



Jan. 31, 2012

Hilton Chicago Hotel • Chicago, IL

Tuesday, January 31, 2012

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

Registration & Breakfast

8:00 a.m. - 9:30 a.m.

General Session Welcome

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.

Financial Habits of Top Performing Young Farmers
-- *TBA*

10:15 a.m. - 11:00 a.m.

Farmer Panel Discussion: Practices of Previous Top Producer of the Year Finalists
• *Moderator: Jeanne Bernick, Top Producer Editor*
• *Jim Kline, Kline Family Farms*
• *Lon Frahm, Frahm Farmland, Inc.*
• *TBA*

11:00 a.m. - 12:00 p.m.

Mapping the DNA of a Top Producer - What Characteristics Make You Successful in Agribusiness
--*Moe Russell, Russell Consulting*

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

Lunch

1:00 p.m. - 2:00 p.m.

Technical Sessions

2:15 p.m. - 3:00 p.m.

Breakout Session 1
Negotiating Contracts With Suppliers and Buyers
--*Brett Oelke, University of Minnesota*

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

Tax Tips for 2012
--*Paul Neiffer, CPA and author of The Farmer Tax Blog*

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

Farmer Personalities and the Mystery of Farm Communication
-- *Dan Heffta, Water Street Solutions*



3:15 p.m. - 4:00 p.m.

Breakout Session 2

Negotiating Contracts With Suppliers and Buyers

--*Brett Oelke, University of Minnesota*

Marketing Toolbox - Pick the Right Marketing Tool Based on Current Conditions

--*Brian Grete, ProFarmer Senior Market Analyst*

Tax Tips for 2012

--*Paul Neiffer, CPA and author of The Farmer Tax Blog*

Who Initiates Succession Planning -You or Dad? A Case Study

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-- *Dan Heffta, Water Street Solutions*

4:00 p.m. - 4:15 p.m.

Break in Exhibit Hall

4:15 p.m. - 5:15 p.m.

General Session

TBA

5:15 p.m. - 5:30 p.m.

Presentation of Tomorrow's Top Producer Horizon Award

5:30 p.m. - 7:00 p.m.

Networking Reception with Ag Executive Forum attendees