

# Top Producer SEMINAR

Jan. 30-Feb. 1, 2013  
Hilton Chicago Hotel • Chicago, IL

## Wednesday, January 30, 2013

- 8 a.m. Registration Desk Open
- 10 a.m. – 10:15 a.m. General Session Welcome
- 10:15 a.m. – 11:15 a.m. Can You Think Outside Your Farm Business?  
Why You Better Learn How  
-- *Tom Deans, author of "Every Family's Business"*
- 11:15 a.m. – 12:15 p.m. The New Revenue Safety Net:  
How Crop Insurance Works with Shallow Risk Protection  
-- *Steven Johnson, Farm Management Specialist,  
Iowa State University Extension*
- 12:15 p.m. Lunch, Sponsored by Agrigold
- 12:30 p.m. - 2:25 p.m. Learning Sessions Presented During Lunch
- 2:45 p.m. - 3:30 p.m. When Farm Booms Become a Bubble  
-- *Brent Gloy, Director, Center for Commercial Agriculture,  
Purdue University*
- 3:30 p.m. - 4:15 p.m. Staying Ahead of Black Swans: 4 Generations, 1 Solution  
-- *Chris Barron, Carson and Barron Farms*
- 4:15 p.m. – 4:45 p.m. Break in the Exhibit Hall
- 4:45 p.m. – 5:45 p.m. Think Like a Freak!  
-- *Steven Levitt, University of Chicago economist and author of  
"Freakonomics" and "SuperFreakonomics"*
- 5:45 p.m. – 7:00 p.m. Opening Cocktail Reception

## Thursday, January 31, 2013

- 6:00 a.m. - 6:45 a.m. Breakfast
- 7:00 a.m. – 8:00 a.m. "U.S. Farm Report" Taping  
  - Moderator: *John Phipps, USFR*
  - *Mark Gold, Top Third Ag Marketing*
  - *Gregg Hunt, Archer Financial Services*
  - *Brian Basting, Advance Trading*
- 8:15 a.m. – 9:10 a.m. Breakout Session 1
- Leading Your Farm Business in Tough Times  
-- *Dr. Robert Milligan, Dairy Strategies, LLC*
- Tax Potholes and Pitfalls  
-- *Paul Neiffer, CPA and author of "The Farm CPA Blog and Column"*
- Crop Insurance Changes and Marketing Impacts  
-- *Jamie Wasemiller, Gulke Group*

Thursday, January 31, 2013

8:15 a.m. – 9:10 a.m.

Breakout Session 1 Cont.

Bring Your Farm to the Field - Business Technology and Tools  
-- *Dino Giacomazzi, Tech Talk columnist for Dairy Today*

Getting Better Together: The Positive Impact of Peer Advisory Groups  
-- *Lance Woodbury, Farm Business Mediator/Facilitator*

What I Learned by Farming in Africa  
-- *Wallie Hardie, Farmer, Fairmount, North Dakota*

What's Moving in Markets for 2013  
-- *Kevin Van Trump, The Van Trump Report*

12 Ways To Save Your Family Business  
-- *Tom Deans, Author of "Every Family's Business"*

9:20 a.m. – 10:15 a.m.

Breakout Session 2

Leading Your Farm Business in Tough Times  
-- *Dr. Robert Milligan, Dairy Strategies, LLC*

Tax Potholes and Pitfalls  
-- *Paul Neiffer, CPA and author of "The Farm CPA Blog and Column"*

Crop Insurance Changes and Marketing Impacts  
-- *Jamie Wasemiller, Gulke Group*

Bring Your Farm to the Field - Business Technology and Tools  
-- *Dino Giacomazzi, Tech Talk columnist for Dairy Today*

Getting Better Together: The Positive Impact of Peer Advisory Groups  
-- *Lance Woodbury, Farm Business Mediator/Facilitator*

What I Learned by Farming in Africa  
-- *Wallie Hardie, Farmer, Fairmount, North Dakota*

What's Moving in Markets for 2013  
-- *Mark Gold, Top Third Ag Marketing*

12 Ways To Save Your Family Business  
-- *Tom Deans, Author of "Every Family's Business"*

10:15 a.m. – 10:55 a.m.

Break in Exhibit Hall

10:55 a.m. – 11:50 a.m.

Breakout Session 3

Leading Your Farm Business in Tough Times  
-- *Dr. Robert Milligan, Dairy Strategies, LLC*

Tax Potholes and Pitfalls  
-- *Paul Neiffer, CPA and author of "The Farm CPA Blog and Column"*

Fertilizer Supply Trends That May Affect Your Farm  
-- *Keith Swanson, Manager, CHS Hedging Inc.*

Bring Your Farm to the Field - Business Technology and Tools  
-- *Dino Giacomazzi, Tech Talk columnist for Dairy Today*

Thursday, January 31, 2013

- 10:55 a.m. – 11:50 a.m. Breakout Session 3 Cont.
- Defending and Growing Your Land Base - Managing Land Costs  
-- *Brett Oelke, University of Minnesota*
- What's Moving in Markets for 2013  
-- *Dave Fogel, Advance Trading*
- 12 Ways To Save Your Family Business  
-- *Tom Deans, Author of "Every Family's Business"*
- 12:00 p.m. – 1:15 p.m. Lunch with Motivational Speaker Captain Larry Brudnicki,  
Sponsored by BASF

Captain Brudnicki is the real-life Captain of the Coast Guard ship that performed two dramatic rescues during the worst storm in more than 100 years, which became known as "The Perfect Storm" and inspired the book that was on the NY Times best-seller list and the blockbuster movie.

Larry's keynote speeches focus on courage under pressure, leadership secrets, setting and achieving goals as a team and managing risk.

- 1:15 p.m. – 2:30 p.m. Tradeshow Dessert
- 2:30 p.m. – 3:15 p.m. Why Farming is Different Than Other Family Businesses  
-- *Wayne Rivers, Family Business Institute*
- 3:15 p.m. – 4:15 p.m. Post Election: What to Watch in Washington in 2013  
-- *Roger Bernard, Policy Analyst, Informa Economics*
- 4:15 p.m. – 5:30 p.m. Panel Discussion: "Did the Drought Change Life As We Know It?"  
• *Moderator: Chip Flory, Editor, Pro Farmer*  
• *Bill York, CEO, AgriBank, Farm Credit*  
• *Dr. Gary Schnitkey, University of Illinois Economist*  
• *Allen Motew, QT Weather Meteorologist*
- 5:30 p.m. – 7:00 p.m. Reception in the Exhibit Hall
- 7:00 p.m. – 8:30 p.m. Top Producer of the Year Banquet

Friday, February 1, 2013

- 7:30 a.m. – 8:15 a.m. Breakfast
- 8:30 a.m. – 9:30 a.m. A New Dawn for Markets  
-- *Jerry Gulke, The Gulke Group*
- 9:30 a.m. Drawing for a Flat Screen TV--Must be Present to Win  
*Mark Gold, Top Third Ag Marketing*
- 9:30 a.m. – 10:15 a.m. Break in Exhibit Hall
- 10:15 a.m. – 11:15 a.m. Top Things I Learned from 20 Years of TEPAP  
-- *Danny Klinefelter, Texas A&M University*
- 11:15 a.m. – 12:00 p.m. Lessons From TPOY Finalists  
• *Moderator: Jeanne Bernick, Editor, Top Producer*
- 12:00 p.m. Adjourn