Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

REGISTER EARLY AND SAVE!

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Hashtag: #Classic20

Where what’s next in agriculture happens. Be there to experience it.

FEB 27-29

America’s Largest Farmer-Led, Farmer-Focused Agricultural & Educational Experience

Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

If you don’t get excited being here, you shouldn’t be in agriculture.”
New York Farmer

Published information is current as of 10/2019. Please visit www.CommodityClassic.com for updated schedules and information.
Sharpen your vision for the future of your farm.

February 27-29, 2020 • San Antonio, Texas

In today’s uncertain ag environment, it can be easy to lose your focus. At Commodity Classic, you’ll get the answers, solutions and information you need to gain greater clarity—and create a vision for your farm’s success for years to come.

Incredible insight through a full slate of educational sessions designed to keep your sights set on efficiency, profitability and continual improvement.

Eye-opening innovation and technology showcased in the huge trade show—where you can see the latest advancements and talk directly with the people behind them.

Visionary thought leaders and innovators in agriculture who will challenge the way you think about your farm.

The spectacular energy of being around thousands of positive, talented farmers who share your passion for agriculture and your thirst for knowledge.

Commodity Classic is unlike any other event in agriculture. Because it’s created by farmers, for farmers.

There’s no doubt. The 2020 Commodity Classic will help you See Your Future Clearly.

Register today at CommodityClassic.com

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## Schedule at a Glance

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<th>Time</th>
<th>Event</th>
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<td><strong>TUESDAY, FEBRUARY 25</strong></td>
<td>Various Times</td>
<td>Optional Tours (See page 14)</td>
</tr>
<tr>
<td><strong>WEDNESDAY, FEBRUARY 26</strong></td>
<td>Various Times</td>
<td>Optional Tours (See page 14)</td>
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<tr>
<td></td>
<td>8:00 a.m. – 7:00 p.m.</td>
<td>Registration Desk Open</td>
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<tr>
<td></td>
<td>5:00 p.m. – 7:00 p.m.</td>
<td>Welcome Reception</td>
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<tr>
<td><strong>THURSDAY, FEBRUARY 27</strong></td>
<td>6:00 a.m. – 7:30 a.m.</td>
<td>Optional Tour (See page 14)</td>
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<tr>
<td></td>
<td>6:45 a.m. – 5:30 p.m.</td>
<td>Registration Desk Open</td>
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<tr>
<td></td>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Education: Early Riser Session</td>
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<td></td>
<td>8:15 a.m. – 9:30 a.m.</td>
<td>Education: Learning Center Session</td>
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<tr>
<td></td>
<td>8:15 a.m. – 9:45 a.m.</td>
<td>Education: Mini What's New Presentations</td>
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<td></td>
<td>9:00 a.m. – 10:30 a.m.</td>
<td>Trade Show: Media-Only Preview</td>
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<td>9:45 a.m. – 11:00 a.m.</td>
<td>Education: Learning Center Session</td>
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<td></td>
<td>10:15 a.m. – 10:30 a.m.</td>
<td>Trade Show: Grand Opening Ceremony</td>
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<tr>
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<td>10:45 a.m. – 1:30 p.m.</td>
<td>Trade Show: Open (with Lunch 11:30 a.m. – 1:00 p.m.)</td>
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<tr>
<td></td>
<td>10:45 a.m. – 12:15 p.m.</td>
<td>Education: Main Stage in Trade Show – Mini What's New (Repeat)</td>
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<tr>
<td></td>
<td>12:30 p.m. – 4:15 p.m.</td>
<td>Education: Main Stage in Trade Show – Repeat</td>
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<tr>
<td></td>
<td>12:30 p.m. – 4:10 p.m.</td>
<td>Education: What's New Sessions</td>
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<td>1:00 p.m. – 4:30 p.m.</td>
<td>Education: Learning Center Sessions</td>
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<td>6:00 p.m. – 8:30 p.m.</td>
<td>NCGA Awards Banquet</td>
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<td>6:00 p.m. – 9:00 p.m.</td>
<td>ASA Awards Banquet</td>
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<tr>
<td><strong>FRIDAY, FEBRUARY 28</strong></td>
<td>Various Times</td>
<td>Optional Tours (See page 14)</td>
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<tr>
<td></td>
<td>7:00 a.m. – 8:15 a.m.</td>
<td>Education: Early Riser Session</td>
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<td>9:00 a.m. – 11:00 a.m.</td>
<td>General Session</td>
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<td>11:00 a.m. – 12:30 p.m.</td>
<td>Trade Show: Open (with Lunch 11:30 a.m. – 1:00 p.m.)</td>
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<td>11:45 a.m. – 12:30 p.m.</td>
<td>Education: Main Stage in Trade Show</td>
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<td>12:30 p.m. – 3:00 p.m.</td>
<td>Education: Learning Center Sessions</td>
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<td>12:30 p.m. – 4:30 p.m.</td>
<td>Education: What's New Sessions</td>
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<td>1:00 p.m. – 4:30 p.m.</td>
<td>Education: Learning Center Sessions</td>
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<td>6:00 p.m. – 9:30 p.m.</td>
<td>ASA Awards Banquet</td>
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<tr>
<td><strong>SATURDAY, FEBRUARY 29</strong></td>
<td>Various Times</td>
<td>Optional Tours (See page 14)</td>
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<tr>
<td></td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Education: Early Riser Session</td>
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<td>9:00 a.m. – 12:00 p.m.</td>
<td>NAWG Board of Directors Meeting</td>
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<td>8:00 a.m. – 11:00 a.m.</td>
<td>ASA Resolutions Subcommittees Meetings</td>
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<td>8:00 a.m. – 12:00 p.m.</td>
<td>NAWG Committee Meetings</td>
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<td>8:00 a.m. – 11:00 a.m.</td>
<td>ASA Board of Directors Meeting</td>
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<td>8:00 a.m. – 12:00 p.m.</td>
<td>NCGA Board of Directors Meeting</td>
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<tr>
<td><strong>THURSDAY, FEBRUARY 27 (continued)</strong></td>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>ASA Government Policy Update</td>
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<td>6:00 p.m. – 7:30 p.m.</td>
<td>NWF National Wheat Yield Contest Reception</td>
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<td>6:00 p.m. – 9:30 p.m.</td>
<td>ASA Soy Social &amp; Auction</td>
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<td>7:30 p.m. – 9:00 p.m.</td>
<td>NAWG President’s Reception &amp; WheatPAC Auction</td>
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<tr>
<td><strong>FRIDAY, FEBRUARY 28</strong></td>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>National Corn Yield Contest State Award Winners Breakfast</td>
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<td>6:00 p.m. – 8:30 p.m.</td>
<td>NCGA Awards Banquet</td>
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<td>6:00 p.m. – 9:00 p.m.</td>
<td>ASA Awards Banquet &amp; 100th Anniversary Celebration</td>
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<td></td>
<td>8:00 p.m. – 10:30 p.m.</td>
<td>NSP PAC Auction &amp; Casino Night</td>
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<tr>
<td><strong>SATURDAY, FEBRUARY 29</strong></td>
<td>1:00 p.m. – 4:30 p.m.</td>
<td>NCGA Corn Congress: Session II</td>
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<td>1:30 p.m. – 5:30 p.m.</td>
<td>ASA Voting Delegates Session</td>
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</tbody>
</table>

**COMMODITY ASSOCIATION SCHEDULE**

Schedule for business meetings, banquets and other activities involving the four commodity associations: American Soybean Association (ASA), National Corn Growers Association (NCGA), National Association of Wheat Growers (NAWG), and National Sorghum Producers (NSP).

**WEDNESDAY, FEBRUARY 26**

- 8:00 a.m. – 7:00 p.m. NAWG Committee Meetings
- 12:30 p.m. – 2:45 p.m. NCGA Issues Briefing, Open Forum & Policy Discussion
- 12:30 p.m. – 5:00 p.m. NSP Board of Directors Meeting
- 2:00 p.m. – 4:30 p.m. ASA State Caucuses
- 5:00 p.m. – 4:30 p.m. NCGA State Caucuses
- 7:00 p.m. – 9:00 p.m. NCGA CornPAC Auction & Banquet d'oeuvres Reception

**THURSDAY, FEBRUARY 27**

- 6:45 a.m. – 6:00 p.m. Trade Show: Open (with Lunch 11:30 a.m. – 1:00 p.m.)
- 6:45 a.m. – 11:00 a.m. Education: Main Stage in Trade Show
- 11:00 a.m. – 11:30 a.m. Education: What’s New Sessions
- 11:45 a.m. – 12:30 p.m. Education: Learning Center Sessions
- 12:30 p.m. – 2:00 p.m. Education: Closing Learning Center Session
- 5:30 p.m. – 6:00 p.m. Worship Service
- 8:30 p.m. – 9:45 p.m. Evening of Entertainment

**FRIDAY, FEBRUARY 28**

- 6:00 p.m. – 8:30 p.m. NCGA Awards Banquet
- 6:00 p.m. – 9:00 p.m. ASA Awards Banquet & 100th Anniversary Celebration
- 8:00 p.m. – 10:30 p.m. NSP PAC Auction & Casino Night

**SATURDAY, FEBRUARY 29**

- 1:00 p.m. – 4:30 p.m. NCGA Corn Congress: Session II
- 1:30 p.m. – 5:30 p.m. ASA Voting Delegates Session

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The only national ag experience created by farmers, for farmers.

Learn from ag experts and top-yielding farmers!

Talk one-on-one with top company representatives!

An incredible line-up of game-changing education!

Get your hands on the newest technology and innovations!

Network with thousands of great farmers from across America—and beyond!

Enjoy some R&R in beautiful San Antonio!

“It has paid off every time we come.” Maryland Farmer
Kick off your 2020 Commodity Classic experience by attending the lively Welcome Reception sponsored by Syngenta. You’ll enjoy beverages and light snacks—while reconnecting with old friends and networking with new ones before you head out to dinner after the reception. It’s a great start to a great time in San Antonio! This reception is a ticketed event for registered farmers and family members, state and national commodity association staff and media. Your entry ticket and drink ticket—compliments of Syngenta—will be included in your registration packet. Anyone under the age of 21 must be accompanied by an adult.

THURSDAY, FEBRUARY 27

Early Riser Session
7:00 a.m. – 8:00 a.m.

How to Profit from Chaos: Strategies for a New Marketing World

SPEAKERS: Bryce Knorr, Senior Grain Market Analyst for Farm Futures magazine and Farm Futures Daily newsletters; Edward Usset, Grain Marketing Economist, Center for Farm Financial Management, University of Minnesota; Matt Bennett, Channel Seed grain marketing consultant, farmer and former grain elevator manager, Windsor, Illinois

After six continuous years of above-average yields that suppressed market prices, in 2019 many grain farmers saw millions of corn and soybean acres planted at record late dates or not planted at all. Rising from these misfortunes, our panel of expert analysts will share the opportunities they see for grain producers. Panelists will provide concrete, specific ideas on how farmers can capitalize on a market that is suddenly price- and supply-sensitive. They will share insights on simulated market responses based on similar past growing seasons, as well as offer a closer look at factors that could influence a shift in more or fewer corn or soybean acres in 2020. They will share tips on influences for future rallies, including a look at domestic politics, trade, interest rates, and government programs.

Learning Center Session
8:15 a.m. – 9:30 a.m.

Farm Management Strategies in Times of Rising Volatility

Sponsored by Purdue University Center for Commercial Agriculture

In this session, a panel of experts will share key lessons from 2019 and help producers plan for the financial and risk management realities of 2020. The discussion will feature the latest data from the Purdue/CME Group Ag Economy Barometer. These results will have a specific focus on what farmers see happening with regard to their current financial situation, expected profitability in 2020, the desirability of making large investments in their farms, plans for expansion, and their approach to risk management during current challenging times.

Mini What’s New Sessions
8:15 a.m. – 9:45 a.m.

During this fast-paced 90-minute window, exhibitors will provide brief, five-minute introductions to their newest innovations. Listen to their presentations, and then be sure to visit these companies on the trade show floor to learn even more. Presenting companies will be listed on the Commodity Classic website in February. This session will be repeated on the Main Stage at 10:45 a.m.

Learning Center Session
9:45 a.m. – 11:00 a.m.

Taking Your Yields to the Next Level: Hear from the Yield Masters

Sponsored by AgRoGold

The most successful growers have more in common than just the high-yielding seed they use. They all know maximizing their acres is a team effort. It takes a combination of the best genetics, know-how, and true partnership to be a Yield Master. If you’re interested in and committed to trying something new—and are willing to be a student of the crop—don’t miss this Yield Master session to learn the approach that the nation’s top corn growers take to growing high-yielding corn.
Al Kluis will review the marketing outlook for this year. He will also provide his specific price and time plan for marketing the crop.

**SPEAKERS:** Manda Patrick

**Sponsored by CLAAS of America**

**Equipment an Asset or Liability?**

Machinery Purchases:

- **10:30 a.m. – 11:15 a.m.
  **Is Your Source at the Right Rate, at the Right Time and in the Right Place?**
  - 4R Nutrient Stewardship and Conservation
  - Efficiency gains with new product introductions, and bottom line. We will explore used machinery trends, change over time along with technology advancements and machinery expense continues to be farmers' largest capital expense. Understanding how machinery values change over time along with technology advancements of new machinery can have a significant impact on your bottom line. We will explore used machinery trends, efficiency gains with new product introductions, and the cost to maintain.

**Learning Center Session**

1:30 p.m. – 2:15 p.m.

**Economic Factors Impacting Your Machinery Purchases: Is Your Equipment an Asset or Liability?**

**SPEAKERS:** Handsa Patrick, Director of Sales & Business Development; Iron Solutions; Cameron Hummard, Director of Data Services, Iron Solutions

**Invited:** CLAAS University Professional and an Ag Machinery Dealer

**ASA Soy Social & Auction**

(Ticket required)

6:00 p.m. Dinner & Silent Auction

7:00 p.m. Live Auction Begins

ASA members are invited to continue the celebration of ASA’s 100th Anniversary at the Annual Soy Social and Auction! Event ticket required. Casual attire. For more information and to purchase tickets, please visit www.soygrowers.com.

**NWF National Wheat Yield Contest Reception**

6:00 p.m. – 7:30 p.m.

The National Wheat Foundation (NWF) will recognize the 2019-2020 winners of the National Wheat Yield Contest with a cocktail hour beginning at 6:00 p.m. prior to NAWG’s President’s Reception and WheatPAC Auction. You won’t want to miss the opportunity to interact with some of the best wheat growers in the nation!

**NAWG President’s Reception & WheatPAC Auction**

(Ticket required)

7:30 p.m. – 9:00 p.m.

Please join the National Association of Wheat Growers (NAWG) for an evening honoring NAWG’s outgoing and incoming Presidents. The event will be combined with the 2020 auction and with countless great items up for auction, plenty of hors d’oeuvres—you won’t want to miss this! Ticket required. For more information regarding sponsorship opportunities and tickets, please call Josh Tonsager at (202) 547-7800 or email at jtonsager@wheatworld.org.

**Thursday, February 27**

**Ag Keynote**

3:30 p.m. – 4:15 p.m.

**Fertility Secrets of High Yield Fields**

**SPEAKERS:** Brian Hefty and Darren Hefty, Co-hosts of Ag PhD TV & Radio

How can you take your yields from good to great? The answer is likely this...by improving your fertility program. Best of all, you don’t necessarily have to spend more money. You just need to invest your dollars wisely. We’ll show you the data on which nutrients pay and which ones don’t, along with the ratios and the soil test levels you need to achieve to maximize the genetic potential of your crops. Higher yields and greater profits could be right around the corner for your farm!

**NWF Certified Crop Adviser of the Year**

Come meet the 2020 Certified Crop Adviser (CCA) of the Year (to be named at the session)

**MODERATOR:** Sally Flis, PhD, CCA, Senior Director of Agronomy, The Fertilizer Institute

**SPEAKERS:** Calvin Haile, Co-Director, Haile Farm, LLC; Lunenburg, Virginia; Bruce Knight, Owner/Founder, Strategic Conservation Solutions, LLC; 2020 Certified Crop Adviser of the Year

Come meet the 2020 Certified Crop Adviser (CCA) of the year awarded by the American Society of Agronomy. Following the award presentation, a panel including the award winner, 4R Advocate farmer, and sustainable agriculture specialist, will discuss the adoption of 4R Nutrient Stewardship and conservation practices. The 4R Nutrient Stewardship considers the right fertilizer source at the Right rate, at the Right time and in the Right place. The panel will cover impacts of practice adoption on farm profitability, nutrient and soil losses, and using practice data to meet consumer company sustainability goals and open new markets to farmers.

**Commodity Classic Main Stage**

**Mini What’s New Presentations**

10:45 a.m. – 12:15 p.m.

Repeat of 8:15 a.m. session

**Successful Farming Talk**

12:30 p.m. – 1:15 p.m.

**Strategies for Success in 2020**

**Sponsored by Successful Farming**

**SPEAKER:** Al Kluis, Marketing Columnist, Successful Farming

Al Kluis will review the marketing plan he presented at last year’s Commodity Classic and provide his fundamental and chart outlook for this year. He will also provide his specific price and time plan for marketing your corn and soybeans for what promises to be another exciting year in grain marketing.

**Learning Center Session**

2:30 p.m. – 3:15 p.m.

**Investing in Profitability through 4R Nutrient Stewardship and Conservation**

**Sponsored by The Fertilizer Institute, NACHURS Alpine Solutions, and Certified Crop Adviser Program**

**ASA Soy Social & Auction**

(Ticket required)

6:00 p.m. Dinner & Silent Auction

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FRIDAY, FEBRUARY 28

7:00 a.m. – 8:15 a.m.
U.S. Farm Report

Sponsored by Farm Journal Media

MODERATOR: Tyne Morgan

PANELISTS: Mark Gold, Top Third Ag
Marketing; Chip Flory, Host of AgriTalk

Be a part of “U.S. Farm Report,” the nation’s longest-running, syndicated, agricultural news program, produced by Farm Journal Broadcast. See a television show in the making and guide the lively discussion by asking questions of host Tyne Morgan 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. Highlights from this special television taping will air nationwide on “U.S. Farm Report.”

9:00 a.m. – 11:00 a.m.
General Session

Sponsored by Corteva Agriscience

MODERATOR: Mark Mayfield

KEYNOTE: Lt. Col. Waldo Waldman

INVITED: Sonny Perdue, U.S. Secretary of Agriculture

The General Session is a true highlight of Commodity Classic—where you’ll feel a powerful sense of common purpose and pride as a member of the farming community. Long-time Commodity Classic emcee Mark Mayfield returns to the stage. You’ll hear commodity association leaders discuss the hot topics facing our nation’s corn, soybean, wheat and sorghum farmers. The Association of Equipment Manufacturers will also provide an update.

Then take flight with Lt. Col. Waldo Waldman as he shares his compelling message about leading with courage and reaching new heights in agriculture. Lt. Col. Waldman is a decorated fighter pilot, Hall of Fame Speaker and New York Times bestselling author. He will inspire you to collaborate and innovate with your fellow farmers and ag partners to maximize your potential in farming and in life.

11:30 a.m. – 1:00 p.m.
Trade Show Lunch

Sponsored by CGB Enterprises, Inc.

Trade Show lunch is included with full-conference registration packages and Friday one-day registration packages. No additional ticket required.

2:15 p.m. – 3:15 p.m.
Innovations in Grain Marketing & Risk Management: How Farms Can Stay Profitable in Volatile Markets

Sponsored by National Sorghum Producers

SPEAKERS: Rich Morrison, Manager of Marketing Services, CGB Diversified Services; Tom Soll, Managing Director, Combest, Sell & Associates; Tony St. James, Host, All Ag, All Day (broadcasting live)

Regardless of how high or low grain markets go at harvest, volatility is likely here to stay, making active marketing and risk management more important than ever. And, with each of the last five years presenting opportunities for farmers to sell grain forward at profitable levels, more marketing and risk management support will be key to farm profitability moving forward. Topics will include marketing and crop insurance basics and an in-depth look at links between marketing and crop insurance through futures, options and products like Production Cost Insurance and Whole Farm Revenue Protection.

Presented by National Sorghum Producers in financial partnership with RMA.

What's up in the upper atmosphere? Part 3 of 3

Sponsored by DTN

It's a double header of weather insights from the DTN senior meteorologists. We'll evaluate the upcoming spring season in terms of potential extremes as we move into the growing season with a look ahead at the coming summer season.

Beyond the Aurora Borealis: What’s Up in the Upper Atmosphere

Sponsored by DTN

SPEAKER: Bryce Anderson, Senior Agriculture Meteorologist, DTN/The Progressive Farmer

We're familiar with the shimmering Northern Lights of the upper atmosphere. But, scientists are also identifying how the upper atmosphere can suddenly influence our surface temperature and weather patterns. DTN Senior Meteorologist Bryce Anderson will detail these influences, their impact on the 2019 crop year, and how they may affect the 2020 growing season.

What's New Sessions

12:30 p.m. – 4:10 p.m.

What's New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet, and the mobile app for a list of the presenting companies and their topics.
Leading Economic and Agronomic Decisions (LEAD)

Sponsored by John Deere

How likely is it that you can replicate yield claims made in the marketplace on your own farm? In this session, you’ll see a vision for how you can use advanced technology and analytics to accelerate your learning about practices and approaches that may work best on your farm. In the process, you enhance your ability to unlock higher yields and reduce the cost of producing corn and soybeans. You’ll also discover how participating in John Deere on-farm research may be right for your operation.

FARM STATE OF MIND: Addressing Mental Health on the Farm

Sponsored by Bayer SeedGrowth™

The Farm State of Mind Initiative provides farmers relief by sharing resources and reducing the stigma surrounding this critical topic. Join us for this informative panel discussion including mental health experts featuring stories, tips, strategies and resources.

Ag Technology: Sorting Through the Opportunities for Your Farm

Sponsored by United Soybean Board

Innovation is at the heart of American agriculture. And as farm technology rapidly develops, it’s only natural that farmers will feel the pressure to adapt. With so many options and companies to choose from, how can farmers determine what’s going to be viable and beneficial to their farm? A panel of progressive farmers, representing a cross-section of commodities including soy, corn, wheat and sorghum, will discuss how integrating today’s technology led to more informed management decisions about their farms. You’ll hear about real experiences from fellow farmers on a topic that can be difficult to navigate.

Successful Farming Talk

1:30 p.m. – 2:15 p.m.

African Swine Fever: The Next New Plague

Sponsored by Successful Farming

MODERATOR: Betsy Freese, Executive Editor, Successful Farming

PANELISTS (Invited): Christine McCracken, Executive Director, Rabobank; Joel Haggard, Senior Vice President for Asia, U.S. Meat Export Federation; Dermot Hayes, Economist, Iowa State University

African swine fever (ASF) is spreading rapidly in Asia and Eastern Europe, disrupting grain trade and carrying the potential to devastate the swine industry in North America. This panel will discuss the impact of ASF on trade, grain markets, and swine farms in the U.S. if this deadly virus arrives.

Successful Farming Talk

2:30 p.m. – 3:15 p.m.

Ag Tech: Investing in the Future

Sponsored by Successful Farming

MODERATOR: Megan Vollstedt, Technology Editor, Successful Farming

PANELISTS: Mary Kay Thatcher, Editor, Successful Farming; Dave Kurns, Executive Vice President, Michael Torrey Associates; Chandler Goule, CEO, National Association of Wheat Growers

In a general election year, we’ll talk with experts about the trends and influences of the political landscape that impact agriculture. We will not discuss specific candidates. Instead, the focus will be on getting issues about farming and ranching on the table in Washington, DC.

Friday, February 28
NCGA again celebrates the winners of the ever-popular annual National Corn Yield Contest, as well as all those who helped break membership records for the organization. You’ll also get an update from NCGA leadership and industry representatives. Then, Scott Pepper will captivate you in a world of magic with his unique illusions, which have amazed audiences across the world ever since he won his first talent competition at only ten years old. Prepare to be a-maize-d!

SAVE YOUR name badge! It’s your ticket to the online video library of educational sessions from the 2020 Commodity Classic after you get home!

Sponsored by John Deere, Corteva Agriscience™ and BASF Corporation.

6:00 p.m. – 8:30 p.m.

SATURDAY, FEBRUARY 29

Early Riser Session
7:00 a.m. – 8:00 a.m.

Some of You Have Never Experienced a Good Marketing Meeting…and It Shows!

Sponsored by AdvantEdge Trading, Inc.

MODOERATOR: Tommy Grisafi, Commodity Broker, Advance Trading, Inc.


Panelists combine a top-level understanding of flat price, expertise in trading basis and spreads, and unbiased research to give you the tools you need to execute sound marketing decisions. Advance Trading, Inc. brings together the experience of the farmer, the market and the elevator—highlighting needs of each business in order to thrive in today’s marketplace. The moderator will lead the discussion in a panel focused on education and preparing today’s farmer for current and future success in ag marketing.

Learning Center Sessions
8:15 a.m. – 9:15 a.m.

Need for Narrow: The Future of Corn Production

Sponsored by Calmer Corn Heads

SPEAKERS: Fred E. Below, PhD, Professor of Crop Physiology, Department of Crop Sciences, University of Illinois; Randy Bales, Manager, Fairholme Ag, LLC; Brad Bales, Assistant Manager, Fairholme Ag, LLC.

Increases in corn yields have been closely associated with increases in planting population. Too high a population, however, can cause competition for resources and decrease yield. Narrow row spacing (anything less than 30 inches) is a good strategy for managing higher plant populations, allowing for greater light interception, better availability of water and mineral nutrients, and the potential for substantial increases in yield. This session will educate growers on the value of narrow rows for corn production, why they work, and what additional management factors will be necessary to realize the full economic value of switching to narrow rows.

A Deeper Understanding of Soil Characteristics: Improving Seed and Management Decision-Making

Sponsored by WinField United

SPEAKERS: Jonathan Zuk, Agronomist, WinField United; Jason Weller, Senior Director of Sustainability, Land O’ Lakes

Proper soil health is a key component in growing a successful crop. But a basic baseline may not be enough. Understanding the chemical makeup of the soil—as well as its physical and biological characteristics—can have a powerful, positive impact on decision making. This session will cover new research, data and technology that will make deeper soil analysis possible in order to help you make the best seed and management decisions on every acre—helping you identify where data-backed profit potential lies.

American Soybean Association Awards Banquet & 100th Anniversary Celebration

Sponsored by United Soybean Board/Soy Checkoff, Corteva Agriscience, John Deere and FMC

6:00 p.m. – 9:00 p.m.

American Soybean Association

It’s a celebration! ASA is 100 years old in 2020. This special evening promises a fresh and energetic program of fun, engagement, humor and recognition of achievement. Join us for a great meal, time with friends old and new, and a gala celebration of ASA’s 100th anniversary and the century that built the U.S. soybean industry.

Emerging International Markets for U.S. Soy

Sponsored by U.S. Soybean Export Council

SPEAKERS: Jim Sutter, CEO, USSEC; Paul Burke, Senior Director, U.S. Soy Marketing, USSEC; Derek Hainwood, Chairman, USSEC; Monte Peterson, Vice Chairman, USSEC

The U.S. Soybean Export Council (USSEC) actively works to build preference for U.S. soy in new and existing markets where there is a significant opportunity. During this session, USSEC leaders will discuss the organization’s “Emerging International Markets for U.S. Soy” strategy, which identifies new markets where there is considerable potential for U.S. soybeans. Learn how USSEC looks at factors such as growing populations, improving economic conditions, protein deficiencies in humans, and meeting demands for plant-based oils, among other market signals, to build new demand for U.S. soy.

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Trade Show Open
8:30 a.m. – 12:00 p.m.

Sponsored by USA Poultry & Egg Export Council and Commodity Classic

Make the most out of your time at the trade show. Leading agribusiness decision makers and industry experts are eager to meet with you, take your questions and discuss your experiences with their products and services. Make sure your must-see exhibitor checklist has all the boxes marked! And don’t forget to sign up for the many booth drawings that take place during these final hours of the trade show.

Trade Show Morning Snack
8:30 a.m. – 9:15 a.m.

Sponsored by USA Poultry & Egg Export Council and Commodity Classic

Trade Show morning snack is included with full-conference registration packages and Saturday one-day registration packages. No additional ticket required.
What's New Sessions
9:30 a.m. – 10:30 a.m.
What’s New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet, and the mobile app for a list of presenting companies and their topics.

Closing Learning Center Session
12:30 p.m. – 2:30 p.m.
Grain Marketing 101: Creating a Plan that Works
Sponsored by Farm Futures and Channel Seed

What's New Sessions
9:30 a.m. – 10:10 a.m.
Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet, and the mobile app for a list of presenting companies and their topics.

SPEAKER: Matt Bennett, Channel Seed grain marketing consultant, former farmer and former grain elevator manager
Discover the nuts and bolts of starting a grain marketing plan that works. Learn how to develop a business-minded approach for your grain marketing to remove the emotional roller coaster of market shifts and world influences. Learn to evaluate your farm’s marketing plan the same way an investor looks at an investment portfolio. The end result: A more effective marketing plan. Learn and realize at what levels you can safely market, based on your individual farm’s break-even points. By knowing your costs of production and typical production levels, you can target incremental price levels that, if reached, will ensure you maximize the opportunities presented by the markets.

Worship Service
5:30 p.m. – 6:00 p.m.
Sponsored by Commodity Classic
Fellowship of Christian Farmers nondenominational service. All are welcome.

EVENING OF ENTERTAINMENT
Sponsored by Bayer
8:30 p.m. – 9:45 p.m.
Visit the Bayer booth during trade show hours for an opportunity to win front row seats!

Successful Farming Talk
10:00 a.m. 10:45 a.m.
Time to Retire: Transitioning the Farm to the Next Generation
Sponsored by Successful Farming
MODERATOR: Laurie Bedord, Executive Editor, Successful Farming
FARMER PANEL: Two generations of farmers from two different farming operations that have successfully transitioned responsibility
Handing over the responsibilities for a farm’s assets from the older to the younger generation can take many years. It’s a complex process that requires much thought and planning to ensure a smooth transition. If done correctly, a wonderful legacy can be left to future generations. This session will feature the story of how two generations are coming together to ensure a transition plan is in place.

Successful Farming Talk
10:45 a.m. – 11:30 a.m.
Fine Tune Your Marketing Plan in 2020
Sponsored by Successful Farming
SPEAKER: Al Kluis, Marketing Columnist, Successful Farming
The seasonal odds charts are much different in even and odd years. Volatility has always increased in the election years (think 2008 and 2012) This year, Al has some different recommendations on the timing of when you should sell your cash and new crop corn, soybeans, and wheat.

Successful Farming Talk
5:30 p.m. – 6:00 p.m.
Sponsored by Successful Farming

EVENING OF ENTERTAINMENT
Saturday, February 29

8:45 a.m. – 9:45 a.m.
Cooking Demonstration
Sponsored by USA Poultry & Egg Export Council
SPEAKER: Mary Alice Cain, MS, RD
Registered Dietitian Mary Alice Cain of the USA Poultry & Egg Export Council joins the cooking stage showing us her favorite healthful recipes using U.S. poultry and eggs. A Gulf Coast native now living in Atlanta, Mary Alice focuses on promoting well-balanced, wholesome meals, as well as the benefits of consuming fresh, local ingredients. Mary Alice will teach home chefs of all levels how to make cooking healthy, simple, approachable—and DELICIOUS!

Visit the Bayer booth during trade show hours for an opportunity to win front row seats!

Award-winning Montgomery Gentry closes the 2020 Commodity Classic with a flourish. With hits such as “Roll With Me,” “Where I Come From,” “Something to Be Proud Of” and dozens more, Montgomery Gentry have been chart-toppers for two decades. Eddie Montgomery continues the band’s legacy after Troy Gentry’s tragic death in 2017. The band will play hits from their 20-year catalog as well as tunes from the new “Here’s to You” album, the last to feature Troy.
Commodity Classic Education

Every educational session is selected by farmers, for farmers.

The quality and scope of education at Commodity Classic keep farmers coming back year after year. Your registration fee gives you access to every session during the days for which you are registered—at no extra charge!

- Get a clearer view of the future of agriculture—and gain insights that could have a tremendous impact on your farm this season and beyond
- Hear from an impressive line-up of experts, thought leaders and top farmers from across the country on a wide range of topics critical to your success

You can walk into any session without pre-registering. All you need is your name badge. Many sessions are concurrent. If a session isn’t quite what you expected, feel free to excuse yourself and attend another.

Commodity Classic Trade Show

Acres of innovation all under one roof!

Your registration fee includes admission to the huge trade show on the days for which you’re registered. Wear comfortable shoes—because this trade show is HUGE!

See what’s new before it hits the farm media
Commodity Classic is an early adopter’s paradise—where companies showcase their newest innovations, technology and equipment.

Deep discussion with the top people
Exhibiting companies bring their best people to Commodity Classic—and they make time to talk with you about what you need from them and what they can do for your farm.

Big ideas in the small booths
Be sure to browse among the hundreds of smaller exhibitors. They may not have a big footprint on the floor, but they just might have a big idea that could have a big impact on your profitability.

Powerful presentations on the Commodity Classic Main Stage
This educational venue is located right on the trade show floor with an incredible line-up of speakers that will leave you informed and inspired.

“There is the place for learning.” Iowa Farmer

“Soon people in the booths really understand their product.” Kentucky Farmer

There are many ways to learn at Commodity Classic:

- 3 EARLY RISER SESSIONS
- 18 LEARNING CENTER SESSIONS
- 15 MINI WHAT’S NEW PRESENTATIONS
- 10 WHAT’S NEW SESSIONS
- NETWORKING WITH THOUSANDS OF OTHER FARMERS

See page 9 for definitions of these educational opportunities.
LOCATION

The 2020 Commodity Classic will take place at:
Henry B. Gonzalez Convention Center
900 E. Market St.
San Antonio, TX 78205

Please note: Some ancillary events may be scheduled at nearby hotels.

About San Antonio

Centrally located in the heart of Texas, San Antonio offers a blend of charm, vibrancy, and hospitality. As exciting as a major city, but as intimate as a small town, San Antonio has it all: cuisine, golf, history, architecture, vibrant arts and culture, museums and theme parks, just to name a few of its many charms. This is where Tex-Mex meets Old West. So round up the gang and come savor San Antonio!

Travel Information

Travel Leaders travel agency is available to assist with your air transportation and car rental needs. Please call Debbie Marvin at Travel Leaders:

(800) 627-9258
Monday through Friday
8:30 a.m. to 5:00 p.m. (Central Time)
Email: debbiem@travelleaders.com

After-hours emergency contact information will be provided after tickets have been issued. A transaction fee will apply. $25 per ticket.

Air Transportation

The San Antonio International Airport (SAT) is located approximately 15 minutes from most Commodity Classic hotels. San Antonio International Airport offers flights from most major airlines. Travel leaders has access to discounts on American and United. Restrictions may apply, contact Travel Leaders for details.

Ground Transportation

Taxi: Estimated taxi cab fare to Commodity Classic hotels from the San Antonio Airport is approximately $25-$30 per taxicab. For travel within the downtown area, there is a minimum charge of $5.

Rideshare: San Antonio offers rideshare services from Uber, Lyft, Wingz and Get Me. Ride. Passengers can make a request once they are on the terminal curb. Always confirm that you are getting in the correct vehicle with the designated driver displayed in your mobile app. Meet drivers on the outer commercial curbside lower level Terminal A or B.

An airport fee applies to both a drop-off trip and to a pick-up trip. Look for signs designating "Rideshare Pick-Up" areas to facilitate meeting points.

Rental Car: There are several companies to choose from when renting a car in San Antonio. Car rental counters are located in the lobby of the Consolidated Car Rental Facility at the San Antonio Airport. Take the elevator or escalator to the Mezzanine Level in Terminal B and cross the Sky Bridge. Discounts for several car companies are available for Commodity Classic attendees by booking through Travel Leaders.

Getting Around Town

You'll find San Antonio to be a very walkable city. The River Walk’s cobblestone paths, located just steps from the Convention Center and one level below the busy city above, wind gently through the city center, offering scenic pathways and waterways leading to restaurants, shops, and cultural and historic sites.

If you’d rather ride than walk, you’ll find several unique, fun options for getting around downtown San Antonio. The River Taxi stops at various locations on the River Walk. One-way, one-day, and multiple-day passes are offered. The historic Streetcars, the Sightseer Special (Bus 7), and the B-Cycle Bike Share System are available to explore the downtown streets.

For maps of San Antonio, including River Walk accessibility, please see the Commodity Classic website.

Hotel Shuttles

Commodity Classic will run complimentary hotel shuttle transportation between the Convention Center and many Commodity Classic hotels. See Hotel Accommodations on page 12 for more details. Sponsored by NACHURS.

Tours

Commodity Classic has arranged for several tours of unique destinations in the San Antonio and surrounding areas. Be sure to check out these optional tours on page 14 as you plan your schedule. All tours are an additional fee and are not included with Commodity Classic registration fees.

Weather

With 300 days of sunshine a year, San Antonio is an ideal destination year-round. Daytime temperatures in late February/early March are typically in the 50s and 60s.

Commodity Classic Registration Desk

The Registration Desk will be located in the Henry B. Gonzalez Convention Center inside Hall 1 near the Main Lobby. Stop by the Commodity Classic registration area starting Wednesday, February 26, to pick up your registration packet and event program. If you have any questions, the registration staff will be happy to assist.

Kids Corner

This special space is designed for the youngest Commodity Classic attendees. Kids Corner is a parent and child resting area with activities and entertainment for children ages 2-7. Kids Corner is available Thursday-Saturday during show hours and is located inside the Trade Show. An adult must accompany a child at all times.

Childcare Service

Please check with your hotel for local companies that provide in-room childcare services.

SAN ANTONIO

A great place to create memories!

From the incredible River Walk to the historic Alamo, from exciting theme parks to unique attractions and wonders. From unmatched dining variety to unbelievable shopping, San Antonio is a one-of-a-kind American city—rich in history, bursting with culture, and booming with a wide variety of experiences. It's the perfect place for family fun, a couples getaway or just a little R&R before you hit it hard back on the farm. Make the most of your time at Commodity Classic by including some time exploring the beauty and diversity of San Antonio!

Discover more: VisitSanAntonio.com

SEE SCHEDULE AT A GLANCE ON PAGE 3
**HOTEL ACCOMMODATIONS**

The 2020 Commodity Classic will be held at the Henry B. González Convention Center, in San Antonio, Texas. Make your reservation at www.CommodityClassic.com

Support Commodity Classic and Win!

Win a two-night stay at next year’s Commodity Classic! You could win a two-night stay at one of the Commodity Classic hotels in San Antonio, Texas, site of the 2021 Commodity Classic, and a gift inspired by the exciting San Antonio location.

The one and only way to win: Reserve your hotel room through Experient, Commodity Classic’s official housing bureau, and your name will be entered into the drawing. One winner will be drawn on Thursday, February 27, just before the Trade Show Grand Opening.

**Booking your hotel through Commodity Classic is the smart thing to do!**

- You receive discounted hotel rates negotiated exclusively for Commodity Classic attendees
- You keep the cost of registration affordable; Commodity Classic guarantees the number of room reservations in order to negotiate and reduce the costs of events for attendees
- You reduce the risk of financial penalties to the presenting commodity associations

Experient is the official housing services company for Commodity Classic. If any company other than Experient contacts you regarding your hotel accommodations, please inform show management immediately by email: ShowDirector@CommodityClassic.com

**Reservations**

The hotel reservation process is managed by the Commodity Classic housing services company, Experient. Reserve your hotel room through Experient at www.CommodityClassic.com. Online reservations allow you to see up-to-the-minute hotel availability.

Housing availability is on a first-come, first-served basis. Hotel group rates are guaranteed through January 29. Reservations received after January 29 will be accepted on a space-available basis and may be at the hotel’s prevailing rate. Use your Commodity Classic Housing Bureau confirmation upon check-in. Hotels will not send confirmations.

A valid credit card through March 2020 is required to complete your reservation.

**Changes, Cancellations and Cutoff Dates**

January 9: Cancellations must be received by January 9, 2020, in order to avoid Commodity Classic’s one-night room and tax cancellation fee.

January 29: Hotel group rates guaranteed through this date. All hotel changes and cancellations must be made through the Housing Bureau through this date.

January 30: Any reservations made on or after this date will be based on availability and may be at the hotel’s prevailing rate. Experient will be available between Thursday, January 30, 2020 and Friday, February 1, 2020 to assist with additional guest room inquiries via email or phone. Please note that during this time, requests for additional guest rooms are not guaranteed and will be based on availability.

**Cancellation Policy**

- **If you do not cancel your reservation within the hotel’s cancellation policy and/or do not arrive at the hotel on the check-in date specified above, the hotels first night’s room and tax will be charged to your credit card — in addition to Commodity Classic’s one-night’s room and tax cancellation fee — and your entire reservation will be cancelled.**
- **Guests must inform the hotel front desk upon arrival if departure date has changed to avoid possible early departure fees.**

**Starting February 7:** Hotel changes and cancellations must be made directly with the hotel. Please hold all changes and cancellations until Friday, February 7, 2020 at which time you can contact the hotel directly for assistance.

Please note that transferring the reservation information from the housing bureau to the hotel system will take a few days and will be available starting February 7. Rest assured, the hotel will honor the booking with a confirmation number from Experient.

**Convention Shuttles**

Sponsored by NACHURS and Commodity Classic

Complementary convention shuttle transportation, sponsored by NACHURS and Commodity Classic, will be provided between the Henry B. González Convention Center and the following Commodity Classic hotels:

**Shuttle Service:**

All hotels that are on the shuttle route are within 0.5 – 0.7 miles of the Center.

- Courtyard San Antonio Riverwalk
- Crockett Hotel
- Drury Inn & Suites San Antonio Riverwalk
- Drury Plaza Hotel San Antonio Riverwalk
- The Emily Morgan
- Hampton Inn San Antonio Downtown Riverwalk
- Holiday Inn San Antonio Riverwalk
- Hyatt Place San Antonio Riverwalk
- Hyatt Regency San Antonio Riverwalk
- Menger Hotel
- Omni La Mansion del Rio
- Residence Inn San Antonio Downtown/Alamo Plaza
- The Westin Riverwalk San Antonio

**Hotels without Shuttle Service:**

These hotels are within 0.4 miles of the Center.

- Grand Hyatt San Antonio
- Hilton Palacio del Rio
- La Quinta Inn & Suites San Antonio Riverwalk
- San Antonio Marriott Rivercenter
- San Antonio Marriott Riverwalk

**Questions?**

(800) 485-0482

Email: CommodityClassic@experient-inc.com

Experient Office Hours: 9 a.m. – 6 p.m., Eastern Time, Monday–Friday

Reservations cannot be accepted by phone or email. Rates do not include tax. Amenities and fees are subject to change.

**CONVENTION CENTER:**

Henry B. González Convention Center

910 East Market Street
San Antonio, TX 78205
<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>0.7 miles to Convention Center*</th>
<th>0.6 miles to Convention Center*</th>
<th>Amenities***</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Courtyard San Antonio Riverwalk</td>
<td>200 N. St. Mary’s Street</td>
<td>0.7 miles to Convention Center*</td>
<td>$169 Single/Double/Triple/Quad (plus 18.2% tax)</td>
<td>- Parking: Valet-Parking $37/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Complimentary breakfast&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>2. Crockett Hotel</td>
<td>320 Bonham Street</td>
<td>0.6 miles to Convention Center*</td>
<td>$160 Single/Double&lt;br&gt;$110 Triple&lt;br&gt;$90 Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $26/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Complimentary breakfast&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>3. Drury Inn &amp; Suites San Antonio</td>
<td>200 N. St. Mary’s Street</td>
<td>0.7 miles to Convention Center*</td>
<td>$169 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Self-Parking $12/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Indoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Complimentary breakfast and evening reception&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>4. Drury Plaza Hotel San Antonio</td>
<td>105 S. St. Mary’s Street</td>
<td>0.6 miles to Convention Center*</td>
<td>$169 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $23/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Indoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>5. The Emily Morgan</td>
<td>705 E. Houston Street</td>
<td>0.6 miles to Convention Center*</td>
<td>$199 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $36/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
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<tr>
<td>6. Grand Hyatt San Antonio</td>
<td>101 Bowie Street</td>
<td>Adjacent to Convention Center*</td>
<td>$274 Single/Double&lt;br&gt;$240 Triple/Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $42/overnight; Self-Parking $33/overnight; with in/out privileges for both&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center/FedEx&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>7. Hampton Inn San Antonio Downtown Riverwalk</td>
<td>241 Bowie Street</td>
<td>0.6 miles to Convention Center*</td>
<td>$165 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $10/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Complimentary breakfast&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>8. Hilton Palacio del Rio</td>
<td>200 S. Alamo Street</td>
<td>0.4 miles to Convention Center*</td>
<td>$204 Single/Double&lt;br&gt;$229 Triple&lt;br&gt;$154 Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $44/overnight; Self-Parking $29/overnight with in/out privileges for both&lt;br&gt;- Internet: $129.50/day in guest rooms &amp; complimentary wireless in public areas&lt;br&gt;- Business Center&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
<tr>
<td>9. Holiday Inn San Antonio</td>
<td>380 S. St. Mary’s Street</td>
<td>0.7 miles to Convention Center*</td>
<td>$199 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $35/overnight; Self-Parking $25/overnight with in/out privileges for both&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Complimentary breakfast&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>10. Hyatt Place San Antonio</td>
<td>601 S. St. Mary’s Street</td>
<td>0.5 miles to Convention Center*</td>
<td>$199 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Self-Parking $37/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Complimentary breakfast for World of Hyatt Members&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
<tr>
<td>11. Hyatt Regency San Antonio Riverwalk</td>
<td>123 Losoya Street</td>
<td>0.5 miles to Convention Center*</td>
<td>$270 Single/Double&lt;br&gt;$235 Triple&lt;br&gt;$260 Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $46/overnight; Self-Parking $36/overnight with in/out privileges for both&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
<tr>
<td>12. La Quinta Inns &amp; Suites San Antonio Riverwalk</td>
<td>301 Alamo Street</td>
<td>0.3 miles to Convention Center*</td>
<td>$165 Single/Double/Triple/Quad (plus 18.2% tax)</td>
<td>- Parking: Valet-Parking $35/overnight; Self-Parking $25/overnight with in/out privileges for both&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Complimentary breakfast&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>13. Menger Hotel</td>
<td>204 Alamo Plaza</td>
<td>0.4 miles to Convention Center*</td>
<td>$165 Single/Double/Triple/Quad (plus 18% tax)</td>
<td>- Parking: Self-Parking $25/overnight with in/out privileges&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Spa Services&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
<tr>
<td>14. Omni La Mansion del Rio</td>
<td>112 College Street</td>
<td>0.7 miles to Convention Center*</td>
<td>$205 Single/Double&lt;br&gt;$235 Triple&lt;br&gt;$260 Quad (plus 18% tax)</td>
<td>- Parking: Valet-Parking $42/overnight with in/out privileges&lt;br&gt;- Internet: $9.95 in guest rooms/Complimentary in public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
<tr>
<td>15. Residence Inn San Antonio Downtown/Alamo Plaza</td>
<td>432 Bonham Street</td>
<td>0.5 miles to Convention Center*</td>
<td>$187 Single/Double/Triple/Quad (plus 18.2% tax)</td>
<td>- Parking: Self and Valet-Parking $32/overnight with in/out privileges for both&lt;br&gt;- Internet: Complimentary wireless in guest rooms &amp; public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Complimentary breakfast daily and evening reception (Monday-Wednesday)&lt;br&gt;- Refrigerator &amp; Microwave in guest rooms</td>
</tr>
<tr>
<td>16. San Antonio Marriott Rivercenter</td>
<td>101 Bowie Street</td>
<td>0.3 miles to Convention Center*</td>
<td>$214 Single/Double&lt;br&gt;$254 Triple&lt;br&gt;$254 Quad (plus 18.2% tax)</td>
<td>- Parking: Valet-Parking $42/overnight; Self-Parking $33/overnight with in/out privileges for both&lt;br&gt;- Internet: $14/01 guest rooms; Complimentary wireless in public areas&lt;br&gt;- Business Center/UPS&lt;br&gt;- Indoor and Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms&lt;br&gt;- Hertz Rental Car on property</td>
</tr>
<tr>
<td>17. San Antonio Marriott Riverwalk</td>
<td>689 E. Market Street</td>
<td>Across the street from the Convention Center*</td>
<td>$214 Single/Double&lt;br&gt;$254 Triple&lt;br&gt;$254 Quad (plus 18.2% tax)</td>
<td>- Parking: Valet-Parking $42/overnight with in/out privileges&lt;br&gt;- Internet: $14/01 guest rooms; Complimentary wireless in public areas&lt;br&gt;- Business Center/UPS&lt;br&gt;- Indoor and Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms&lt;br&gt;- Hertz Rental Car located in San Antonio Marriott Rivercenter</td>
</tr>
<tr>
<td>18. The Westin Riverwalk San Antonio</td>
<td>420 W. Market Street</td>
<td>0.6 miles to Convention Center*</td>
<td>$214 Single/Double/Triple/Quad (City View) (plus 18% tax)</td>
<td>- Parking: Valet-Parking $39/overnight with in/out privileges; Self-Parking $18/overnight does not include in/out privileges&lt;br&gt;- Internet: $96.25/day in guest rooms &amp; complimentary wireless in public areas&lt;br&gt;- Business Center&lt;br&gt;- Outdoor Pool&lt;br&gt;- Fitness Center&lt;br&gt;- Spa Services&lt;br&gt;- Restaurant on property&lt;br&gt;- Refrigerator in guest rooms</td>
</tr>
</tbody>
</table>

**RATES:** Rates do not include tax. Tax rate subject to change.  
**AMENITIES:** Hotel amenities and hotel amenities’ prices are subject to change. Rates do not include tax.

*HOTEL DISTANCE: Distance shown is to the Henry B. Gonzalez Convention Center and to the Commodity Classic Registration Desk. The Registration Desk is located inside of Hall 1 within the Convention Center.

Commodity Classic 2020
Experience the variety that the San Antonio area has to offer with these optional tours. Check out the schedule below and visit CommodityClassic.com for more details about each tour and to make your reservations with our official tour provider.

**TOUR REGISTRATION INFORMATION** Tours may be reserved online, by mail or via fax. Use the tours registration form at CommodityClassic.com. Deadline to pre-register for tours is January 29, 2020. Tours are not included with convention registration.

**Out and About Events** is the official tour provider for Commodity Classic. We encourage you to register early in case tours fill up. Incomplete order forms cannot be processed (online or otherwise). Registration received on-site at Commodity Classic will be accommodated subject to space availability.

Out and About Events reserves the right to cancel any tour if the required minimum number of participants is not met by January 29. Refunds for any tour cancelled by Out and About Events will be mailed to registrants without penalty. Changes and cancellations must be received in writing by Out and About Events no later than January 29. No refunds will be issued after this date. Confirmation will be sent via e-mail within 3 business days of receipt of tour order.

For question pertaining to tours, please contact Out and About Events at (210) 778-6909 Monday-Friday, 8:30 a.m.-5:30 p.m. Visit their website at OutandAboutTX.com. Tours may not be reserved by telephone. All tours include transportation unless stated otherwise. Tour prices are not inclusive of local 8.25% sales tax.

**Tour Prices**

- **LBJ Ranch** $134.00, includes lunch
- **Day Trip to Magnolia Market/Waco, TX** $88.00; Lunch on your own
- **Toyota Plant** $39.20
- **San Antonio Sampler** $73.00 includes lunch & wine
- **Sandy Oaks Olive Orchard** $103.00 includes lunch & wine
- **Sandy Winoker, owner of Sandy Oaks Olive Orchard**

### TUESDAY, FEBRUARY 25

- **LBJ Ranch** 8:00 a.m. – 4:30 p.m.
- **Day Trip to Magnolia Market/Waco, TX** 8:00 a.m. – 7:30 p.m.

### WEDNESDAY, FEBRUARY 26

- **Central Market Cooking Class** $99.00 includes lunch
- **San Antonio Sampler** 10:00 a.m. – 12:00 p.m.
- **Sandy Oaks Olive Orchard** 10:00 a.m. – 2:00 p.m.
- **Seersucker Distillery** 11:00 a.m. – 3:00 p.m.
- **Missions & Markets** 12:30 p.m. – 4:30 p.m.

### THURSDAY, FEBRUARY 27

- **Running Through Town** 6:00 a.m. – 7:00 a.m.

### SATURDAY, FEBRUARY 29

- **Heritage Tour** 12:30 p.m. – 4:30 p.m.
- **Afternoon in Boerne** 12:30 p.m. – 5:00 p.m.
- **Scavenger Hunt Walking Tour** 1:30 p.m. – 5:00 p.m.
- **Drink Up History Walking Tour** 3:00 p.m. – 5:30 p.m.
- **Sisters Grimm Haunted Walking Tour** 4:00 p.m. – 5:30 p.m.

### Tuesday, February 25

8:00 a.m. – 4:30 p.m.

**Sauer-Beckman Farm** that recuperates rural farm life from 1900-1918.

Enjoy lunch at an authentic German biergarten in the historic town of Fredericksburg, where you can also visit the Nimitz Museum and National Museum of the Pacific War. We’ll return via Luckenbach, made world-famous by Willie Nelson, Waylon Jennings and many others!

### Tuesday, February 25

8:00 a.m. – 7:30 p.m.

**Dr Pepper Museum, Salvage Sisters, and Junque Queens.**

Pick up to-go food items for your return trip. We’ll leave Waco at 3:00 p.m. for a stop at Harp Design Company as seen on Fixer Upper, filled with furnishings made with reclaimed wood and other custom design elements.

We’ll leave at 4:00 p.m. to arrive at the convention center at 7:30 p.m.

### Wednesday, February 26

10:00 a.m. – 1:00 p.m.

Tour the aisles and meet with various departments who will share the incredible lengths they go through to protect their providers and to maximize the product. This might include the butcher, fish monger, wine purveyor or bakery. We are then off to the classroom which overlooks the entire market.

### Wednesday, February 26

10:00 a.m. – 2:00 p.m.

**great buffet lunch at the Historic Menger Hotel,** used by Teddy Roosevelt to recruit his famed Rough Riders. Our final stop is at the Alamo itself, where 189 defenders fell to Santa Anna’s army of more than 2,000 on March 6, 1836.

### Wednesday, February 26

10:00 a.m. – 2:00 p.m.

Enjoy a delicious lunch featuring salad with olive loaf bread, chicken and beef kabobs with puttanesca sauce, olive oil gelato and Texas wines. Each guest will receive a gift upon departure, hand-picked by Sandy.
Seersucker Distillery $84.00 includes lunch
Learn about the distilling and production processes behind Seersucker Southern Style Gin and Cinco Vodka. Cinco Vodka is produced with wheat and distilled in a hand-hammered copper still with no filtration. Founders Kim & Trey Azar also produce Seersucker Southern Style Gin, currently the only gin produced in San Antonio.

Missions & Markets $50.00; Lunch not included
San Antonio is home to one of the few national parks located within an urban setting—the Mission Trail, now a UNESCO World Heritage Site. At Mission San Jose, located just south of downtown, you’ll enjoy an informative film followed by a walk through the grounds of the largest and best restored of all the missions. The church is one of the most beautiful in the country with its elaborate carvings on the chapel façade.

Running Through Town $22.00
A professional running instructor will guide our group on a 3.5-mile run from the Grand Hyatt into the historical King William neighborhood, then into Southtown, an up-and-coming artist community, and finally start the path of the Museum Reach along the Riverwalk. What a great way to

Heritage Tour $70.00; Lunch not included
One of the most beautiful neighborhoods in all of Texas, the King William Historic District, with its tree-lined avenues and picturesque homes, recalls a more gracious era. Prosperous German merchants who made their mark in San Antonio in the late 1800’s built the grand homes of this area. You’ll visit The Guenther House, built in 1876, carefully restored, and now a museum, store and restaurant.

Afternoon in Boerne $47.00; Lunch NOT included
The historic town of Boerne, Texas is a delightful German community filled with antique stores and boutiques galore. Many shops have merchandise indigenous to the Texas Hill Country and Texas folklore. Your guide will acquaint you with popular spots for browsing and shopping as well as our favorite, the Boerne Wine Company, where you can journey through their wonderful wines. The hands-on discovery begins with generous samples in a casual, comfortable setting featuring their unique Enomatic wine dispenser with many wonderful choices.

Scavenger Hunt Walking Tour/Competition $55.00
Discover your inner sleuth in this fun, fast-moving, authentically San Antonian team challenge—part city tour, part energetic competition. You and your group will zip around town stopping at major landmarks and offbeat spots to take photos, solve clues, decipher riddles, play games, and gather items.

Drink Up History Walking Tour $45.00
There are only “four unique cities in America: Boston, New Orleans, San Francisco, and San Antonio,” according to a quote attributed to both Mark Twain and Will Rogers. There’s no better way to fully experience what makes San Antonio unique than by bypassing ubiquitous chains in favor of drinking in some of the most historic bars in Texas!

Sisters Grimm Haunted Walking Tour $26.00
It’s said that “Dead men tell no tales.” Or do they? From its humble beginnings; as a Spanish settlement in 1691 to the bloody battle at the Alamo, San Antonio’s history is rich in haunting tales. Discover Old San Antonio’s most haunted places and uncover the history that lies waiting for those who dare to enter their doorways. Take a peek inside the Menger Hotel, the “Most Haunted Hotel in Texas,” and just a block away, peer into the Emily Morgan Hotel, one of the city’s first hospitals and where many men and women lost their lives. Explore the San Fernando Cathedral, where people are buried within the walls and visitors claim to see faces mysteriously appear. Uncover the legends behind Bexar County Jail. You’ll be fascinated by the stories shared during this unique walking tour!

Our tour will be led by the head distiller and you’ll see the process from start to finish. Their supreme mixologist will bring the finer points of creating the perfect gin cocktail for your enjoyment. Buffet lunch from Texas Pride Barbeque is included.

A quick driving tour of downtown San Antonio will include the Spanish Governor’s Palace (a national historic landmark) and San Fernando Cathedral, the original church of the Canary island settlers built in 1731. El Mercado, or Historic Market Square, our next stop, is the largest Mexican-style marketplace outside Mexico.

It’s so much fun you won’t even realize that by the end you’ll have seen many of San Antonio’s main attractions. A lighthearted awards ceremony will include prizes for the winning team.

In this truly unique boutique pub crawl, join our tour guide Emzy, a passionate Texas history buff and fan of spirits, for a fun and interactive TASTE of San Antonio. Emzy will share history, stories, and a drink with you at three different pubs during this walking tour. One beverage per person at each of the three stops is included. Must be 21 to partake. Identification must be presented.

It’s then on to the “Queen of the Missions,” Mission San Jose. Established in 1720, this is the largest and best restored of all five missions. Discover the Briscoe Western Art Museum, a collection of art and artifacts that tell the vast and multifaceted story of the American West.

SEE SCHEDULE AT A GLANCE ON PAGE 3

Commodity Classic 2020
Important Registration Dates:

- recordings are complimentary only for the day that you except association banquets. Educational session
- One-Day Registration:
- Full Registration Includes:
- Welcome Reception, including a free drink ticket, available
- Optional Banquet*
- Convention Registration
- Cancellation Policy
- Convention Registration Policy
- Full refund, less $25 per person administration fee, will be granted on written request through January 29, 2020. Registration packets will be available at the Commodity Classic Registration Desk beginning Wednesday, February 26. Your packet will include your name badge, event program and banquet tickets. The Registration Desk will be located in the Henry B. Gonzalas Convention Center inside Hall I.
- Whether you’re a veteran attendee or if you’ve never been to the show before, Commodity Classic offers exciting, new experiences for everyone. Register by January 9th to receive the early registration rate at CommodityClassic.com
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- FEB 27-29 2020
- SaryAntonio
- FEB 27-29
- 2020
- FEB 27-29
- SaryAntonio
- Full Registration Includes:
- • Trade Show access, including lunch on Thursday and Friday and a morning snack on Saturday in the Trade Show
- • General Session
- • Educational Sessions: Learning Center sessions, Early Riser sessions, What’s New sessions, Closing Learning Center session and some Early Riser sessions (keep your badge ID for access)
- • ASA or NCGA Banquet (based on space availability and is not guaranteed)
- • Evening of Entertainment
- • Welcome Reception, including a free drink ticket, available to farmers, farmer-family members, media or commodity organization national or state staff
- One-Day Registration:
- One-day registration includes the events above, with the exception of association banquets. Educational session recordings are complimentary only for the day that you are registered.
- Important Registration Dates:
- • ASA or NCGA Banquet tickets are subject to availability and are not guaranteed
- • January 9: Early registration discount ends
- • January 10-29: Regular registration rates apply
- • After January 29: Late registration rates apply
- • January 29: Registration cancellation must be requested in writing by this date
- • January 29: Tours pre-registration deadline. No tour refunds after this date
- • February 18: Pre-registration closes
- • February 26: Convention on-site registration begins

Full Registration:

<table>
<thead>
<tr>
<th>By Jan 9</th>
<th>Jan 10-Jan 29</th>
<th>After Jan 29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$190</td>
<td>$215</td>
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<tr>
<td>Non-Member</td>
<td>$290</td>
<td>$315</td>
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<tr>
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<td>$165</td>
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<tr>
<td>Youth/College (Age 15-22)</td>
<td>$50</td>
<td>$50</td>
</tr>
<tr>
<td>Child (Age 14 and under)</td>
<td>N/C</td>
<td>N/C</td>
</tr>
</tbody>
</table>

One-Day Registration:

| Thursday Member | $105 | $120 | $140 |
| Thursday Non-Member | $150 | $160 | $180 |
| Friday Member | $105 | $120 | $140 |
| Optional Banquet* | $50 | $50 | $65 |
| Friday Non-Member | $150 | $160 | $180 |
| Optional Banquet* | $50 | $50 | $65 |
| Saturday Member | $75 | $75 | $75 |
| Saturday Non-Member | $105 | $105 | $105 |

Important Housing Dates:

- January 9: Cancellations must be received by January 9, 2020, in order to avoid Commodity Classic’s one-night room and tax cancellation fee.
- January 28: Hotel group rates guaranteed through this date. All hotel changes and cancellations must be made through the Housing Bureau through this date.
- January 30: Any reservations made on or after this date will be based on availability and may be at the hotel’s prevailing rate. Experient will be available between Thursday, January 30, 2020 and Friday, February 1, 2020 to assist with additional guest room inquiries via email or phone. Please note that during this time, requests for additional guest rooms are not guaranteed and will be based on availability.
- Starting February 7: Hotel changes and cancellations must be made directly with the hotel. Please hold all changes and cancellations until Friday, February 7, 2020.

Join and Save!
Save $100 on the non-member Full Registration by joining one of the presenting commodity associations today. In some cases, these savings may be more than the cost of membership!
- American Soybean Association: (309) 539-0770
- National Corn Growers Association: (630) 733-9004
- National Association of Wheat Growers: (202) 547-7800
- National Sorghum Producers: (906) 749-5478

Constitution Registration Cancellation Policy
Full refund, less $25 per person administration fee, will be granted on written request through January 29, 2020. Questions: Call (800) 465-0482.
Email: CommodityClassic@experient-inc.com

Visit CommodityClassic.com for:
- Convention Registration
- Housing Reservations
- Tour Reservations

NOTE: You must register for each of the above separately.

What is RFID?
Radio-frequency identification (RFID) is used at Commodity Classic to track attendance at educational sessions and other events. Your name badge contains coded information unique to you that is read by the RFID technology. Some exhibitors may use RFID technology to capture your demographic information at their trade show booths to eliminate the need for you to take time to fill out a form. By registering for Commodity Classic, you consent to the use of RFID by Commodity Classic and its exhibitors. Your email address is your connection to Commodity Classic! When you share your email with us as part of your registration, you are assured of receiving the latest updates and information you need to ensure the best experience possible. It’s the best way for us to stay in touch with you— and for you to stay up-to-date.

Canadian Anti-Spam Legislation
To our Canadian attendees: we would like to stay in touch with you. As per the Canadian Anti-Spam Legislation, please provide your consent to receive email communications from Commodity Classic. Please visit CommodityClassic.com for a consent form.

 Tell us about your farm and be entered to WIN $2500 CASH!

When you complete your farm demographics on the registration form, you’ll automatically be entered to win $2500 cash from Commodity Classic. This offer is open to farmers only.

Why are farm demographics important? The more we know about the farmers who attend, the better experience we can provide you through innovative programming, relevant education and a greater impact on the success of your farming operation. See complete Official Rules at CommodityClassic.com.

Full refund, less $25 per person administration fee, will be granted on written request through January 29, 2020. Questions: Call (800) 465-0482.
Email: CommodityClassic@experient-inc.com

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