

Leading a Growing Industry



AGRIBUSINESS Showcase & Conference

February 7-8, 2012

Varied Industries Building
Iowa State Fairgrounds
Des Moines, IA

Industry



Innovation



Technology



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 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
NoonKarl 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. - NoonShowcase & Indoor Field-Day
9:00 a.m. - NoonIowa 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 FOR FULL LIST OF SPEAKERS AND UP-TO-DATE SCHEDULE



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
 - Butch Hemphill, Farmers Cooperative Company
- 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





Registration Information

- Register online at 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 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.

- | | |
|---|-------|
| <input type="checkbox"/> Ag Industry & Crop Management Conference: | \$200 |
| <input type="checkbox"/> Commercial Pesticide Applicator Recertification: | \$ 35 |
| <input type="checkbox"/> Grain & Feed Forum: | \$ 75 |
| <input type="checkbox"/> Iowa Seed Association Annual Meeting & Seed Forum: | \$ 75 |
| <input type="checkbox"/> Showcase Floor Admittance ONLY: | \$ 15 |
| <input type="checkbox"/> Showcase Floor & Luncheon: | \$ 25 |
| <input type="checkbox"/> 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

**Agribusiness Showcase
& Conference**

February 7 - 8, 2012

**Varied Industries Building
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**



AAI Events, LLC
900 Des Moines Street
Des Moines, Iowa 50309



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DON'T MISS THE 2012 AGRIBUSINESS SHOWCASE & CONFERENCE

- Two-day format covers four CCA performance objectives, plus Professional Development
- Nationally recognized speakers will present
- Network with ag industry leaders at the *All Industry Reception & Indoor Field-Day*
- Weed Management Training - Presented by Monsanto
- Grain & Feed Forum moderated by Dr. Charles R. Hurburgh, Jr.

WHAT 2011 ATTENDEES SAID

"Excellent opportunity to earn CEUs at reasonable price. The 'indoor field-day' is valuable to me. I enjoy the opportunity to have substantive conversations with vendors."

"Quality of the speakers and relevance of the topics to today's industry were valuable."

"Real good facilities, exhibits, meetings and food."

REGISTER TODAY! 800-383-1682 - WWW.AGRIBIZSHOWCASE.COM