



**TOMORROW'S
Top Producer**

January 28, 2014 | Hilton Chicago Hotel
Chicago, Ill.

AGENDA

Learn from leaders of the pack.

TUESDAY, JANUARY 28, 2014

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
6:30 a.m.	8th Street South Counter	Registration & Networking Connection Point	
7:00 a.m. - 8:00 a.m.	Continental Foyer	Continental Breakfast	
8:00 a.m. - 8:15 a.m.	Continental Ballroom C	Welcome	Jeanne Bernick, Editor, Top Producer
8:15 a.m. - 9:00 a.m.	Continental Ballroom C	How to Improve Your Operation - One Financial Marker at a Time	Moe Russell, Russell Consulting
9:00 a.m. - 9:15 a.m.	Continental Ballroom Foyer	Networking Connection Point	
9:15 a.m. - 10:00 a.m.	Continental Ballroom C	Learn How to Play the Grain Marketing Game	Bill Biedermann, Allendale, Inc.
10:00 a.m. - 10:45 a.m.	Continental Ballroom C	Producer Panel Discussion: Practices of Successful Farmers	Moderator: Jeanne Bernick, Editor, <i>Top Producer</i> Panel: Luke Brubaker, Brubaker Farms; Dave Nelson, Nelson Family Farms; Joanna Carraway, Carraway Family Farms
10:45 a.m. - 12:00 p.m.	Continental Ballroom C	How to Maximize Your Business Relationships	Rod Osthus, R.C. Thomas Company
12:00 p.m. - 12:20 p.m.	Continental Ballroom C	Sponsor Spotlights	
12:20 p.m. - 1:00 p.m.	Continental Ballroom B	Lunch	

1:10 p.m. - 1:55 p.m. 3rd Floor Breakout Session 1 Choose from the List Below

Williford A

"Become Your Landlord's Favorite Tenant"
Mark Gannon, Gannon Real Estate & Consulting

Williford B

"Building Your Brand"
Bret Oelke, University of Minnesota

Williford C

"How to Navigate the Complex World of Trading Options" Brian Grete, Pro Farmer

2:05 p.m. - 2:50 p.m. 3rd Floor Breakout Session 2 Choose from the List Below

Williford A

"Become Your Landlord's Favorite Tenant"
Mark Gannon, Gannon Real Estate & Consulting

Williford B

"Building Your Brand"
Bret Oelke, University of Minnesota

Williford C

"Good Business Tips for Buying Used Machinery" Greg Peterson, Machinery Pete



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3:00 p.m. - 3:45 p.m.	3rd Floor	Breakout Session 3	Choose from the List Below			
<table border="1"> <tr> <td> <p>Williford A "Getting Stuck in the Middle; Battling Work-Life Balance" <i>Laura Cornille-Cannady, Organization & Family Business Consultant</i></p> </td> <td> <p>Williford B "A Day in the Life of a Commodity Trader" <i>Thomas Grisafi, Trade the Farm</i></p> </td> <td> <p>Williford C "Good Business Tips for Buying Used Machinery" <i>Greg Peterson, Machinery Pete</i></p> </td> </tr> </table>				<p>Williford A "Getting Stuck in the Middle; Battling Work-Life Balance" <i>Laura Cornille-Cannady, Organization & Family Business Consultant</i></p>	<p>Williford B "A Day in the Life of a Commodity Trader" <i>Thomas Grisafi, Trade the Farm</i></p>	<p>Williford C "Good Business Tips for Buying Used Machinery" <i>Greg Peterson, Machinery Pete</i></p>
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4:00 p.m. - 4:15 p.m.	Continental Ballroom Foyer	Networking Connection Point				
4:15 p.m. - 4:45 p.m.	Continental Ballroom C	Sponsor Spotlights				
4:45 p.m. - 5:30 p.m.	Continental Ballroom C	Strategic Positioning for a Volatile Ag Environment	Mike Boehlje, Purdue University			
5:15 p.m. - 5:30 p.m.	Continental Ballroom C	Presentation of Tomorrow's Top Producer Horizon Award	Sara Schafer, Business Editor, Top Producer			
5:30 p.m. - 7:00 p.m.	Continental Ballroom Foyer	Networking Cocktail Reception				

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