

# *Leading a Growing Industry*



## **AGRIBUSINESS** Showcase & Conference

February 7-8, 2012

Varied Industries Building  
Iowa State Fairgrounds  
Des Moines, IA

Industry



Innovation



Technology

## Ag Industry & Crop Management Conference Topics & Speakers

- Crop Management
  - Jim Reiss, Precision Laboratories, Inc.
  - Dr. Robert G. Hartzler, Iowa State University
  - Justin Pollard, Monsanto
  - Dean Nelson, Ag Retailer
- Nutrient Management
  - Dean Lemke, Iowa Department of Agriculture and Land Stewardship
  - Dan Frieberg, Premier Crop Systems, L.L.C.
  - Eric Hurley, Natural Resources Conservation Service
- Pest Management
  - Beth Sandberg, Iowa Department of Agriculture and Land Stewardship
  - Pedro Carlucci, Dow AgroSciences
  - Leonor Leandro, Iowa State University
- Soil & Water Management
  - Bruce Atherton, Natural Resources Conservation Service
  - Jim Gillespie, Iowa Department of Agriculture and Land Stewardship
- Professional Development
  - Andrew Clark, Create WOW Marketing, Inc.



## Grain & Feed Forum Topics & Speakers

- New Grain Quality and Regulatory Challenges for the Grain and Feed Industry
  - Dr. Charles R. Hurburgh, Jr., Iowa State University
- Food Safety Comes to Bulk Grains: Developing Food Safety and Recordkeeping Plans
  - Dr. Angela M. Laury, Iowa State University
- Food Safety in a Quality Management System
  - Paul F. Stevenson, Graham International, L.L.C.
- New Emphasis on Occupational Safety in the Grain Industry
  - Jess McCluer, National Grain and Feed Association
- Recent Safety Incidents
  - Rob Jacobs, Ocheydan Grain
- Safety and Quality Go Together
  - Dr. Gretchen A. Mosher, Iowa State University



## Seed Forum Topics & Speakers

- Guest Speaker
  - Mike Gumina, Pioneer/ASTA (Invited)
- Seed Treatment
  - Dr. Susana Goggi, Iowa State University
- Application of Seed Treatment
  - Adam Wilson, Keystone, Inc.
- Nitrogen Management
  - John Grandin, Growmark
- Utilizing Technology for Crop Production
  - Sid Parks, Growmark
- Fungicide Science
  - Dr. Allison Robertson, Iowa State University





# 2012 AGRIBUSINESS SHOWCASE & CONFERENCE: INDUSTRY - INNOVATION - TECHNOLOGY

## What is the Agribusiness Showcase & Conference?

The Agribusiness Showcase & Conference offers multiple educational opportunities while showcasing industry innovation and technology through featured speakers, presentations and exhibitors. The Showcase & Conference is about giving agribusiness vendors and attendees the opportunity to explore the innovative tools they need to grow their business, now and into the future.



### Ag Industry & Crop Management Conference

The 2012 Agribusiness Showcase & Conference will feature seminars and workshops focusing on the latest industry innovation and technology and the largest indoor field-day in the nation. Experts from agribusiness, regulatory agencies and educational institutions will be presenting to attendees. All speakers are nationally recognized in their profession.



### Innovative CEU Opportunities

Jumpstart earning your CCA Continuing Educational Units (CEUs) for 2012. CCAs will have the opportunity to participate in two days of education that will offer up to 14 CEUs by attending the seminars and workshops on Tuesday and having substantive conversations at vendor booths at the largest indoor indoor field-day in the nation on Wednesday. Attendees will have the opportunity to earn six additional credit hours, **FREE OF CHARGE** at other CEU events through the year. That is 20 CEUs at \$10 per credit in one year!



### All Industry Reception

The All Industry Reception is moving onto the Showcase floor Tuesday evening! Get a sneak peak at the Showcase while mingling with friends and networking with fellow ag industry representatives.



### Grain & Feed Forum

If your company works in the grain and feed industry, this is the forum you will want your employees to attend! Nationally recognized speakers at the Grain and Feed Forum will discuss OSHA and Food Safety regulations. Workshops from the Grain and Feed Forum will also qualify for CEUs.



### Commercial Pesticide Applicator Recertification

Commercial Pesticide Applicators will have the opportunity to recertify during the Agribusiness Showcase & Conference. Iowa State University will proctor the recertification process for applicators in need of recertification in categories 1A, 1B, 1C and 10 for an additional \$35 registration fee.



### Iowa Seed Association Annual Meeting & Seed Forum

The Iowa Seed Association's continues their partnership with the Agribusiness Showcase & Conference offering ISA members the opportunity to attend a wider variety of workshops and network with all facets of the ag industry. The ISA Annual Meeting & Seed Forum will be held on the second day of the conference.



### Weed Management Training - Presented by Monsanto

Learn the latest on weed management in this four-hour session presented by Monsanto. This training is offered as a stand-alone program or as part of the Ag Industry & Crop Management Conference.

## 2012 AGRIBUSINESS SHOWCASE & CONFERENCE SCHEDULE OF EVENTS


### Tuesday, February 7

7:00 a.m. - 8:00 a.m. ....Registration & Refreshments  
8:00 a.m. ....Ag Industry & Crop Management Session A  
9:00 a.m. ....Ag Industry & Crop Management Session B  
10:00 a.m. ....Ag Industry & Crop Management Session C  
11:00 a.m. ....Ag Industry & Crop Management Session D  
Noon .....Karl Brooks, EPA Region 7 Administrator &  
CCA Recognition Luncheon  
1:00 p.m. ....Ag Industry & Crop Management Session E  
1:15 p.m. - 5:00 p.m. ....Grain & Feed Forum  
2:00 p.m. ....Ag Industry & Crop Management Session F  
3:00 p.m. ....Ag Industry & Crop Management Session G  
4:00 p.m. ....Ag Industry & Crop Management Session H  
5:00 p.m. - 7:00 p.m. ....All Industry Reception &  
Showcase Sneak Peek

### Wednesday, February 8 - "Indoor Field-Day"

8:00 a.m. - 9:00 a.m. Exhibitor Appreciation Continental Breakfast  
9:00 a.m. - 11:30 a.m. ....Commercial Pesticide Applicator  
Recertification  
9:00 a.m. - Noon .....Showcase & Indoor Field-Day  
9:00 a.m. - Noon .....Iowa Seed Association Annual Meeting  
& Seed Forum  
10:00 a.m. - 11:00 a.m. ....Product Roll-Out  
12:00 p.m. - 1:30 p.m. ....Keynote Luncheon &  
Scholarship Recognition  
1:30 p.m. - 5:00 p.m. ....Showcase & Indoor Field-Day  
2:00 p.m. - 3:00 p.m. ....Product Roll-Out  
3:00 p.m. - 5 p.m. ....Shotgun Raffle on Showcase Floor  
One shotgun raffled off every 15 minutes. Must be present to win.  
5:00 p.m. ....Conference Closes

**VISIT [WWW.AGRIBIZSHOWCASE.COM](http://WWW.AGRIBIZSHOWCASE.COM) FOR FULL LIST OF SPEAKERS AND UP-TO-DATE SCHEDULE**



## Registration Information

- Register online at [www.agribizshowcase.com](http://www.agribizshowcase.com), mail, fax (515-262-8960) or phone (800-383-1682).
- Cancellations requesting refunds must be received by February 2, 2012.

### Ag Industry & Crop Management Conference

- Pre-registration is \$200. On-site registration is \$225.
- Registration includes: educational materials, breakfast refreshments, all breaks and lunch on February 7 & 8, admission to the Grain & Feed Forum and All Industry Reception on February 7, and the Seed Forum and Showcase on February 8.

### Commercial Pesticide Applicator Recertification

- Registration is \$35.
- Registration includes: educational materials, admission to the All Industry Reception on February 7, and Showcase and lunch on February 8.

### Grain & Feed Forum

- Pre-registration is \$75. On-site registration is \$100.
- Registration includes: educational materials, breakfast refreshments, all breaks and lunch on February 7 & 8, admission to the All Industry Reception on February 7 and the Showcase on February 8. Registration does not include CCA workshops on February 7.

### Iowa Seed Association Annual Meeting & Seed Forum


- Pre-registration is \$75. On-site registration is \$100
- Registration includes: educational materials, breakfast refreshments and all breaks on February 8, lunch on February 8, and admission to the All Industry Reception on February 7 and the Showcase on February 8.

### Showcase Admission

- Showcase Only Admission is \$15.
- Showcase Admission and Keynote Luncheon is \$25.

### Weed Management Training - Presented by Monsanto

- Pre-registration is \$75. On-site registration is \$100.
- Registration includes: educational materials, lunch on February 7 & 8, admission to the All Industry Reception on February 7 and the Showcase on February 8. Registration does not include other CCA workshops on February 7.



## Lodging

**AAI is not responsible for hotel reservations for this event.** The hotels listed below have special rates for Agribusiness Showcase & Conference attendees and are conveniently located near the Varied Industries Building. Please make your reservations directly with these facilities.

**Adventureland Inn**  
I-80 & Highway 65  
Altoona, IA 50009  
515-265-7321 or 800-310-5382  
**Room rate: \$99 per night**

**Best Western Altoona Inn**  
300 34th Avenue NW  
Altoona, IA 50009  
515-967-0150  
**Room rate: \$72 per night**

**Holiday Inn Express Hotel & Suites**  
165 Adventureland Drive NW  
Altoona, IA 50009  
515-967-1855  
**Room rate: \$99 per night**

## Jumpstart your 2012 Continuing Education Credits



**\$200 = 20 CEUs - That's just \$10 per CEU credit hour!**

During the 2012 Agribusiness Showcase & Conference, CCAs will have the opportunity to earn up to 14 CEU credit hours AND throughout the year Showcase & Conference attendees will have the opportunity to earn six additional CEU credit hours, **FREE OF CHARGE!**

AAI will be hosting and/or sponsoring additional CEU opportunities in 2012. These events will be free of charge to Showcase & Conference attendees ONLY. These events, combined with the Agribusiness Showcase & Conference, will give CCAs a total of 20 CEU credit hours at a cost of only \$200!

Ag Industry & Crop Management Conference registrants are able to earn CEUs by attending Conference Sessions, the Grain & Feed Forum, the Seed Forum, luncheons & the Indoor Field-Day.



# ATTENDEE REGISTRATION



## A. Attendee Registration

Please copy this form for multiple registrations. Please **PRINT** the following information:

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_



## B. Payment Information

For multiple registrations, only one form will need to indicate payment information.

- Ag Industry & Crop Management Conference: \$200
- Commercial Pesticide Applicator Recertification: \$ 35
- Grain & Feed Forum: \$ 75
- Iowa Seed Association Annual Meeting & Seed Forum: \$ 75
- Showcase Floor Admittance ONLY: \$ 15
- Showcase Floor & Luncheon: \$ 25
- Weed Management Training - Presented by Monsanto: \$ 75



## C. Total Payment

\$ \_\_\_\_\_

Method of payment:

- Send Invoice
- Check Enclosed
- Credit Card

- Visa
- Credit Card
- Mastercard
- Discover

Name on Card: \_\_\_\_\_

Mailing Address for Card: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make checks payable to the AAI Events, LLC and return form:

AAI Events, LLC  
900 Des Moines Street  
Des Moines, Iowa 50309  
Fax: 515-262-8960  
Email: aai@agribiz.org

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& Conference**

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Iowa State Fairgrounds  
Des Moines, Iowa**

**Please register by  
February 1, 2012.**

**Questions?  
Call: 800-383-1682  
Fax: 515-262-8960  
Email: aai@agribiz.org**