Chip Flory, ProFarmer*

10:15 a.m. – 10:55 a.m.

Break in Exhibit Hall

10:55 a.m. – 11:50 a.m.

## Breakout Session 3

Run Your Farm Like a Business

--*Mark Gold, Top Third Ag Marketing*

Future Farm Leadership: Core Competencies to be Ready to Manage the Farm

--*Darren Frye, Water Street Solutions*

TBA

TBA

Crop Insurance Changes in 2012 and Impacts on Marketing

--*TBA*

Financial Decision Tools That Boost Profitability

--*Chris Barron, Carson and Barron Farms*

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- 12:00 p.m. - 1:15 p.m. 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  
--*TBA*
- 3:00 p.m. – 3:45 p.m. Weather Outlook for 2012  
--*TBA*
- 3:45 p.m. - 4:15 p.m. Break in the Exhibit Hall
- 4:15 p.m. - 5: 30 p.m. Panel Discussion: Is Our Infrastructure At A Breaking Point?  
• *Moderator: Mike Steenhoek, Soy Transportation Coalition*  
• *Rick Calhoun, Cargill and Chairman of the Waterways Council*  
• *John Vickerman, Vickerman Associates*  
• *Jay O'Neil, Intl. Grains Program, Kansas State University*
- 5:30 p.m. - 6:00 p.m. How Do You Build a Leader?  
--*Aubrey Daniels, Aubrey Daniels International*
- 6:00 p.m. – 7:30 p.m. Reception in the Exhibit Hall
- 7:30 p.m. – 9 p.m. Top Producer of the Year Banquet
- 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?"  
--*TBA*
- 9:15 a.m. – 10:00 a.m. "Taking Advantage of the Ag Cycle – A Risk/Reward Perspective"  
--*Sano Shimoda, BioScience Securities*
- 10:00 a.m. - 10:30 a.m. Break in Exhibit Hall
- 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 Adjourn