



Have Big Fun in K.C.

Connecting Young Farmers Conference- Leadership For Our Future

Jan. 17 & 18



Argosy Hotel
777 Argosy Pkwy,
Kansas City, MO 64150
(816) 746-3100

We're looking forward to seeing you in KC Jan. 17!
We've got a lot of good stuff in store for you, including,
how to become a leader in agriculture in your area.

Previous Conference Attendees



"The conference was excellent, it was an excellent set-up of speakers. Your days were filled with very good information."
—Cathy Griesbauer, Mo.



"I think it was great, a lot of interesting information... including some I didn't realize would be covered. I'm really glad I came."
—Danny Kleaving, Ind.

You'll have a blast in KC this January!

You'll hear about:

- * The latest commodity marketing and risk management advice from seasoned marketing pros
- * A forecast about the future of ag from Richard Ellinghuysen, former adviser to USDA and the U.S. Trade Representatives office
- * Analysis of the 2010 DOJ Hearings on ag concentration by Mary Hendrickson, University of Missouri
- * The latest in grower specifications for livestock producers
- * New ag technology and its impact on ag producers
- * How to form your own grain marketing club to increase profits
- * How to become involved in shaping the direction of ag in your area
- * Plus much more!

*We'll See You There
In The Athens Room, 2nd Floor!*

Conference Sponsors



For last-minute questions call (515) 598-4674





The Institute for Rural America
Connecting Young Farmers Conference, Leadership for Our Future

At National Farmers Convention '11
Argosy Hotel, Kansas City—Athens Room 2nd Floor
Jan. 17 & 18

The Institute for Rural America's Connecting Young Farmers Conference, Leadership for Our Future, is set for Monday, Jan. 17, 2011 at the Kansas City Argosy Hotel. The day and one half event is loaded with information and educational sessions about today's farming picture, from marketing and leadership points of view.

Monday, Jan. 17, 2011

9:00 a.m. Welcome –Ken Schlottach, Cindy Fitterling and Ruben Zeller
• Cindy Fitterling- Brief Agenda preview

9:15 a.m. Leadership-
Wes Shoemyer & Charlie Schlottach (R) —Agriculture: How to Become Involved in Shaping Its Future

10:15 Break

10:30 a.m. Josh Svaty, Kansas Secretary of Agriculture

11:00 a.m. Mary Hendrickson, University of Missouri — The 2010 DOJ Hearings and USA Ag Concentration

11:30 a.m. Mike Schultz, RCALF USA Conducting a Meeting—Parliamentary Procedures

Lunch on your own or with previous Leadership Training Alumni

1:00 p.m. Gene Paul, National Farmers Ag Policy Analyst focuses on the history of farm legislation and ag issues important to young producers today

1:20 p.m. Second Session: Commodity Marketing –
The Latest Approach to Profit in the Livestock Industry – Pat Lampert, Jeff Rose

1:40 p.m. The Latest on America's Biomass Picture — Larry Matlack, American Ag Movement and Pete Lorenz, National Farmers

2:10 p.m. Evolution of America's Cattle Feeding and How to Make Today's Industry Decisions –Ottawa County Feeders Inc., Perry Owens

3:10 p.m. Break

3:30 p.m. Grain Producers Gene and Darlene Ferguson, leaders of their own local Marketing Club, detail how young producers can establish a community marketing group

4:30 p.m. Explore Kansas City, the Argosy Casino or just relax!

7-8 p.m. Reception and Dessert by Institute for Rural America



The Institute for Rural America
Connecting Young Farmers Conference, Leadership for Our Future

Tuesday, Jan. 18

7:30 a.m. Breakfast Buffet Welcome by Ruben Zeller, along with National Farmers Vice President, Ron Mattos.

8:30 a.m. Third Session Industry Professionals Present

Richard Ellinghuysen, Producers Livestock — Meat FYI Ag News and Information Services

9:00 a.m.

Profit Strategies and Risk Management in Grain Marketing - Pete Lorenz

9:30 a.m.

Shuck Implement and AGCO presents: New Farm Tools and Technology Impacts on Producers –
Michael Shuck – Shuck Implement, Ash Alt - Agco Technology Specialist

10:30 Break

10:45 Amanda Tiffany—Building Your Leadership Skillset

12:00 Noon Luncheon Speaker — Roger McEowen, Director of the ISU Center for Agricultural Law and Taxation.

• Cindy Fitterling & Institute Board- Ending Challenge to Graduates & Certificate Awards

After

the National Farmers Convention which is Tuesday - Thursday also at the Argosy. Registration fees will be waived for our graduates.

You