

CITY of MUSIC



Nashville

SOUND SUCCESS

2012



Commodity Classic

MARCH 1-3

www.commodityclassic.com





CITY of MUSIC
Nashville
SOUND SUCCESS

The American Soybean Association (ASA), the National Corn Growers Association (NCGA), the National Association of Wheat Growers (NAWG) and the National Sorghum Producers (NSP) welcome you to Nashville for the 2012 Commodity ClassicSM, America's largest farmer-led, farmer-focused convention and trade show.

You're joining talented growers from across the nation, their families and industry representatives expected to take in all that Commodity Classic offers. During the Early Riser sessions you'll get energized with high-powered presentations on market trends and agribusiness issues. Discuss in-depth the issues that directly impact your bottom line at the Learning Center Sessions. At the What is New (WIN) Sessions, companies showcase innovations and services. Find agriculture's hottest products and services on the trade show floor and have some serious fun with the family-oriented entertainment we have planned.

Here's what you'll experience at this year's one-of-a-kind, can't-miss, brain-engaging Commodity Classic:

- An entertaining and thought-provoking General Session featuring a visit by Agriculture Secretary Tom Vilsack, emcee Mark Mayfield, a review of hot farm topics that includes a roundtable with the four commodity presidents, and musical comedy from duo Brinnon and Marks
- An amazing trade show packed with more than 960 booths featuring acres of displays, equipment and new ideas from today's leading agricultural and business organizations
- A showcase of chart-toppers at the "Evening of Entertainment" at the Grand Ole Opry
- ASA, NCGA, NAWG and NSP policymaking sessions
- The opportunity to enjoy the sights and sounds of Music City.

Please take a moment to review the Commodity Classic Schedule of Events and enjoy your time in Nashville.

2012 Commodity Classic Grower Committee

Martin Barbre (Co-chair) • Rob Elliott • Mark Schwiebert
Karl Scronce • Gerald Simonsen • Jeff Sollars (Co-chair)
Wyatt Whitford • Bob Worth



2012 Commodity Classicsm HOURS

All events held at the Gaylord Opryland Resort & Convention Center.

REGISTRATION DESK HOURS

Wednesday, Feb. 29	8:00 a.m. - 7:00 p.m.
Thursday, March 1	7:00 a.m. - 5:30 p.m.
Friday, March 2	7:00 a.m. - 6:00 p.m.
Saturday, March 3	7:00 a.m. - 1:30 p.m.

TOUR DESK HOURS

Wednesday, Feb. 29	8:00 a.m. - 4:00 p.m.
Thursday, March 1	7:00 a.m. - 3:00 p.m.
Friday, March 2	8:00 a.m. - 4:00 p.m.
Saturday, March 3	8:00 a.m. - 1:00 p.m.

TRADE SHOW HOURS

Thursday, March 1	1:00 p.m. - 5:30 p.m.
- Media Only	11:30 a.m. - 1:00 p.m.
Friday, March 2	11:00 a.m. - 4:00 p.m.
Saturday, March 3	9:15 a.m. - Noon

No persons other than exhibitors' employees or agents may exhibit or solicit business in the assigned space. Advertising and solicitation of orders by persons not registered to exhibit at Commodity Classic is not permitted.

COMMODITY CLASSIC HOUSING DESK

Located in the Delta Lobby B near the Commodity Classic Registration Desk

COMMODITY CLASSIC HOUSING DRAWING

12:45 p.m. Thursday, Trade Show Grand Opening, *Ryman Exhibit Hall C Foyer*
Winners will be announced at the Trade Show Grand Opening Ceremony. Attendees staying in the Commodity Classic hotels were automatically entered to win a two-night stay at the Gaylord Palms Resort & Convention Center in Kissimmee, Florida and a Florida-inspired gift. The hotel certificate is based on availability. Do not need to be present to win. The winners' names will be available at the Commodity Classic housing desk.

SHUTTLE

Sponsored by BASF and Commodity Classic
Complimentary Commodity Classic shuttle service is available between the Gaylord Opryland Resort and the following hotels: Fairfield Inn & Suites Nashville at Opryland, GuestHouse Inn & Suites Nashville Music Valley, Hampton Inn & Suites at Opryland, Holiday Inn Express at Opryland, Hyatt Place Nashville/Opryland, Radisson Hotel at Opryland, and Sheraton Music City Hotel. Gaylord Opryland Resort shuttle drop-off and pick-up point is located at Delta Portico. Shuttle schedules are posted in the lobby of each official Commodity Classic hotel. Thank you to BASF for providing this service. Please see insert for full schedule.

CITY INFORMATION

A concierge desk is located in the Gaylord Opryland Resort lobby. Please visit the desk for information on the city of Nashville, including restaurants, transportation and entertainment. The Commodity Classic tour desk also has valuable information on Nashville sights. The Classic tour desk is located in the Delta Lobby B near the registration desk.

GENERAL INFORMATION

HOSPITALITY AREA & INTERNET CAFÉ

Sponsored by Bayer CropScience, *Delta Lobby B*

Refresh as you register: Complimentary coffee, lemonade and popcorn are available in the hospitality area. Throughout Classic, check your email and look up the latest news, market prices and weather at the Internet Café.

IN CASE OF EMERGENCY

FOR LIFE THREATENING EMERGENCIES

For Gaylord Opryland Hotel only: Dial "5555" from any phone. For all other Commodity Classic Hotels: Dial "911" from any phone.

FOR NON-LIFE THREATENING EMERGENCIES

For all hotels: Dial "0" on any house phone to report an emergency.

Be prepared to give the nature of the emergency and exact location.

Closest Hospital:

Skyline Medical Center

3441 Dickerson Pike • Nashville, Tenn. 37207

(615) 769-2000 - Main number • (615) 769-4400 - Emergency Room

COMMEMORATIVE CLOTHING

Sponsored by Pioneer Hi-Bred, a DuPont business

T-Shirts - \$5 • Fleece Vests - \$25

Receive one free t-shirt when you purchase a Commodity Classic fleece vest. Commodity Classic souvenir attire is available only during the trade show hours at the Commemorative Clothing Booth 284. Adult and kids' sizes are available in limited quantities so be sure to shop early!



OPTIONAL LEISURE TOURS

Destination Nashville is hosting a tour desk in the Delta Lobby near registration for those interested in purchasing a tour. Tours are not included in the Commodity Classic registration fee. Tour buses will depart from the Gaylord Opryland, Delta Portico. Please arrive 15 minutes early.

COMPLIMENTARY SHOULDER AND FOOT MASSAGES

Sponsored by Agrisure® Traits, *Delta Island Bridge Foyer*

Thursday, March 1 11:00 a.m. - 3:00 p.m.

Friday, March 2 11:00 a.m. - 3:00 p.m.

Saturday, March 3 8:00 a.m. - Noon

It's all about good health and less stress – for you and your crops. Stop by the Agrisure® Traits VIP Lounge for a free, relaxing shoulder or foot massage by a professional therapist. While there, you'll learn about reducing stress for your corn crop from insects with the Agrisure Viptera™ 3111 trait stack and from drought with Agrisure Artesian™ technology. Massages are offered on a first-come, first-served basis, with advance appointments available. Take a break from the show and get some VIP treatment from Agrisure Traits.

CHILD CARE SERVICES

Please check with your hotel for in-room child care services.

CERTIFIED CROP ADVISOR (CCA) PROGRAM

Continuing Education Units (CEUs) under the Certified Crop Advisors (CCA) program have been applied for all Learning Center sessions. Sign-in sheets will be available at each approved session. Each sheet states the amount of credit applied to each session.



IN APPRECIATION to these sponsors

Be sure to stop by the Trade Show
and thank these sponsors for their support.

GOLD

AgDay/U.S. Farm Report
AGROTAIN® Nitrogen Stabilizer
BASF
Bayer CropScience
Corn & Soybean Digest/Farm Industry News
Dow AgroSciences LLC
Farm Journal Media
Farm Progress Companies
John Deere
Monsanto
Pioneer Hi-Bred, a DuPont business
Successful Farming® Magazine
Syngenta
United Soybean Board/soybean checkoff

SILVER

ADM
Case IH
DuPont Crop Protection
Farm Press
FMC Corporation
High Plains/Midwest Ag Journal
LEE Agri-MEDIA

- *Agri-View*
- *AgWeekly*
- *Farm & Ranch Guide*
- *Iowa Farmer Today*
- *Midwest Messenger*
- *Midwest Producer*
- *Minnesota Farm Guide*
- *Missouri Farmer Today*
- *The Prairie Star*
- *Tri-State Neighbor*

New Holland Ag
Novozymes BioAg Inc.

BRONZE

ADM Investor Services, Inc.
American Seed Trade Association
Channel Seed
DTN/The Progressive Farmer
Field to Market: The Keystone Alliance
for Sustainable Agriculture
Idaho Grain Producers Association
Illinois Corn Marketing Board
Kinze Manufacturing, Inc.
NAWG Foundation
Oregon Ryegrass Growers Seed
Commission
Oregon Wheat Growers League
PrecisionAg Institute
Sand County Foundation
Stewart-Peterson Inc.
Trimble
USA Poultry & Egg Export Council/
American Egg Board
U.S. Farmers & Ranchers Alliance

Like to use technology to plan your day? Go to the Schedule at a Glance at www.CommodityClassic.com to sync Commodity Classic events to your calendar with the new Day Planner feature.

Registration badge is required for admittance to all Commodity Classic events, all held at the Gaylord Opryland Resort & Convention Center.

Wednesday, February 29

DESK HOURS

- 8:00 a.m. - 4:00 p.m. Tour Desk Open
8:00 a.m. - 7:00 p.m. Registration Desk Open
8:00 a.m. - 8:00 p.m. Trade Show Move-in
- 9:00 a.m. - 11:00 a.m. NAWG Environment & Renewable Resources,
Ryman Studio MN
- 9:00 a.m. - 4:30 p.m. Tour: Jack Daniel's Distillery with Lunch at Miss Bobo's
9:30 a.m. - 4:00 p.m. NSP Board Meeting, *Ryman Studio L*
- 10:00 a.m. - 3:00 p.m. NAWG Domestic & Trade Policy Committee Meeting,
Ryman Studio QR
- Noon - 12:30 p.m. ASA Resolutions Subcommittees Briefing, *Cheekwood F*
- 12:30 p.m. - 1:30 p.m. NCGA Issues Briefing, *Presidential Ballroom B*
- 12:30 p.m. - 5:00 p.m. ASA Resolutions Subcommittees,
Belmont A, Belmont B, Belmont C, Magnolia Boardroom A
- 1:00 p.m. - 3:00 p.m. NAWG Research & Technology Committee Meeting,
Ryman Studio MN
- 1:00 p.m. - 3:30 p.m. Tour: Old Hickory Lock and Dam
- 1:30 p.m. - 2:45 p.m. NCGA Open Forum and Policy Discussion,
Presidential Ballroom B
- 3:00 p.m. - 4:30 p.m. NCGA State Caucuses
Colorado/Kansas/North Dakota, *Jackson F*
Illinois, *Jackson C*
Iowa, *Lincoln E*
Kentucky/Tennessee, *Jackson E*
Maryland/New York/Pennsylvania/Virginia,
Presidential Boardroom A
Indiana/Michigan/Wisconsin, *Lincoln A*
Minnesota, *Lincoln C*
Missouri, *Jackson D*
Nebraska, *Lincoln B*
Ohio, *Jackson B*
South Dakota, *Lincoln D*
Texas/South Carolina/Oklahoma/North Carolina/
Mississippi/Louisiana/Georgia/Arkansas/Alabama,
Jackson A

WEDNESDAY, February 29 (cont.)

Syngenta Dixieland Delight Pre-Opening Reception

By invitation only. Find admission ticket in your badge.

Sponsored by Syngenta

5:00 p.m. - 7:00 p.m. *Delta Ballroom A*



Welcome to Music City for the 2012 Commodity Classic!

Start your evening off right with a little Southern hospitality and Dixieland Delight at the Pre-Opening Reception, sponsored by Syngenta. Take a leisurely stroll through our town square atmosphere and enjoy the classic sounds of our Dixieland band. Test your skills and compete for prizes at the carnival games, perfect for all ages. Or take pleasure in the light appetizers and beverages that will be provided. Anyone under the age of 21 must be accompanied by an adult.

NCGA CornPAC Auction & Hors d'Oeuvres Reception

Sponsored by Rabo AgriFinance and MANA

7:00 p.m. - 9:00 p.m. *Delta Ballroom BC*

Thursday, March 1

DESK HOURS

7:00 a.m. - 10:00 a.m. Trade Show Move-in

7:00 a.m. - 3:00 p.m. Tour Desk Open

7:00 a.m. - 5:30 p.m. Registration Desk Open

Early Riser Production Session

Doubling Your Yields in 20 Years or Less

Sponsored by Case IH

7:00 a.m. - 8:00 a.m. *Delta Ballroom D*

Coffee and breakfast pastries provided.

Speakers: Brian Hefty and Darren Hefty of Ag PhD TV

Learn what you can do to double your yields in corn, soybeans, wheat, sorghum, and other crops. Brian and Darren Hefty will lay out specific steps to build your soils and manage your crops to much higher yield and profit levels. Improving hybrids and varieties is important, but out of the individual farmer's control. This session will focus on what you can influence – from seed placement to harvest-season plant health – and give you an easy-to-follow plan to double your yields.



Brian and Darren Hefty

7:30 a.m. - 10:00 a.m. ASA State Caucuses
Times vary, see below

7:30 a.m. - 10:00 a.m. Kansas/Nebraska/Oklahoma, *Lincoln A*

7:30 a.m. - 10:00 a.m. Minnesota/North Dakota/South Dakota, *Lincoln C*

8:00 a.m. - 10:00 a.m. Illinois, *Lincoln E*

8:00 a.m. - 10:00 a.m. Indiana/Michigan/Ohio, *Jackson E*

8:00 a.m. - 10:00 a.m. Iowa, *Jackson F*

8:00 a.m. - 10:00 a.m. Kentucky, *Lincoln D*

8:00 a.m. - 10:00 a.m. Missouri, *Lincoln B*

8:00 a.m. - 10:00 a.m. Tennessee, *Jackson B*

8:00 a.m. - 11:00 a.m. North Carolina, *Jackson C*

- 8:00 a.m. - 9:30 a.m. NSP General Session Meet & Greet, *Tennessee Lobby A*
- 8:00 a.m. - 11:00 a.m. NAWG Operations & Planning Committee Meeting, *Ryman Studio L*
- 8:00 a.m. - 11:30 a.m. NCGA Corn Congress, *Presidential Ballroom D*
- 8:00 a.m. - Noon Tour: City & Flood Tour with Ryman & Tennessee State Museum

Pre-Opening Learning Center Session Booming Exports – Opening Global Doors: Vietnam

Sponsored by United Soybean Board/soybean checkoff

8:15 a.m. - 9:45 a.m. *Governor's Ballroom A*

Speakers: Thomas Dorr, President and CEO, U.S. Grains Council; Jim Herlihy, Vice President Communications, USMEF; Mark Jagels, Vice Chairman, USMEF; Jim Call, United Soybean Board and Minnesota Farmer



Thomas Dorr

As a follow-up to last year's session on China, our 2012 panel will explore the exploding market of Vietnam and the potential it has to U.S. grain and oilseed farmers. Corn, soy and wheat have all seen remarkable increases mainly due to the animal feed market. Will this continue? The panel will examine grain and meat exports and growing competition, challenges and opportunities.



Jim Herlihy



Mark Jagels

Mini WIN (What is New) Sessions

8:15 a.m. - 9:45 a.m. *Governor's Ballroom C*

Five-minute presentations – in a fast-paced 90-minute window – give you a brief introduction to key innovations. Afterward be sure to visit these companies on the trade show floor to learn even more.

Topcon X30 Console – All-in-one Precision Farming Platform

Sponsor: Topcon Precision Agriculture

TillageMax Blends: Breaking New Ground with Cover Crops

Sponsor: Cover Crop Solutions

New Syngenta Plant Growth Regulator Helps Cereal Crops Stand Up for Top Yields

Sponsor: Syngenta

New Syngenta Herbicide Helps Wheat Growers Manage the Complexity of Weed Control in 2012

Sponsor: Syngenta

New Sedaxane Seed Treatment Fungicide Improves Disease Protection, Root Health

Sponsor: Syngenta

FREE Weather Reports Customized for Your Farm

Sponsor: Growers Edge

Authority Pre-emergence Weed Management - As Part of the Roundup Ready Plus Program

Sponsor: FMC Corporation

New Spiked Closing Wheel Technology

Sponsor: Copperhead Ag Products

Case IH Magnum 370 CVT: Finding the Sweet Spot Between Power and Efficiency

Sponsor: Case IH

THURSDAY, March 1 (cont.)

Mini WINs continued from page 7

Case IH Axial-Flow 30 Series Combines Simplifying Harvest with Improved Performance

Sponsor: Case IH

The 2012 Calmer BT Super Chopper

Sponsor: Calmer Corn Heads

Zidua: New Class of Chemistry Helps Growers Fight Resistant Weeds

Sponsor: BASF

Win the Battle Against Small-Seeded Broadleaf Weeds Like Glyphosate-Resistant Waterhemp with OpTill® PRO Herbicide

Sponsor: BASF

Simple, Affordable, and Efficient Web Based Farm Operation Management

Sponsor: AgSense/Tri-States Grain Conditioning, Inc.

9:30 a.m. - Noon NSP General Session, *Tennessee Ballroom C*

Mini WIN Sessions

10:00 a.m. - 11:30 a.m. *Governor's Ballroom C*

Repeat of 8:15 a.m. Mini WIN Session – Sessions will be presented in reverse order (see pages 7-8).

10:00 a.m. - Noon ASA Open Resolutions Meeting, *Tennessee Ballroom D*

10:00 a.m. - Noon NAWG Budget Committee Meeting, *Ryman Studio QR*

Pre-Opening Learning Center Session The Tall and Short of Advocacy: Conversations with Passion & Purpose

Sponsored by United Soybean Board/soybean checkoff

10:00 a.m. - Noon *Governor's Ballroom B*

Speakers: Jolene Brown, Professional Speaker and Iowa Grain Farmer; Michele Payn-Knoper, Cause Matters Corp.

Interact with Jolene Brown, CSP, and Michele Payn-Knoper, CSP as they bring authentic advocacy to life. You'll walk away with actionable tips and tools to take home to your farm. This 5'12" brunette and short blonde will help you get your stuff straight. You'll learn how to accurately, personally and positively present agriculture, respond in tough situations, and utilize today's powerful social media tools. The best part? You'll find yourself laughing while you learn!

Questions to be answered: What business are you in? Why bother? How do I protect my family? Who do I turn to? What tools should I use? How do I advocate through social media? Who should be speaking out, and how can I encourage others? How do I advocate with those who are friendly and those who are not?



Jolene Brown



Michele Payn-Knoper

Commodity Classic Housing Drawing

12:45 p.m. Trade Show Grand Opening, *Ryman Exhibit Hall C Foyer*

Winners announced at the Trade Show Grand Opening Ceremony

Attendees staying in the Commodity Classic hotels were automatically entered to win a two-night stay at the Gaylord Palms Resort & Convention Center in Kissimmee, Florida and a Florida-inspired gift basket. The hotel certificate is based on availability. Do not need to be present to win. The winners will be listed at the Commodity Classic housing desk.

Trade Show Grand Opening

Sponsored by the DEKALB® brand 100th Anniversary

- 1:00 p.m. - 2:30 p.m. Please bring your ticket to exchange for one beverage and snack
- 1:00 p.m. - 5:30 p.m. Trade Show Open, *Ryman Exhibit Hall C*



DEKALB® corn is proud to sponsor the 2012 Commodity Classic Trade Show Grand Opening. We are proud to celebrate 100 years of innovation, performance and partnership with our farmers.

Join us at a special ribbon-cutting ceremony in which we will thank our farmers and open up the Trade Show floor. Then stop by Booth 233 to see the custom DEKALB 100th Anniversary Chopper built by Paul Junior Designs of American Chopper: Senior vs. Junior on Discovery Channel. This DEKALB Chopper will be auctioned off at www.dekalb.com/100 with all proceeds being donated to the American Red Cross.

The Trade Show features leading agribusiness decision-makers and showcases state-of-the-art products and technology. When you visit the booths, be sure to share your thoughts with industry representatives. By asking questions and offering input today, you help influence the agricultural products, policies and services of tomorrow.

Trade Show Drawings

2:30 p.m. and 3:30 p.m. Monsanto, *Stage-Aisle 1200*

Join us at 2:30 p.m. or 3:30 p.m. in the snack area in Exhibit Hall B for a cooking demonstration of Vistive® Gold low saturate high oleic soybean oil. Sample food will be prepared in this nutritionally improved oil that provides the opportunity to reduce saturated fat in the diet while maintaining low trans-fat content.

5:00 p.m. New Holland Ag, *670*

Growers who completed the demographic information on their registration form in advance of the show have been automatically entered to win a New Holland Model 120 Rustler™ Utility Vehicle! **MUST BE PRESENT TO WIN.**



5:30 p.m. - 7:30 p.m. NAWG State Executive Roundtable, *Ryman Studio L*

5:30 p.m. - 7:30 p.m. NAWG Nominating Committee Meeting, *Ryman Studio QR*

THURSDAY, March 1 (cont.)

ASA Soy Social & Auction

Sponsored by Cargill, Rabo AgriFinance and Bayer CropScience

6:30 p.m. - 9:00 p.m. *Delta Ballroom BC*



Be sure to attend the seventh annual ASA Soy Social & Auction – Nashville Nights and Sights. This year we will be offering a buffet dinner beginning at 6:30 p.m. along with a bar all evening. Plan to meet your friends and have dinner while browsing the silent and live auction items. Tickets can be purchased at the SoyPAC table next to the Commodity Classic Registration Desk or at the event. Tickets are based on availability. Don't miss the excitement and fun! The ASA Soy Social & Auction benefits SoyPAC, ASA's political action committee.

Friday, March 2

DESK HOURS

7:00 a.m. - 6:00 p.m. Registration Desk Open

8:00 a.m. - 4:00 p.m. Tour Desk Open

Early Riser Marketing Session

U.S. Farm Report

Sponsored by United Soybean Board/soybean checkoff, John Deere and Monsanto

7:00 a.m. - 8:30 a.m. *Delta Ballroom D*

Coffee and breakfast pastries provided.

Moderators: John Phipps, U.S. Farm Report Host and *Farm Journal/Top Producer* Columnist; Clinton Griffiths, AgDay Host

Panelists: Chip Flory, Editor, *Pro Farmer*; Mark Gold, Managing Partner, Top Third Marketing; Sue Martin, CEO & President, Ag & Investment Services; and Alan Brugler, President, Brugler Marketing & Management

Be a part of "U.S. Farm Report," the weekly one-hour program produced by Farm Journal Media. See a television show in the making while asking questions of hosts John Phipps and Clinton Griffiths and a panel of commodity traders and analysts. Gain insight into futures, market trends and other agricultural issues as the experts debate topics you present. Audience questions will guide a lively discussion on grain futures, market trends and top-of-mind agribusiness issues. Highlights from this special television taping will air nationwide on "U.S. Farm Report," the nation's longest-running, syndicated, agricultural news program.



John Phipps



Clinton Griffiths

NCGA/NCYC State Award Winners Breakfast

Sponsored by BASF Corporation, John Deere, and Pioneer Hi-Bred, a DuPont business

7:00 a.m. - 8:45 a.m. *Presidential Ballroom D*

Help recognize corn growers for their outstanding accomplishments during the past year. Meet state winners, compare notes and pick up tips! A ticket is required for admission. Tickets are not included in registration and may be purchased separately based on availability.



2013 Exhibitor Pre-Sell Meeting

7:30 a.m. - 10:30 a.m. *Tennessee Ballroom C*



Mark Mayfield



Tom Vilsack



Brinnon and Marks

General Session

Sponsored by Dow AgroSciences LLC

8:30 a.m. - Doors Open

9:00 a.m. - 11:00 a.m. [Delta Ballroom A](#)

Keynote: Tom Vilsack, Secretary of Agriculture

Moderator: Mark Mayfield

Closing Speakers: Brinnon and Marks

Sound Success will follow farmers and others who attend the Commodity Classic General Session, where speaker/humorist Mark Mayfield will once again emcee an entertaining and thought-provoking review of hot farm topics that includes a roundtable with the four commodity association presidents talking about what's important in the corn, soybean, wheat and sorghum fields: Garry Niemeyer of the National Corn Growers Association, Steve Wellman of the American Soybean Association, Wayne Hurst of the National Association of Wheat Growers and Terry Swanson of National Sorghum Producers.

On tap to return to Commodity Classic for the third year in a row is U.S. Agriculture Secretary Tom Vilsack, a former governor of Iowa, who will provide an Inside-the-Beltway perspective on farm issues. A forceful advocate for our nation's farmers, Secretary Vilsack encourages growers to get active and speak out to consumers about the importance of agriculture and will provide a farm-fresh report on what's going on in Washington in a very important year.

Rounding out the General Session is musical comedy duo Brinnon and Marks. With 101 voices and faces to choose from, Joe Brinnon and Steve Marks deliver a mix of impersonations, audience participation, skits and singing that will tickle even the most stubborn funny bones.

Trade Show Open

11:00 a.m. - 4:00 p.m. [Ryman Exhibit Hall C](#)

Trade Show Lunch

Sponsored by AGROTAIN® nitrogen stabilizer

11:00 a.m. - 12:30 p.m.

Meal vouchers are included in ALL full packages or Friday one-day registrations. Please bring your ticket to the trade show lunch.

Time, Fuel and Nitrogen Efficiency in 2012

11:30 a.m. - 12:30 p.m. [Stage-Aisle 1200](#)

Panel: Growers and Koch Agronomic Services experts

A panel of experts will discuss ways that AGROTAIN® stabilizer can save time, fuel and money while improving yield potential in 2012. The panel will discuss real world examples of the increased efficiency that AGROTAIN® nitrogen stabilizer has brought to their operations. Including improved nitrogen efficiency and alternative cultural practices can save time and fuel of additional trips across the field. Against a backdrop of uncertain fertilizer, fuel and commodity prices, you won't want to miss these tips and insights.

FRIDAY, March 2 (cont.)

Trade Show Drawings

11:30 a.m.-12:30 p.m. AGROTAIN® stabilizer Seminar, *Stage-Aisle 1200*

Time, Fuel and Nitrogen Efficiency in 2012 seminar will feature a panel of experts discussing ways that AGROTAIN® stabilizer can save time, fuel and money while improving yields in 2012.

3:45 p.m. Pioneer Hi-Bred and DuPont, *273 & 283*

Visit Pioneer and DuPont exhibits and sign up to win an iPad 2. Do not need to be present to win.

1:00 p.m. - 5:00 p.m. **Tour: Mansions of the South: Antebellum Dreams**

Learning Center Sessions

1:00 p.m. - 4:30 p.m.

Learning Centers are in-depth discussions of current issues and topics that have a direct impact on your bottom line.

Is the Grain Belt Now the Rain Belt?

Sponsored by DTN/*The Progressive Farmer*

1:00 p.m. - 2:00 p.m. *Governor's Ballroom A*

Speaker: Bryce Anderson, Agricultural Meteorologist for DTN/*The Progressive Farmer*

This session will take an in-depth look at the national and global effects of recent weather patterns, which could shift the upper Midwest and northern Plains away from spring-planted crops. We will also discuss overall weather patterns in the U.S. and globally and how they could affect corn, soybean, sorghum and wheat production domestically. In addition, this session will provide perspective on how the 2012 season is shaping up. You will gain important insights into weather patterns that could affect your farming decisions in the years ahead.



Bryce Anderson

The Food Morality Movement: Where Do You Fit?

Sponsored by United Soybean Board/soybean checkoff

1:00 p.m. - 2:00 p.m. *Governor's Ballroom B*

Speaker: Kevin Murphy, Owner, Food-Chain Communications

Agriculture is under assault! But do you clearly see the threat, the way the arguments are woven against our modern food production system and how you can effectively respond? In a world that tells you not to talk about religion and politics, is it any wonder activists have turned these areas into their personal playground? The race is on for the moral high ground – let's get agriculture moving in the right direction. Presenter Kevin Murphy is the owner and founder of Food-Chain Communications, a marketing organization devoted to helping food-chain stakeholders communicate more effectively within the modern food system. His 20+ years of experience in communications extend to production agriculture, grocery retailing and food service.



Kevin Murphy

Environmental Issues and Farming

Sponsored by NAWG Foundation

1:00 p.m. - 2:00 p.m. *Governor's Ballroom C*

Speaker: Larry Elworth, Agricultural Counselor to the Administrator, U. S. Environmental Protection Agency

Environmental issues are a critical part of the overall context in which farmers raise their crops and operate their businesses. Counselor to the EPA Administrator on agriculture policy, Larry Elworth will give an encore visit on the most recent developments on the Clean Water Act, the Clean Air Act and the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), discuss the implications of EPA policies on farm operations and how farmers can be actively engaged in regulatory issues.



Larry Elworth

Learning Center Sessions

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

Better Protect Your 2012 Crop with the New Yield Trend Endorsement

Sponsored by Illinois Corn Marketing Board

2:15 p.m. - 3:15 p.m. *Governor's Ballroom A*

Speakers: Dr. Gary Schnitkey, Agricultural and Consumer Economics Professor, University of Illinois, with a focus on farm management and risk management; Bill Christ, Corn Farmer from Illinois and Chairman of Illinois Corn Marketing Board

Illinois Corn listened when farmers expressed frustration with crop insurance. For corn and soybean producers in Illinois, crop insurance didn't work very well for farmers, yielding only 42 cents back to the farmer for every dollar paid in premiums. Similar challenges exist in other states. In this session, we will explain how the new product will begin to fix the problem and how it will help you to be better protected for your 2012 crop. The new product, called the Yield Trend Endorsement, accommodates a growing yield trend that will benefit corn and soybean farmers in every state.



Gary Schnitkey



Bill Christ

This Little Piggy Went to Mexico...

Sponsored by United Soybean Board/soybean checkoff

2:15 p.m. - 3:15 p.m. *Governor's Ballroom B*

Speakers: André Williamson, Senior Consultant on Latin American Market Analysis, Agralytica; Tom Vincent, Perry Pork

What is the cost of driving U.S. animal agriculture across our borders or offshore? Some of corn, sorghum and soy's biggest customers are pigs, chickens and cows, which is why U.S. grain and oilseed farmers should support U.S. poultry and livestock farmers. Recent research might make you want to go home and hug your livestock-neighbor.



André Williamson



Tom Vincent



Glenn Bowers



Palle Pedersen



Wayne Pedersen



Kurt Schroeder



Chad Shelton

Root Health: The Importance of Maximizing Yields from Below-Ground

Sponsored by Syngenta

2:15 p.m. - 3:15 p.m. *Governor's Ballroom C*

Moderator: Chad Shelton, Seedcare Asset Lead, Syngenta

Panelists: Glenn Bowers, Ph.D., Global Head, Soybean Breeding, Syngenta; Kurt Schroeder, Ph.D., Research Associate, USDA-ARS, Washington State University; Palle Pedersen, Ph.D., Seedcare Technical Asset Lead, Syngenta; Wayne Pedersen, Ph.D., Emeritus Plant Pathologist, University of Illinois

While they may be “out of sight, out of mind,” root systems are vital to maximizing crop health and performance. Roots do more than just keep the plant in the ground – they are the life source, absorbing water and nutrients that allow each plant to thrive. During this session, panelists will explain how to identify attributes of healthy roots, issues that impact root performance and how you can ensure a healthy root system for maximum crop performance and yield.

Learning Center Sessions

3:30 p.m. - 4:30 p.m.

Outrun Your Yield Trend Line, Not Your Soil Nitrogen

Sponsored by John Deere Company

3:30 p.m. - 4:30 p.m. *Governor's Ballroom A*

Speaker: Cliff Snyder, Ph.D., Nitrogen Program Director, International Plant Nutrition Institute

Off-site movement of nitrogen from fertilizer and other sources has been linked to hypoxia in the Gulf of Mexico and other water bodies. A pending approach to address hypoxia involves capping fertilizer rates. Alternatives to this approach include technologies such as in-season nitrogen applicators, crop reflectance sensors and enhanced-efficiency fertilizers. This session will summarize what is and is not known about nitrogen in the environment, what technologies can improve crop yield and reduce off-site movement of nitrogen, and why capping fertilizer rates may put producer profitability at risk.



Cliff Snyder



Forrest Roberts



Bart Schott



Hugh Whaley



Keith Yazmir

New Communications Strategies to Build Consumer Trust in Today's Agriculture

Sponsored by U.S. Farmers & Ranchers Alliance (USFRA)

3:30 p.m. - 4:30 p.m. *Governor's Ballroom B*

Speakers: Bart Schott, Chairman, National Corn Growers Association and Vice Chairman, USFRA; Forrest Roberts, CEO, National Cattlemen's Beef Association and Member At Large, Executive Committee, USFRA; Keith Yazmir, Partner, maslansky luntz + partners; Hugh Whaley, General Manager, USFRA

You will receive a brief overview of USFRA's communications strategies, and learn why it's important to listen to consumers to better understand their concerns. Increased consumer skepticism about the food production system should be addressed with the right language. This interactive session will provide participants the opportunity to view different scenarios and various reactions. After attending the session, you'll be able to communicate more comfortably and effectively with consumers and will be able to incorporate research-tested messages when communicating about your farm.



Naomi Blohm



Thomas Dorr



Steve Freed



Emanuel Balarie

Buying Power and Grain Exports

Sponsored by Stewart-Peterson Inc. and ADM Investor Services

3:30 p.m. - 4:30 p.m. *Governor's Ballroom C*

Moderator: Naomi Blohm, Senior Market Advisor, Stewart-Peterson Inc.

Speakers: Thomas Dorr, President and CEO for U.S. Grains Council; Steve Freed, Vice President of Research at ADM Investor Services; Emanuel Balarie, Co-Portfolio Manager of the ADM Investor Services Diversified Strategies Fund and Managing Director for Balarie Capital Management

How will the value of the U.S. Dollar impact grain exports? And what factors will outside investors consider? Moderator and panelists will share economic outlook perspectives and their unique views on U.S. grain trade. Also, you will hear how investment fund managers make their decisions, and what it all means for grain producers.

FRIDAY, March 2 (cont.)

What Is New (WIN) Sessions

Choose from a variety of 40-minute WIN sessions in which companies showcase innovations and services. Learn even more at the companies' exhibits at the trade show.

1:00 p.m. - 4:40 p.m.

The Nuts and Bolts of Transitioning Patented Biotech Traits to a Generic Market

Sponsored by American Seed Trade Association

1:00 p.m. - 1:40 p.m. *Governor's Chamber AB*

Speakers: Bernice Slutsky, Vice President of Science and International Affairs, American Seed Trade Association; Matt O'Mara, Director of International Affairs for the Food and Agriculture Section, Biotechnology Industry Organization

In 2014, the first widely grown plant biotechnology event will lose patent protection, with more than 50 other patents to follow in the coming years. But what does this mean for you? Come and learn the nuts and bolts of how the seed industry plans to transition to generic events.

New Automated, Precision Technology from John Deere

Sponsored by John Deere

1:00 p.m. - 1:40 p.m. *Governor's Chamber CD*

Speakers: Dave Mulder, Aaron Bartholomay, and Jim Woosley, Project Managers, John Deere Intelligent Solutions Group

Learn about John Deere FarmSight and the new technology that will revolutionize fleet management, automated harvesting systems, remote diagnostics, and other technologies to improve overall machinery productivity on your farm.

Annual Ryegrass and Other Cover Crops Boost Yields and Profit

Sponsored by Oregon Ryegrass Growers Seed Commission

2:00 p.m. - 2:40 p.m. *Governor's Chamber AB*

Speakers: Jamie Scott, Indiana Farmer; Dan Towery, Crop Consultant, Ag Conservation Solutions

Cover crops are popular because farmers are experiencing immense benefits from their use. Annual ryegrass is among the most popular ones, whether used alone or with other cover crops. Annual ryegrass (and others) improve soil health and result in higher yields, especially in years with extreme weather events.

Connecting your Farm with Precision Agriculture

Sponsored by Trimble Navigation

2:00 p.m. - 2:40 p.m. *Governor's Chamber CD*

Speaker: Brian Stark, Marketing Communications Specialist, Agriculture Division, Trimble Navigation

It's not about the technology, it's what you can DO with it. Trimble's Connected Farm - a convergence of guidance, machine control, wireless communications and computing software - is letting farmers leverage their technology investment to do more work, more efficiently, with less effort than ever before.

Management of Drainage Waters to Improve Environmental Performance & Productivity

Sponsored by Sand County Foundation

3:00 p.m. - 3:40 p.m. *Governor's Chamber AB*

Speakers: Dave White, Chief, Natural Resources Conservation Service; Alex Echols, Director of Special Programs, Sand County Foundation

Agricultural drainage can move nutrients from where they are essential to production to waters where they become an environmental liability. Inadequate attention has been given to the management of the systems to address environmental issues. The NRCS has developed new practice standards to address these issues. Specifics on the program, incentives to farmers, and targets for implementation will be presented in this forum.

Taking Fieldprints to the Next Level: Field to Market Introduces New Fieldprint Calculator

Sponsored by Field to Market: The Keystone Alliance for Sustainable Agriculture

3:00 p.m. - 3:40 p.m. *Governor's Chamber CD*

Speakers: Fred Luckey, Chairman, Field to Market; Julie Shapiro, Senior Assistant, Field to Market

Field to Market introduces an updated version of the Fieldprint Calculator. Updates to the tool include integration of NRCS models and global positioning tools as well as an enterprise budget analysis, improving how farmers can share their sustainability story. Pilot projects are currently testing the Calculator's application.

Advancing Agronomic Knowledge – Increasing Productivity through Local Pioneer Hi-Bred Scientific Research

Sponsored by Pioneer Hi-Bred, a DuPont business

4:00 p.m. - 4:40 p.m. *Governor's Chamber AB*

Speakers: Cody Daft and Jeffrey Wessel, Agronomy Trials Managers, Pioneer Hi-Bred

Local corn research by Pioneer Hi-Bred around crop canopy sensors is uncovering ways to more efficiently manage nitrogen over multiple environments. Their research is also revealing soybean management practices growers can use to make high yields a more common reality.

Three New Additions to Callisto Plant Technology® Family of Syngenta Corn Herbicide Brands - Zemax™, Lexar® EZ and Lumax® EZ

Sponsored by Syngenta

4:00 p.m. - 4:40 p.m. *Governor's Chamber CD*

Speaker: Dr. Gordon Vail, Technical Asset Lead, Syngenta

Syngenta is expanding its market-leading Callisto Plant Technology family of brands with three new corn herbicides – Zemax, Lexar EZ and Lumax EZ – that will be launched for the 2012 and 2013 growing seasons to deliver long-lasting residual control and application flexibility. Based on patented capsule-suspension formulation technology, these brands are designed for optimized handling and tank clean out.

American Soybean Association Awards Banquet

Sponsored by Novozymes BioAg Inc.; Pioneer Hi-Bred, a DuPont business; United Soybean Board/soybean checkoff

5:30 p.m. Cash bar opens

6:00 p.m. Banquet begins, *Presidential Ballroom CDE*

ASA members and supporters from across the country gather at this annual event to recognize the successes and accomplishments of farmer leaders, state soybean associations and industry representatives who have done outstanding work to benefit U.S. soybean farmers and the soybean industry. This year's entertainment is comedian Dick Hardwick. Dick began his career as a drummer. The comedian in him developed because he liked to "horse around" between songs. Dick is a sought after entertainer who has performed or toured with Reba McEntire, Kenny Chesney, Johnny Mathis, Steve Miller, Jimmy Buffett and many others. For Dick Hardwick laughing is his life, and it makes him happy to see folks having a good time.



Dick Hardwick

National Corn Growers Association Awards Banquet

Sponsored by BASF Corporation; John Deere; Pioneer Hi-Bred, a DuPont business

5:00 p.m. Cash bar opens

5:45 p.m. Doors open (tickets required at door)

6:00 p.m. Banquet begins, *Delta Ballroom A*

Join the excitement as the nation's premier organization for corn farmers reveals the results of its 2011 National Corn Yield Contest. In addition to celebrating this year's outstanding yields in a very challenging year, NCGA will honor its top membership recruiters and state organizations for their accomplishments. You'll also get an update from NCGA leadership and industry representatives. As always, great entertainment is also on tap. Described as "a Ferrari of a voice," singer-songwriter Jamie O'Neal was literally born to be on stage. Singing with her family's band from the



Jamie O'Neal

age of eight, she performed with the likes of Johnny Cash, Crystal Gayle and Dolly Parton. O'Neal has a pair of No. 1 hits—"There Is No Arizona" and "When I Think About Angels"—both of which earned her Grammy nominations as a songwriter for Country Song of the Year. Named Top New Female Vocalist by The Academy of Country Music, she also sang on the soundtracks of *Bridget Jones's Diary* and *When We Were Soldiers*, and appeared on *The Grand Ole Opry*, *The Tonight Show with Jay Leno*, and *The Late Show with David Letterman*.



National Association of Wheat Growers Annual Dinner

5:30 p.m. - 10:00 p.m. *Presidential Ballroom AB*

Join us for the evening to celebrate NAWG's Dinner "Golden Success" with the reception starting at 5:30 p.m. followed by dinner at 6:30 p.m. and a comedy hypnotist at 7:30 p.m.



National Sorghum Producers PAC Social & Auction

8:00 p.m. - 10:30 p.m. *Tennessee Ballroom AB*

Join us for NSP's PAC auction event featuring Kevin King, Nashville's own comedy magician. Enjoy a complimentary bar, hors d'oeuvres and entertainment as you browse the fantastic auction items. Funds raised will benefit the National Sorghum Producers Political Action Committee. The event will be family friendly. Tickets may be purchased at the NSP PAC booth located in the Delta Lobby B Foyer near the registration desk or at the entrance of the Tennessee Ballroom A for \$20.

Saturday, March 3

DESK HOURS

7:00 a.m. - 1:30 p.m. Registration Desk Open

8:00 a.m. - 1:00 p.m. Tour Desk Open

Early Riser Marketing Session

How to Lock in Profits With A Preharvest Plan

Sponsored by *Corn & Soybean Digest* and Channel Seed

7:00 a.m. - 8:00 a.m. *Delta Ballroom D*

Coffee and breakfast pastries provided.

Speaker: Ed Usset, Grain Marketing Specialist, Center for Farm Financial Management, University of Minnesota

Pricing grain with a committed, preharvest plan could mean more profits for your bottom-line. Ed Usset, who teaches "Futures and Options Markets" at the University of Minnesota, will help you search for preharvest marketing advantages using fictional producers, including Barney Binless, Grandma and Peter Paperfarmer. Each celebrity represents a different approach to preharvest marketing.

How does your approach compare to theirs? Can you take what you learn from the celebrities and write a better plan for your own farm?



Ed Usset

SATURDAY, March 3 (cont.)

Learning Center Sessions

8:15 a.m. - 9:15 a.m.

Inside Washington: Outlook for Agriculture's Agenda

Sponsored by Pioneer Hi-Bred, a DuPont business

8:15 a.m. - 9:15 a.m. *Governor's Ballroom A*

Speaker: James R. Wiesemeyer, Senior Vice President, Informa Economics

Hear the latest on federal agricultural, environmental and energy policy from a top Washington journalist. For over 33 years, Jim Wiesemeyer has covered DC, frequently reporting on and interviewing senior government officials, including Presidents Reagan and Carter, as well as numerous USDA Secretaries. An acknowledged leader in farm bill policy and Washington news coverage, Jim will also share analysis of what current events will mean to your operation and how to apply it to your farm.

Precision Ag: Know More, Grow More

Sponsored by the PrecisionAg Institute

8:15 a.m. - 9:15 a.m. *Governor's Ballroom B*

Moderator: Paul Schrimpf, Editor, PrecisionAg.com and PrecisionAg Special Reports

Speakers: Lon Bohn, Grower from Gibbon, NE; Don Glenn, Grower from Hillsboro, AL; Kevin Stoy, Grower from Ashley, IN; Dr. Tracy Blackmer, researcher from Iowa Soybean Association On-farm Network

Farmers are being asked to do more than ever before: grow more, use fewer inputs and be great examples of sustainable agriculture. This session features a panel of soybean, corn and wheat growers who optimize their inputs with precision farming tools. Hear how these growers use geo-referenced data, electronic controllers, yield monitors, boom/section control and other precision farming tools to turn what they know into MORE of what they grow. You'll walk away with ideas on how to collect, analyze, and act on data in a manner that optimizes inputs (seed, chemicals, fertilizer), improves profitability and enhances environmental stewardship.



Paul Schrimpf



Lon Bohn



Don Glenn



Kevin Stoy

Managing Risk in Cycles

Sponsored by United Soybean Board/soybean checkoff

8:15 a.m. - 9:15 a.m. *Governor's Ballroom C*

Speaker: Moe Russell, Cofounder and President of Russell Consulting Group of Panora, Iowa

Moe Russell provides consulting services specializing in risk management services, transition planning and feasibility analysis. He grew up on a diversified grain and livestock farm near Monticello, Iowa, and is still involved in production agriculture. In this presentation, Russell takes a "30,000-foot view" of the agriculture industry, worldwide, the opportunities, challenges and the tremendous potential. He relates our current environment to long-term cycles. He then gets to "ground zero" and explains how farmers can develop easy to use plans to manage their farm business and achieve their profit goals.



Moe Russell

WIN Sessions

8:30 a.m. - 10:10 a.m.

Roundup Ready PLUS - Weed Management Solutions for Today and the Future

Sponsored by Monsanto

8:30 a.m. - 9:10 a.m. *Governor's Chamber AB*

Speaker: Dr. Rick Cole; Weed Management Product Manager, Monsanto

Roundup Ready PLUS Weed Management Solutions is a collaborative weed control platform developed to provide effective, economical, and sustainable weed control solutions from multiple companies for farmers with glyphosate resistant and other tough to control weeds. Come learn about proactive weed management recommendations developed across companies and with university academics and how you can benefit financially with incentive programs.

The New S-Series Combines from John Deere: The Largest, Most Productive Machines We've Ever Built!

Sponsored by John Deere

8:30 a.m. - 9:10 a.m. *Governor's Chamber CD*

Speakers: Sara Kinsell and Jennifer Schuckman, Marketing Representatives, John Deere Harvester Works

Learn about the new John Deere S-Series Combines, the increased power, performance, and operator comfort, and the new corn heads and hydra-flex draper platforms. These are the largest, most powerful harvesting machines John Deere has ever built.

DuPont Goes Beyond Crop Protection to Make Every Acre Count

Sponsored by DuPont Crop Protection

9:30 a.m. - 10:10 a.m. *Governor's Chamber AB*

Speakers: Jeff Carpenter, Portfolio Manager, DuPont Crop Protection; Todd Robran, Project Manager, DuPont Crop Protection

Learn about a commitment to grower success, DuPont helps growers make every acre count – from seed to harvest. Highlights will include new herbicides for rotational flexibility, DuPont™ Prevathon™ insect control to preserve yield potential and quality plus how to get stronger, healthier plants, improved yield potential with a new fungicide.

The Latest Tillage and Application Toolbar Innovations for Row-Crop Farming

Sponsored by Case IH

9:30 a.m. - 10:10 a.m. *Governor's Chamber CD*

Speaker: Robert Zemenchik, Ph.D., North American Sales & Marketing Manager, Case IH Tillage Products

Case IH is proud to present its all-new, field-proven 900 series family of application equipment led by the Nutri-Placer and Nutri-Tiller machines, which are larger, commercial-grade tools for side dressing, preplant and strip-till for a more uniform crop stand. In addition, learn how the 330 Turbo works with Case IH's Robo-Sharpener™, the world's first field service robot for sharpening standard and wavy tillage blades.

SATURDAY, March 3 (cont.)

Trade Show Open

9:15 a.m. - Noon *Ryman Exhibit Hall C*

Trade Show Morning Break

Sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic

9:15 a.m. - 10:15 a.m.

Morning break is included in ALL full packages or Saturday one-day registrations. Please bring your ticket to the trade show break.

Cooking Demonstration, *Stage-Aisle 1200*

Want to impress your family with your cooking? Join popular Nashville television guest chef and cookbook author Ann Cox Eastes as she prepares creative and nutritious recipes with chicken, turkey and eggs. As a leading food marketing professional representing such companies as Kroger, Pillsbury, and the Tennessee Poultry & Egg Association, this dairy farmer and grandmother of five is sure to give you recipe ideas that your whole family will be raving about.



Ann Cox Eastes

Trade Show Drawings

9:15 a.m -10:15 a.m. USA Poultry & Egg Export Council, *Stage-Aisle 1200*

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth 618 to win a Chef's Choice International brand of gourmet egg cooker. **MUST BE PRESENT** at cooking demo area to win.

10:40 a.m. 2013 Commodity Classic/Kissimmee Information, *285*

Come by to visit the Kissimmee 2013 booth this week! Enter to win a 2-night stay at the Gaylord Palms Resort & Convention Center (subject to availability), dinner for 2 at Arabian Nights Dinner Show, and 2 tickets for Boggy Creek Airboat Rides. Be sure to ask for additional information on Kissimmee where the 2013 Commodity Classic will be held February 28-March 2. Do **NOT** need to be present to win.

10:55 a.m. United Soybean Board/soybean checkoff, *427*

Sign up in advance at booth to win a gas grill and Omaha Steaks. The grill and steaks will be shipped to winner. Do **NOT** need to be present to win.

11:05 a.m. Farm Journal Media, *727*

Sign up in advance or drop off survey received in hotel room to win an A.R. Drone with two built-in cameras. Connect your helicopter to your iPad or smartphone through a Wi-Fi connection and view the images in real time. Watch the in-house hotel Commodity Classic channel for more information on this giveaway. Do **NOT** need to be present to win.

11:20 a.m. National Corn Growers Association, *811*

Sign up in advance at booth to win an Amazon Kindle Fire. Full-color 7", multi-touch display with Wi-Fi to enjoy web, movies, apps, games, reading and more. Do **NOT** need to be present to win.

11:25 a.m. National Association of Wheat Growers, *610*

Stop by the booth and roll the dice for a chance to win a digital camera. Do **NOT** need to be present to win.

Trade Show Drawings (cont.)**11:30 a.m. American Soybean Association, 611**

Sign up in advance at booth to win a Sony digital photo frame that displays your memories in vivid detail with direct input from most memory cards and digital cameras with 2GB internal memory. Do NOT need to be present to win.

11:35 a.m. National Sorghum Producers, 405

Sign up in advance at booth to win a \$200.00 Visa gift card. Do NOT need to be present to win.

11:45 a.m. Monsanto, 233

Sign up in advance at booth to win front row seats to the Evening of Entertainment at the Grand Ole Opry, plus special VIP treatment. **MUST BE PRESENT TO WIN.**

12:30 p.m. - 3:30 p.m. NAWG Board of Directors Meeting,
Tennessee Ballroom B

1:00 p.m. - 4:30 p.m. NCGA Corn Congress, *Presidential Ballroom D*

1:00 p.m. - 4:30 p.m. Tour: Readyville Mill

1:00 p.m. - 5:30 p.m. Tour: Franklin Civil War Past

Closing Learning Center Session**Top 10 Estate Tax Mistakes**

Sponsored by DTN/*The Progressive Farmer*

1:30 p.m. - 3:30 p.m. *Governor's Ballroom A*

Speakers: Nick Houle, CPA and Estate Planner with LarsonAllen Financial LLC; Marcia Zarley Taylor, DTN/*The Progressive Farmer* Executive Editor

Estate planning has been one of the most requested topics by Commodity Classic attendees. Don't pay voluntary estate taxes to the IRS. The \$5 million federal estate tax exemption enacted by Congress for 2011 and 2012 does not excuse farm owners from making future estate and succession plans now. The price tag for botched or overlooked tax planning can easily cost many farm heirs \$100,000 or more in unnecessary tax bills, let alone family stress. Stakes are compounded by the fact that land makes up more than 80 percent of the average farm family's estate and those real estate values have more than doubled in the last five years in many cases. Learn which estate tax tools — including the appropriate trusts, insurance and special use valuation — can ease your tax burdens and family succession issues. Bring plenty of questions for the Q&A.



Marcia Zarley Taylor



Nick Houle

1:30 p.m. - 5:30 p.m. ASA Voting Delegate Session, *Delta Ballroom B*

4:00 p.m. - 5:00 p.m. NAWG Foundation Board of Directors Meeting,
Tennessee Ballroom B

Worship Service

Sponsored by Kinze Manufacturing, Inc.

5:30 p.m. - 6:00 p.m. *Jackson EF*

Fellowship of Christian Farmers nondenominational service. All are welcome.

SATURDAY, March 3 (cont.)



Darryl Worley



Mike Snider



Joey+Rory

Not pictured:
John Conlee
Sarah Darling

Evening of Entertainment at the Grand Ole Opry

Sponsored by Monsanto

7:30 p.m. Buses depart from Commodity Classic hotels

8:00 p.m. Doors Open

8:30 p.m. - 9:45 p.m. *Grand Ole Opry*

What began as a simple radio broadcast in 1925 is today a live-entertainment phenomenon. Dedicated to honoring country music's rich history and dynamic present, the Grand Ole Opry showcases a mix of country legends and the contemporary chart-toppers who have followed in their footsteps. Enjoy the Commodity Classic exclusive event at the Opry as we close another great convention.

Bus transportation will be provided to and from the Commodity Classic hotels to the Evening of Entertainment at the Grand Ole Opry.

Congratulations 2011 Survey Winners!



*Lucas Haag and Jennifer Kreikemeier
Lebanon, Nebraska/Norcatour, Kansas*

*Gerald and Connie Mulder
Renville, Minnesota
(No photo available)*

**Complete the surveys described below
and get TWO chances to win a trip to the**

**2013 Commodity Classic
Kissimmee, Florida
February 28 - March 2**

(Registered Growers and Family Members Only)

Prize consists of round-trip coach airfare for two, registrations and hotel accommodations for two for up to four nights over the conference dates. This prize is nontransferable and may not be exchanged for cash. Winner will be drawn at random from completed surveys and shall be notified on or before November 16, 2012.

There will be one grand prize awarded from the paper surveys and one grand prize awarded from the electronic survey.

Survey computers are located in Delta Lobby B Foyer, Presidential Foyer and Ryman Exhibit Hall Foyer. Your registration envelope will contain a copy of the paper survey.

The Commodity Classic Electronic Future Directions survey will help us shape Commodity Classic for the coming years.

**By completing both surveys, you double
your chances to win!**

TRADE SHOW DRAWINGS AND EVENTS

Refer to the white board at the trade show entrance where exhibitors list winner names for prizes that don't require winners to be present to win.

THURSDAY, March 1

Bring your ticket for the trade show snack served 1-2:30 p.m. sponsored by DEKALB® corn.

Ongoing ADM 806

Stop by the booth to spin the wheel for the food, feed, fuel, and industrial trivia game for prizes. Attendees can spin the wheel at these times: 1:45, 2:30, 3:15, 4:00 and 4:45 p.m. MUST BE PRESENT TO WIN.

Ongoing Pioneer Hi-Bred, a DuPont business 273

Stop by the booth for tasty food samples prepared with Plenish™ high oleic soybean oil.

Ongoing National Biodiesel Board 1101

Stop by the booth and learn about America's first advanced biofuel and see the biodiesel chopper created by Paul Sr. from Discovery Channel's American Choppers.

2:00 p.m. PrecisionAg Institute 827

Hear Don Glenn discuss double crop data and stay for a \$30,000 product giveaway. Do NOT need to be present to win.

2:30 & 3:30 p.m. Monsanto Stage-Aisle 1200

Join us at 2:30 p.m. or 3:30 p.m. in the snack area in Exhibit Hall B for a cooking demonstration of Vistive® Gold low saturate high oleic soybean oil. Sample food will be prepared in this nutritionally improved oil that provides the opportunity to reduce saturated fat in the diet while maintaining low trans fat content.

4:00 p.m. Beck's Hybrids 1330

An official announcement will be made of the "We Care for Orphans Adoption Fund" sweepstakes winner who receives an Orange County Chopper motorcycle. Since July we have raised nearly \$70,000 for this charity.

4:10 p.m. Leopold Conservation Award 1512

Sign up in advance to win a copy of "Generations on the Land". Do NOT need to be present to win.

4:20 p.m. Brandt Consolidated Inc. 1624

Stop by the booth to see our racecar and sign up in advance to enter to win two free tickets to any 2012 NASCAR Nationwide series race. Be sure to stop by the booth in advance of this one-time show drawing to enter to win. DO NOT need to be present to win.

4:35 p.m. FMC Corporation 690

Sign up in advance at booth for a chance to win a \$250 Cabela's® gift card. Do NOT need to be present to win.

4:45 p.m. Pioneer Hi-Bred and DuPont 273 & 283

Visit Pioneer and DuPont exhibits and sign up to win an iPad 2. Do NOT need to be present to win.

5:00 p.m. New Holland Ag 670

Growers who completed the demographic information on their registration form in advance of the show have been automatically entered to win a New Holland Model 120 Rustler™ Utility Vehicle! MUST BE PRESENT TO WIN.

5:20 p.m. Monsanto 233
 To celebrate the launch of the 2012 America's Farmers Mom of the Year contest, Monsanto invites you to enter for your chance to win one of four \$250 Visa gift cards in the America's Farmers Daily Drawing. Winners will be randomly drawn before the close of the show Thursday and Friday in the Monsanto booth. While you're there, enter your favorite farm mom in the 2012 contest for her chance to win up to \$10,000! **MUST BE PRESENT TO WIN.**

FRIDAY, March 2

Bring your ticket for the trade show lunch served 11 a.m.-12:30 p.m. sponsored by AGROTAIN® nitrogen stabilizer.

Ongoing ADM 806
 Stop by the booth to spin the wheel for the food, feed, fuel, and industrial trivia game for prizes. Attendees can spin the wheel at these times: 11:45 a.m., 12:30, 1:30, 2:15 and 3:00 p.m. **MUST BE PRESENT TO WIN.**

Ongoing Pioneer Hi-Bred, a DuPont business 273
 Stop by the booth for tasty food samples prepared with Plenish™ high oleic soybean oil.

11:00 a.m. PrecisionAg Institute 827
 Come to the booth to hear from grower Kevin Stoy on matching your system to your mission and stay for a \$30,000 product giveaway. Do NOT need to be present to win.

11:15 a.m. Valagro 1504
 Sign up in advance at booth to win a gift card for Cabela's®. Do NOT need to be present to win.

11:20 a.m. Commodities Street Journal 1519
 Sign up in advance at booth to win a Sony S Wi-Fi Tablet. **MUST BE PRESENT TO WIN.**

11:25 a.m. World Grow International Corp. 1612
 Sign up in advance at booth for a chance to win 5 pounds of fruit or an exotic floral arrangement every month for 12 months. You pick and it will be delivered to your home or business. Do NOT need to be present to win.

11:30 a.m.-12:30 p.m. AGROTAIN® stabilizer Seminar Stage-Aisle 1200
 Time, Fuel and Nitrogen Efficiency in 2012 seminar will feature a panel of experts discussing ways that AGROTAIN® stabilizer can save time, fuel and money while improving yields in 2012.

12:30 p.m. PrecisionAg Institute 827
 Hear grower Lon Bohn discuss Saving Soil and stay for a \$30,000 product giveaway. Do NOT need to be present to win.

12:40 p.m. Trimble 445
 Sign up in advance at booth to win a CFX-750 display. Do NOT need to be present to win.

12:45 p.m. DTN 440
 Sign up in advance at booth to win a free iPhone or Android Smartphone. Do NOT need to be present to win.

2:10 & 3:30 p.m. Leopold Conservation Award 1512
 Sign up in advance to win a copy of "Generations on the Land". Do NOT need to be present to win.

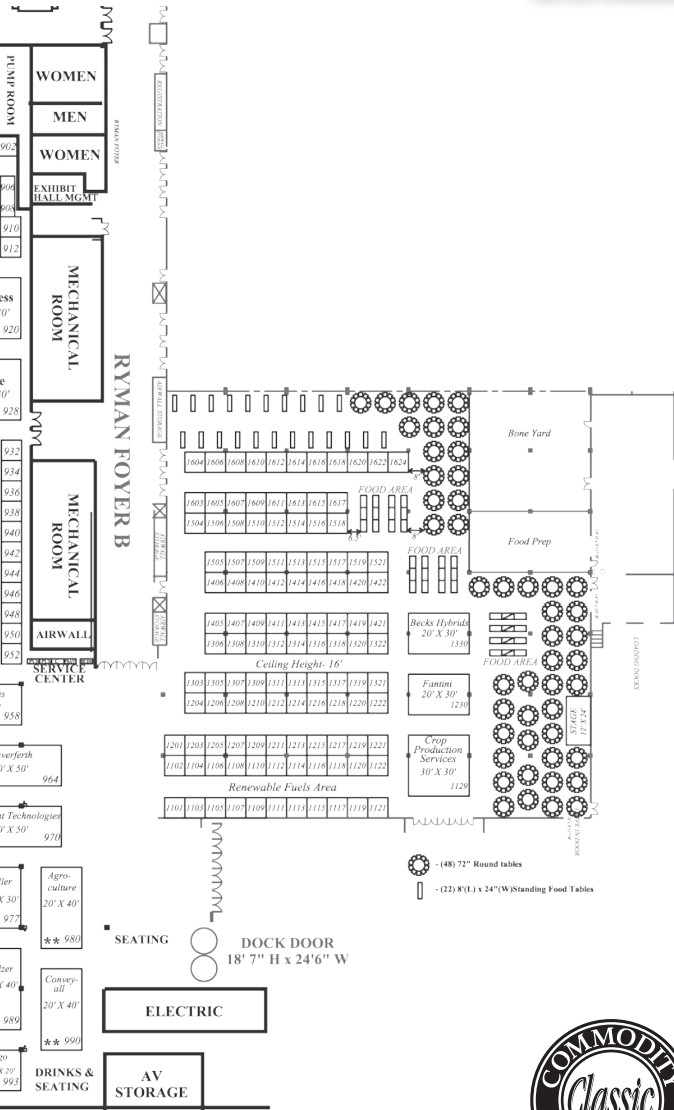
3:20 p.m. FMC Corporation 690
 Sign up in advance at booth for a chance to win a \$250 Cabela's® gift card. Do NOT need to be present to win.

Drawings cont. on page 30



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As much as 30% of the surface applied urea or liquid nitrogen you apply can be lost within days of application. AGROTAIN® or AGROTAIN® PLUS nitrogen stabilizer products keep the N in the soil for more productive crops.



Renewable Fuels Area – Visit this area as marked on the map in aisle 1100 to preview the latest products, services, and organizations promoting the use of renewable fuels.

Food and Seating Areas – Refer to the map for seating areas, standing food tables and food and beverage stations used during hosted meals and breaks. All food stations are located near aisles 1330-1600. Please thank the sponsors for their support of these meal functions.

TRADE SHOW DRAWINGS AND EVENTS

Drawings cont'd from page 27

3:45 p.m. Pioneer Hi-Bred and DuPont 273 & 283
Visit Pioneer and DuPont exhibits and sign up to win an iPad 2. Do NOT need to be present to win.

3:50 p.m. Monsanto 233
To celebrate the launch of the 2012 America's Farmers Mom of the Year contest, Monsanto invites you to enter for your chance to win one of four \$250 Visa gift cards in the America's Farmers Daily Drawing. Winners will be randomly drawn before the close of the show Thursday and Friday in the Monsanto booth. While you're there, enter your favorite farm mom in the 2012 contest for her chance to win up to \$10,000! **MUST BE PRESENT TO WIN.**

SATURDAY, March 3

Bring your ticket for the trade show morning break served 9:15-10:15 a.m. sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic.

Ongoing ADM 806
Stop by the booth to spin the wheel for the food, feed, fuel, and industrial trivia game for prizes. Attendees can spin the wheel at these times: 10:15 and 11:00 a.m. **MUST BE PRESENT TO WIN.**

Ongoing Pioneer Hi-Bred, a DuPont business 273
Stop by the booth for tasty food samples prepared with Plenish™ high oleic soybean oil.

9:15 - 10:15 a.m. USA Poultry & Egg Export Council Stage-Aisle 1200
Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth 618 to win a Chef's Choice International brand of gourmet egg cooker. **MUST BE PRESENT** at cooking demo area to win.

10:00 a.m. PrecisionAg Institute 827
Hear Dr. Tracy Blackmer discuss the latest research and stay for a \$30,000 product giveaway. Do NOT need to be present to win.

10:10 a.m. Sand County Foundation 1408
Sign up in advance at booth to win an illustrated Sand County Almanac. Do NOT need to be present to win.

10:15 a.m. Leopold Conservation Award 1512
Sign up in advance to win a copy of "Generations on the Land". Do NOT need to be present to win.

10:20 a.m. Valagro 1504
Sign up in advance at booth to win a gift card for Cabela's®. Do NOT need to be present to win.

10:25 a.m. Renewable Fuels Association (RFA) 1115
Sign up in advance at booth to win OGIO carry-on luggage embroidered with the Fueled with Pride ethanol logo. Do NOT need to be present to win.

10:30 a.m. Purdue University Agriculture 1208
Sign up in advance at booth and score a hole-in-one for a chance to win a Ping putter. **MUST BE PRESENT TO WIN.**

10:35 a.m. FMC Corporation 690
Sign up in advance at booth for a chance to win a \$250 Cabela's® gift card. Do NOT need to be present to win.

- 10:40 a.m. 2013 Commodity Classic/Kissimmee 285**
 Come by to visit the Kissimmee 2013 booth this week! Enter to win a 2-night stay at the Gaylord Palms Resort & Convention Center (subject to availability), dinner for 2 at Arabian Nights Dinner Show, and 2 tickets for Boggy Creek Airboat Rides. Be sure to ask for additional information on Kissimmee where the 2013 Commodity Classic will be held February 28-March 2. Do NOT need to be present to win.
- 10:45 a.m. Pioneer Hi-Bred and DuPont 273 & 283**
 Visit Pioneer and DuPont exhibits and sign up to win an iPad 2. Do NOT need to be present to win.
- 10:50 a.m. MANA Crop Protection 452**
 Drop off your “Get Ready for the Future” entry card in advance which qualifies you to win MANA’s “New Innovation” Contest. Do NOT need to be present to win.
- 10:55 a.m. United Soybean Board/soybean checkoff 427**
 Sign up in advance at booth to win a gas grill and Omaha Steaks. The grill and steaks will be shipped to winner. Do NOT need to be present to win.
- 11:00 a.m. High Plains/Midwest Ag Journal Multimedia 410**
 Sign up in advance at booth for a chance to win a prize pack. Do NOT need to be present to win.
- 11:05 a.m. Farm Journal Media 727**
 Sign up in advance or drop off survey received in hotel room to win an A.R. Drone with two built-in cameras. Connect your helicopter to your iPad or smartphone through a Wi-Fi connection and view the images in real time. Watch the in-house hotel Commodity Classic channel for more information on this giveaway. Do NOT need to be present to win.
- 11:10 a.m. Waterways Council, Inc. 911**
 Sign up in advance at booth and test your barge shipping I.Q. to win a Cabela’s® gift card. Do NOT need to be present to win.
- 11:15 a.m. ADM 806**
 Sign up in advance at booth to win an iPad. Must be 18 years or older to enter. Do NOT need to be present to win.
- 11:20 a.m. National Corn Growers Association 811**
 Sign up in advance at booth to win an Amazon Kindle Fire. Full-color 7”, multi-touch display with Wi-Fi to enjoy web, movies, apps, games, reading and more. Do NOT need to be present to win.
- 11:25 a.m. National Association of Wheat Growers 610**
 Stop by the booth and roll the dice for a chance to win a digital camera. Do NOT need to be present to win.
- 11:30 a.m. American Soybean Association 611**
 Sign up in advance at booth to win a Sony digital photo frame that displays your memories in vivid detail with direct input from most memory cards and digital cameras with 2GB internal memory. Do NOT need to be present to win.
- 11:35 a.m. National Sorghum Producers 405**
 Sign up in advance at booth to win a \$200 Visa gift card. Do NOT need to be present to win.
- 11:45 a.m. Monsanto 233**
 Sign up in advance at booth to win front row seats to the Evening of Entertainment at the Grand Ole Opry, plus special VIP treatment. **MUST BE PRESENT TO WIN.**



Special thanks to these committee members
for their commitment and hard work
on the 2012 Commodity Classic.

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- Advance Trading, Inc.** **216**
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- American Coalition for Ethanol (ACE)** **1119**
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 ASTA represents nearly 700 companies in development, marketing and movement of seed, associated products and services throughout the world. Better seed for better crops for a better quality of life!
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Commodity Classic 2013 285

Gather preliminary information on the next Commodity Classic to be held February 28 - March 2 at the Gaylord Palms in Kissimmee, Florida. Sign up at booth to register to win a Kissimmee-hosted gift.
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Leopold Conservation Award	1512	Merschman Seeds	444/446
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