Agenda

Tuesday, January 14

8:00 AM – 5:00 PM	**GreenLeaf Genetics "Winterfest Meeting"**
3:00 – 8:00 PM	**Registration** *Lobby until 5, then 4th Floor Coat Room Office*
5:00 PM	**Trade show booth set-up** *Grand Ballroom DE Foyer*
5:00 PM	**IPSA Committee meetings** Business Development Committee meeting *Grand Ballroom F* Education Committee *Grand Ballroom G* Member Services Committee *Grand Ballroom H*
6:00 – 9:00 PM	**IPSA 25th Anniversary Celebration** *Grand Ballroom ABC*

Wednesday, January 15

7:00 – 8:30 AM	**Continental Breakfast** *Grand Ballroom ABC*
7:30 AM – 5:00 PM	**Registration** *4th Floor Coat Room Office*
7:30 AM – 5:00 PM	**Trade Show** *Grand Ballroom DE Foyer*
8:30 - 10:15 AM	**Opening Session** *Grand Ballroom DE* • Welcome by IPSA President, introduce new members, guests • Charlie Plumb *"No One Flies Alone"*
10:15 – 10:45 AM	**Networking break in the Trade Show area** *Grand Ballroom DE Foyer*
10:45 – 11:45 AM	**General Session I** *Grand Ballroom DE* • *Rapid-fire Session featuring Wednesday Breakout speakers* • Michael Parrish, Monsanto *"Washington, DC Update"*
12:00 – 1:15 PM	**Luncheon and IPSA Annual Meeting** *Grand Ballroom ABC* Board and Committee reports Board elections/awards Annual Report by CEO
1:30 – 2:45 PM	**Breakout sessions** • Jim Schweigert, FuSE Committee *Grand Ballroom F* *"How to Reach Younger, tech-savvy Growers"* • Dave Smith, VirTrus Consulting *Grand Ballroom G* *"David vs. Goliath: How to Fight the Battle Against a Giant"* • Mark Uhlenberg, The Heartwood Group *Park View* *"Coaching and Company Culture: Building your company into a community of leaders"*
2:45 – 3:30 PM	**Networking break in the Trade Show area** *Grand Ballroom DE Foyer*
3:30 – 4:45 PM	**Breakout sessions** • Steve Rezac, NuVue Business Solutions *Grand Ballroom F* *"Selling to the Generations"* • Katie Sauer, Corn States *Grand Ballroom G* *"Do More Than Check the Box: Creating Customer Events that Build Your Brand.'"* • Grant Thekan, Bader Rutter & Associates *Park View* *"Trends in Digital Communications & Marketing"*
5:00 – 6:00 PM	**Trade Show Reception** *Grand Ballroom DE Foyer*
Evening	**Open night for off-site dinners, etc.**

Wednesday, January 15 continued…

8:00 – 11:00 PM **Hospitality Suites open**

- Corn States – *Cupcakes Mills 1*
- Bayer - *Sundays Mills 2*
- Dow – *Mini Desserts Mills 4*
- Syngenta - *Pie Mills 5*

Thursday, January 16

7:00 – 8:00 AM **Continental Breakfast** *Grand Ballroom ABC*

7:30 AM – 11:00 AM **Trade Show** *Grand Ballroom DE Foyer*

General Session II *Grand Ballroom DE*

8:00 – 8:45 AM Terry Stone, Syngenta & Jim Miller, Growth Energy
"The Renewable Fuel Standard and Its Importance to US Agriculture"

8:45 – 11:00 AM Oistein Thorsen, Trie
"Why the public's lack of trust in the food industry is YOUR problem!"

11:00 AM **Adjourn**