



2009 Leaders Conference  
AGRICULTURE FUTURE OF AMERICA



AFA exists to be a catalyst in the preparation  
of a new generation of agriculture leaders.

## Many Sparks. One Fire.



From the beginning of time, one of the fundamental processes of renewal, in nature and agriculture, has been fire. The prairie fires of the Great Plains, forest fire in the high country and the burning of crop residue to clear the land are nature and man's way of preparing the land for renewal. Fire leaves behind what appears to be charred, barren land. But in reality, fire is the first step in new life. A single spark, kindled, becomes a flame that begins a cycle of growth, production and harvest.

This analogy of renewal is the premise for the 2009 AFA Leaders Conference theme, **Agriculture: Many Sparks. One Fire.** Men and women preparing for careers in the agriculture and food industry are the "sparks" of the future. AFA delegates come from various backgrounds and interests. Each person's motivation or inspiration is rooted in a personal "spark"; perhaps an experience, a parent or a mentor stimulated the spark that was kindled, and is today the flame that fuels the desire for a career in agriculture. The spark has grown into a passion; a commitment to be a person who will make a difference in this world.

As individual leaders we are Many Sparks, but together in AFA we become One Fire. Leaders of this dynamic industry become the Fire that, in the tradition of nature, becomes the renewal of growth, production and harvest.



## Welcome to AFA Leaders Conference



For those of you who have attended previously, welcome back. I am extremely pleased you have chosen to continue your professional development through AFA. For those of you attending AFA Leaders Conference for the first time, my congratulations. The fact that you are here means someone has identified you as a person of talent, passion and commitment. You are a future contributor to the agriculture and food industry. Regardless of whether you are a returning or a first time delegate, a financial investment has been made to help you prepare to be a leader in this dynamic industry known as agriculture.

The AFA Leaders Conference is designed to provide college men and women with unique opportunities in personal and professional development. Attending AFA Leaders Conference is a great networking experience. You join with peers from over 30 states and 70 colleges and universities to learn from national leaders in agri-business, government, associations and education. Workshops, training and discussion sessions in each Track are facilitated by over 100 agricultural leaders. Delegates participate in the AFA Opportunity Fair where human resource representatives share information regarding intern and permanent career opportunities with their respective organizations.

On Friday evening, the annual AFA Leader in Agriculture Award Dinner is held in conjunction with Leaders Conference. Delegates attend the reception and dinner as part of the conference experience. Each year, AFA honors two outstanding, nationally-known leaders for their contributions to agriculture. This event offers delegates another great networking opportunity. It is great that you are here! On behalf of the 2009 Student Advisory Team, AFA Directors and staff, it is my pleasure to welcome you to AFA Leaders Conference. I look forward to meeting each of you and learning what "sparks" your desire for a career in this dynamic industry.

K. Russell Weathers  
President and CEO

## AFA Staff

**K. Russell Weathers**  
President and CEO

**Janice L. Shelby**  
Administrative Coordinator

**Brian M. Friedman**  
Director, Organizational Development

**Nancy L. Barcus**  
Director, Leader Development Programs

**Matthew D. Bornhorst**  
Director, Development

**Suzanne L. Smith**  
Administrative Assistant

## AFA Student Advisory Team

This team of collegiate men and women serve as ambassadors for the AFA vision and mission. They are the voice of the AFA student stakeholder, and help prepare a program that serves as an expansion of a student's academic, leadership and work experiences. The team is annually selected through an application and interview process. Selection is based on AFA involvement, geographic representation, interest in agriculture, as well as leadership on campus and in the community.

During their one-year term, members of the Student Advisory Team strengthen leader and team skills, receive media and communications training, interact with corporate and association leaders and are exposed to career opportunities. Each team member receives an academic scholarship for their service.



Members of the team are actively involved on their campuses and have participated in summer internships. The 2009 AFA Student Advisory Team includes (first and second rows, left to right):

<b>Brittney Morris</b>	Iowa State University	Norman Borlaug Heritage Foundation
<b>Julia Shuck</b>	University of Missouri	Novus International
<b>Shawna Cikanek</b>	Kansas State University	Lee Richardson Zoo
<b>Charlotte Jackson</b>	University of Missouri	Archer Daniels Midland
<b>Kelly Moyer</b>	Colorado State University	National Crop Insurance Services
<b>Jared Unrau</b>	Kansas State University	AGCO Corporation
<b>Brian Spannagel</b>	Southern Illinois University	University of Illinois Poultry Research Farm
<b>Ryan Hrubes</b>	Iowa State University	AgCareers.com
<b>Andrew Otto</b>	University of Minnesota	Pioneer Hi-Bred International

## AFA Sponsors

AFA extends its appreciation to the following individuals, businesses, corporations and associations who have contributed to the success of the Leaders Conference.

### Organizational Partners: \$25,000 +



Arvin Gottlieb Charitable Foundation  
Geraldine and RA Barrows Foundation

Carter Community Memorial Trust, Inc.  
Kearney Wornall Charitable Trust

William T. Kemper Foundation

## Conference/Delegate Sponsors

AFA extends its appreciation to the following individuals, businesses, corporations, foundations and associations for their support of the program and direct investment in student sponsorship to Leaders Conference:

### Conference Sponsors: \$10,000 +

National Crop Insurance Services  
GROWMARK, Inc.  
LEWMAR Foundation

### Conference Sponsors: \$5,000 – \$9,999

Bartlett & Company  
Channel Bio Corp.  
Dairy Farmers of America, Inc.  
FCS Financial  
Missouri Soybean Merchandising council  
Harry & Clara Cleberg  
The Scoular Company  
Minnesota Pork Board  
Oklahoma State University

### Conference Sponsors: \$1,000 – \$4,999

Cerner Corporation  
Farm Credit Services of Illinois  
MFA Foundation  
Thomas & Betty Scott  
Five Rivers Cattle Feeding  
Union Pacific Railroad  
Land O'Lakes, Inc.  
Illinois Cooperative Council  
Illinois Farm Bureau Federation  
National FFA Organization  
Iowa State University College of  
Agriculture & Life Sciences  
University of Nebraska – Lincoln  
North Carolina A&T State University  
Michigan State University – CANR  
University of Missouri  
West Central Cooperative  
Kansas State University  
Butler County Community College  
North Dakota State University

Kansas City Board of Trade  
AFA Alliance  
AgriBank, FCB  
North Dakota State University – CAFNR  
University of California – Davis  
Northeast Community College  
Colorado State University  
AgCareers.com  
South Dakota State University – College of Ag & Bio  
Northwest Missouri State University – Ag Dept.  
Michelle Hayes Scholarship Fund  
Livestock Marketing Association  
Ash Grove Charitable Foundation  
Purdue University – Department of Ag. Economics  
Landis Ag Placement and Consulting, Inc.  
Heartland NAMA  
Missouri Soybean Association  
University of Illinois – ACES  
University of Minnesota  
Southeast Missouri State University

### Delegate Sponsors: Less than \$1,000

New Mexico State University  
University of Tennessee (CASNR)  
Western Illinois University  
Key Agricultural Services, Inc.  
Purdue University – College of Agriculture  
Purdue University – Department of Biochemistry  
Purdue University – Department of Animal Science

University of Minnesota – Gopher Dairy Club  
High Plains Journal  
Midwest Dairy Association  
Texas A&M University  
Fort Hays State University  
University of Florida

## AFA Opportunity Fair



Agriculture Future of America (AFA) links college students to opportunities for career development in business, production, education, sciences and technology.

The AFA Opportunity Fair is a recruiting event designed to give participating organizations a competitive edge in the identification of human capital. AFA continues to be a resource to both students and employers year-round, reviewing resumes and linking them together based on individual interests.

For more than 10 years, Pioneer Hi-Bred, a DuPont business, has been a supporter of AFA. We believe the organization truly makes a positive difference in the lives of young people by developing their potential for leadership, personal growth and career success. The AFA Leaders Conference brings together the brightest, most talented individuals in agriculture that have a passion to be successful, drive to make a difference and become leaders of our industry. Being involved with this conference affords Pioneer the opportunity to encourage students to consider joining our efforts to meet the world's increasing demand for food, feed, fuel and materials.

**Jill Rutz**

Talent Acquisition & Diversity Consultant  
Pioneer Hi-Bred International, Inc.

During the AFA Opportunity Fair, students learn about available internships, full-time and employment opportunities, as well as graduate school and international study programs. All of these opportunities help AFA students create a stronger personal and professional portfolio. Company recruiters are eager to share their definition of agriculture and to explore ways for you to become an intern or full time employee.

21st Century Grain Processing

AgCareers.com

AgReliant Genetics

American Royal Association

Archer Daniels Midland Company

Bader Rutter & Associates

Bartlett and Company

Bayer CropScience

Bunge North America

Cargill, Inc.

CDS International

Central Valley Ag

Channel Bio

CHS, Inc.

Colorado State University –  
Graduate Programs

CropLife Ambassador Network

Dairy Farmers of America

Dow AgroSciences

Edward Jones

Farm Credit Services

Farm Credit Administration

Farm Safety 4 Just Kids

Farmland Foods

GROWMARK, Inc.

Hawkeye Energy

Helena Chemical Company

Interstate Brands Corporation

JBS

JBS Five Rivers Cattle Feeding

John Deere

J.R. Simplot Company

K-State Master of Agribusiness

Land O'Lakes

Land O'Lakes Ag Business Placement

Landis AG Placement & Consulting, Inc.

The Maschoffs

Mid Kansas Coop

Monsanto Company

National Crop Insurance Services

National Farmers Union

National FFA Organization

New Century Ag Recruiters

Osborn & Barr Communications

Pioneer Hi-Bred International

Progressive Agriculture Foundation

Rich Connell AGRI-SEARCH, Inc.

Servi-Tech, Inc.

Sigma Alpha Sorority

Syngenta Seeds

UMB Bank

Union Pacific Railroad

USDA Farm Service and Risk Management  
Agency

West Central Cooperative

Wilmar Poultry Company

AFA would also like to thank those individuals who have volunteered their time to make this event a success.



AFA Leaders Conference



We share a passion and dedication for our industry. Identified as leaders on campus, in organizations and in the community, we are here to prepare a new generation of young professionals in the agriculture industry. We are the future; the driving force behind the change that will define agriculture. This conference will challenge us to lead this great industry.

AFA believes the future leadership of agriculture cannot be left to chance. The evolving business and production structure, influenced by science, technology, globalization and consolidation, will require future leaders to have excellent business skills, international understanding and leadership qualities.

Leaders Conference is a key component of AFA's leader and career development training program. This forum provides AFA students an opportunity to develop key competencies to become more marketable individuals. Agricultural businesses, organizations, associations, institutions and individuals invest in this program as a means to develop Human Capital for our industry.

At AFA Leaders Conference, students participate in one of three program tracks with the following emphasis:

- Track 1** focuses on personal assessment and career preparation
- Track 2** focuses on communication and relationship building skills
- Track 3** focuses on managing change and preparing to live and work in a global marketplace

What will you take away from this experience? New friends? New knowledge and skills? A contact for your future? Remember: What you get out of the experience is determined by what you put into the experience!

It Starts with a Vision.



**R. Crosby Kemper**  
Senior Chairman of the Board UMB Financial Corporation  
Founder, Agriculture Future of America  
Chairman Emeritus, AFA

R. Crosby Kemper's vision of an organization that identifies rural college men and women who are passionate about agriculture and aspire to be leaders took root in the fall and winter of 1996-97. Mr. Kemper, with his son Alexander 'Sandy' Kemper, founded Agriculture Future of America to provide rural youths with academic scholarships, personal and professional training and career development experiences. The goal was to provide some of the best and brightest young people an advantage with their education and career preparation.

Since 1997, AFA has awarded in excess of five million dollars in academic scholarships and nearly 6,000 men and women have participated in AFA leader and career development experiences.

Thank you Mr. Kemper; for your vision, your leadership and financial investment in America's future leaders.

Thursday, November 5

1:30 PM	Registration	Lobby
4:00 PM	<b>Welcome Session</b> Sandy Kemper, AFA Board of Directors Catherine Adams Hutt, RdR Solutions Consulting Russell Weathers, Agriculture Future of America	New York / San Francisco
5:30 PM	Dinner	Pershing
6:30 PM	<b>The Encore Effect</b> Mark Sanborn	New York / San Francisco
8:00 PM	<b>Track Orientation</b> Track 1 Track 2 Track 3	Empire Chicago Atlanta

Speakers



**Alexander C. Kemper**  
Chairman, Agriculture Future of America



**Catherine Adams Hutt**  
RdR Solutions Consulting



**K. Russell Weathers**  
Agriculture Future of America



**Mark Sanborn**

## Track 1 Student Advisory Team



(L-R) Shawna Cikanek, Brian Spannagel, Kelly Moyer

## “Agriculture: Igniting Your Passion to Brighten the Future”

The Track 1 program of AFA Leaders Conference is designed to create awareness of an individual's potential while developing a broad base of personal and professional skills. The program focuses on essential career skills and pathways, lifestyles and recognition of possibilities.

Expect to participate in programs on time management, resume development, how to live an entrepreneurial life, making the most of future internships and how to dine in style.

To our presenters, we appreciate all you do to help make our generation of leaders a cut above the rest.

### Not Pictured:

Mark Allen, Missouri Small Business and Technology Development Center  
 Mitchell Counce, Servi-Tech, Inc.  
 Cathryn Fritz-Jung, Little Caesars  
 Colleen Gerke, Jowler Creek Winery  
 Tom Heintzman, Prairie Hills Nursery  
 Quentin Jennings, Polsinelli Shughart  
 Nick Koewler, Land O'Lakes, Inc.  
 Justin Knopf, Knopf Farms  
 Greg Krissek, ICM  
 Janice Lambert, 21st Century Grain Processing™  
 Dennis Landis, Landis Ag Placement and Consulting

Nathan Lindsay, Certified Trainer  
 Kevin O'Connor, AgReliant Genetics  
 Kristi Orrick, Archer Daniels Midland  
 Drew Ratterman, Dow AgroSciences  
 Edward Romero, Texas A&M University  
 Megan Rouleau, Bader Rutter & Associates  
 Jill Rutz, Pioneer Hi-Bred International  
 Bill Smith, Helena Chemical Company  
 Dorothy Spencer, University of Illinois  
 Dr. Nicole Wessel, DVM Cutting Edge Equine Veterinary Services  
 Rodd Whitney, ChannelBio

## Track 1 Speakers



**Nancy Barcus**  
Agriculture Future of America



**Mike Gaul**  
Iowa State University



**Justin Hildebrand**  
Argus Health Systems, Inc.



**L.G. Jett, Ph.D.**  
University of Missouri



**Les Kaschner**  
FranklinCovey



**Joel Mathiowetz**  
United FCS



**Ralph Otto**  
United States Dept. of Agriculture



**Coral Rice**  
FranklinCovey



**Barbara Quandt**  
West Central Cooperative



**Matt Schweer**  
JBS Five Rivers Cattle Feeding



**Haydn Shaw**  
FranklinCovey



**Genny Six**  
Rich Connell AGRISEARCH



**Scott Stuart**  
National Institute for Animal Agriculture



**Susie Thompson**



**Dr. J. Scott Vernon**  
Cal Poly



**Doug Waltman**  
Certified Trainer



**Allen Williams**  
Archer Daniels Midland



**Karen Wishart**  
Monsanto Company



**Greg Young**  
Helena Chemical Company



Track 1 – Friday, November 6

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Empire
8:00 AM	<b>Resume, Career Fair &amp; Interview Skills</b> Facilitator: Mike Gaul, Iowa State University  <b>Resume Reviewers</b> Mitchell Counce, Servi-Tech, Inc. Nick Koewler, Land O'Lakes, Inc. Janice Lambert, 21st Century Grain Processing™ Dennis Landis, Landis Ag Placement and Consulting Kevin O'Connor, AgReliant Genetics Kristi Orrick, Archer Daniels Midland Drew Ratterman, Dow AgroSciences  <b>Alliance Panel</b> Joel Mathiowetz, United FCS	Empire  Megan Rouleau, Bader Rutter & Associate Jill Rutz, Pioneer Hi-Bred International Barbara Quandt, West Central Cooperative Matt Schweer, JBS Five Rivers Cattle Feeding Genny Six, Rich Connell AGRISEARCH Bill Smith, Helena Chemical Company Rodd Whitney, ChannelBio
10:30 AM	Break	
10:45 AM	Opportunity Fair	Exhibit Hall
12:00 PM	<b>Professional Etiquette in Dining</b> L.G. Jett, Ph.D., University of Missouri	Empire
1:20 PM	Break	
1:30 PM	<b>Unleashing the Most Positive You</b> Susie Thompson	Van Horn
2:50 PM	Break	
3:00 PM	<b>Issues Shaping Career Opportunities in Agriculture</b> Moderator: Edward Romero, Texas A&M University  Karen Wishart, Monsanto Company Ralph Otto, United States Department of Agriculture Cathryn Fritz-Jung, Little Caesars Greg Krissek, ICM, Inc. Scott Stuart, National Institute for Animal Agriculture	Empire
4:30 PM	Track Meeting	Empire
4:45 PM	Break	
6:00 PM	Reception	Lobby
7:00 PM	Leader in Agriculture Award Dinner	Regency Ballroom

Track 1 – Saturday, November 7

7:00 AM	Breakfast	Pershing
8:00 AM	Morning Message	Empire
8:15 AM	<b>Exploring Your Entrepreneurial Potential</b> Mark Allen, Missouri Small Business and Technology Development Center Colleen Gerke, Jowler Creek Winery Tom Heintzman, Prairie Hills Nursery Quentin Jennings, Polsinelli Shughart Dr. Nicole Wessel, DVM Cutting Edge Equine Veterinary Services	Empire
10:50 AM	Break	
11:00 AM	<b>The Private Victory: The 7 Habits of Highly Effective People</b> Justin Hildebrand, Argus Health Systems, Inc. Doug Waltman, Certified Trainer Nathan Lindsay, Certified Trainer	Empire Benton Van Horn AB
12:00 PM	Lunch	Pershing
1:00 PM	<b>The Private Victory: The 7 Habits of Highly Effective People (Continued)</b>	
4:00 PM	<b>Self Trust</b> Joel Mathiowetz, United FCS Coral Rice, FranklinCovey Haydn Shaw, FranklinCovey Les Kaschner, FranklinCovey	Empire Empire Benton Van Horn AB
5:00 PM	<b>Track Meeting</b> Russell Weathers	Empire
6:30 PM	Dinner	Atlanta /New York / San Francisco
7:30 PM	Noe Palma Concert	Pershing

Track 1 – Sunday, November 8

6:45 AM	Continental Breakfast	New York / San Francisco
7:00 AM	<b>Fellowship (optional)</b> Marlo Schulz, Urban Scholastic Center	Chicago
8:00 AM	Morning Message	Empire
8:30 AM	<b>It's All in the Experience</b> Moderator: Nancy Barcus, Agriculture Future of America  Allen Williams, Archer Daniels Midland Dorothy Spencer, University of Illinois Greg Young, Helena Chemical Company	Empire
9:30 AM	Break	
9:45 AM	<b>Your Road to Success</b> Justin Knopf	Empire
11:00 AM	<b>AFA and Your Future</b> Nancy Barcus, Agriculture Future of America	Empire
12:00 PM	<b>Lunch &amp; Closing Session</b> Dr. J. Scott Vernon, Cal Poly	New York / San Francisco
1:00 PM	Adjourn	

## Track 2 Student Advisory Team



(L-R) Brittney Morris, Jared Unrau, Andrew Otto

## “What’s your impact?”

The Track 2 program supports a student’s personal and professional development by focusing on the enhancement of communication skills.

The program is designed to allow for group interaction. You will leave Conference with new skills in personal and group communications. Sessions include dressing for success, marketing in a new age of agriculture, public speaking, ethics and relationship skills.

To each of our session leaders, thank you for your time and enthusiasm. Your investment in our development is greatly appreciated.

## Track 2 Speakers



**Mike Adams**  
AgriTalk



**Melanie Acklin**  
Specialty Fertilizer  
Products



**Adam Carroll**  
National Financial  
Educators



**Jan Hargrave**  
Jan Hargrave &  
Associates



**Dan Heiman**  
Michael Shirley  
Associates



**Rhett Laubach**  
YourNextSpeaker



**Coral Rice**  
FranklinCovey



**Sara Rogers**  
Wardrobe Consultant



**Erin Spencer**  
Michael Shirley  
Associates



**Thad Standley**  
Cargill



**Kevin Stiles**  
Midwest Dairy  
Association



**Dr. J. Scott Vernon**  
Cal Poly

### Not Pictured:

Brad Blaha, South Dakota State University  
Deanne Dick, Hormel Foods  
Jim Leseman, Men’s Wearhouse  
Claire Masker, U.S. Pork Center for Excellence  
Joel Mathiowetz, United FCS  
Casey Mattke, Dow AgroSciences  
Rob McClelland, Farmer+Yoakam Advertising Agency  
Rachel Mehlhaf, Farm Credit Services of America  
Stacy Revels, Pork Checkoff  
Lura Roti, Freelance Writer  
Genny Six, Rich Connell AGRISEARCH  
Dr. Jim Spain, University of Missouri-Columbia  
Zane Unrau, Perot Systems  
Todd Wangsgard, FranklinCovey  
Trudy Wastweet, Minnesota Pork Producers

Track 2 – Friday, November 6

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Chicago
8:00 AM	Ethics: In the Workplace and Beyond Thad Standley, Cargill	Chicago
9:45 AM	Break	
10:00 AM	Personal Finance Adam Carroll, National Financial Educators	Chicago
11:45 AM	Break	
12:00 PM	Lunch	Pershing
1:00 PM	Opportunity Fair	Exhibit Hall
3:00 PM	Consumer-Driven Marketing’s Affect on Agriculture Moderator: Mike Adams, AgriTalk  Melanie Acklin, Specialty Fertilizer Products Rob McClelland, Farmer+Yoakam Advertising Agency Kevin Stiles, Midwest Dairy Association	Chicago
5:00 PM	Track Meeting	Chicago
5:30 PM	Break	
6:00 PM	Reception	Lobby
7:00 PM	Leader in Agriculture Award Dinner	Regency Ballroom

Track 2 – Saturday, November 7

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Chicago
8:00 AM	The Public Victory: 7 Habits of Highly Effective People Coral Rice, FranklinCovey Todd Wangsgard, FranklinCovey	Chicago New York
12:00 PM	Lunch	Pershing
1:30 PM	Dressing for Success Jim Leseman, Men’s Wearhouse Sara Rogers, Wardrobe Consultant	Chicago New York
2:30 PM	Professional Impressions Dan Heiman, Michael Shirley Associates Erin Spencer, Michael Shirley Associates	Chicago New York
3:00 PM	Break	
3:15 PM	Actions Speak Louder than Words Jan Hargrave, Jan Hargrave & Associates	Chicago
5:15 PM	Track Meeting	Chicago
5:30 PM	Break	
6:30 PM	Dinner	Atlanta / New York / San Francisco
7:30 PM	Noe Palma Concert	Pershing

Track 2 – Sunday, November 8

6:45 AM	Continental Breakfast	New York / San Francisco
7:00 AM	Fellowship (optional) Marlo Schulz, Urban Scholastic Center	Chicago
8:00 AM	Morning Message	Chicago
8:15 AM	Torchbearer™ Presentations Rhett Laubach, YourNextSpeaker	Chicago
10:00 AM	Break	
10:15 AM	Taking Your Leadership With You Dr. Jim Spain, University of Missouri-Columbia Alliance Mentors	Chicago
11:30 AM	AFA and Your Future Matt Bornhorst, Agriculture Future of America Brian Friedman, Agriculture Future of America	Chicago
12:00 PM	Lunch & Closing Session Dr. J. Scott Vernon, Cal Poly	New York / San Francisco
1:00 PM	Adjourn	



### Track 3 Student Advisory Team



(L-R) Charlotte Jackson, Ryan Hrubes, Julia Shuck

### “Agriculture: Embracing Change to Create Opportunity”

With a focus on managing change and preparing to work in a global marketplace, Track 3 delegates can expect to be challenged to stay ahead in a constantly changing world. Track 3 participants bring a varied mix of skills and experiences to the conference. This program is designed to encourage open discussion and increased interaction. Delegates are asked to share their thoughts and experiences to create a dynamic conference.

We want to thank each program facilitator and sponsor who supports AFA Leaders Conference. We appreciate your continued investment in our future as leaders in the agriculture industry.

#### Not Pictured:

Cliff Becker, Vance Publishing and Food360  
 Neil Conklin, Farm Foundation  
 Jim Deutsch, Syngenta Seeds  
 Paul Hammes, Union Pacific  
 Dan Kelley, GROWMARK, Inc.  
 Dr. Tom Payne, University of Missouri-Columbia  
 Robert Petersen, Petersen Consulting  
 Malenda Shahane, UMB Bank  
 Tracy Truitt, Polsinelli Shughart  
 Michael Turley, Osborn & Barr  
 Scott Webb, Farmland Foods

### Track 3 Speakers



**Craig Benson**  
University of Missouri



**Dan Dye**  
Horizon Milling, LLC,  
a Cargill Foods Affiliate



**Richard Fagerlin**  
Peak Solutions, Inc.



**Sean Gardner**  
Global Wheat Lead,  
Monsanto



**Pete Goetzmann**  
Archer Daniels Midland



**Dr. Ron Hanson**  
University of Nebraska



**Les Kaschner**  
FranklinCovey



**Carol Keiser-Long**  
C-ARC Enterprise, Inc.



**Tim Merrett**  
Deere & Company



**Bailey Ragan**  
Bunge North America



**Lance Reynolds**  
Edward Jones



**Frank Ross**  
Pioneer Hi-Bred  
International



**Haydn Shaw**  
FranklinCovey



**Eric Spell**  
AgCareers.com



**Doug Vail**  
Mycogen Seeds



**David Vander Griend**  
ICM



**Dr. J. Scott Vernon**  
Cal Poly



**K. Russell Weathers**  
Agriculture Future of  
America



**Jim Welch**  
Growth Leader



**Greg Wolf**  
Kennedy and Coe

Track 3 – Friday, November 6

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Atlanta
8:00 AM	Influencers of Change! Jim Welch, Growth Leader	Atlanta
9:00 AM	Opportunity Fair	Exhibit Hall
11:00 AM	You Have A Job Offer...Do You Take It? Craig Benson, University of Missouri	Atlanta
12:00 PM	Lunch	Pershing
1:00 PM	Mentorship Eric Spell, AgCareers.com	Atlanta
2:00 PM	Break	
2:15 PM	Executive Forum Introduction: Neil Conklin, Farm Foundation  Cliff Becker, Vance Publishing and Food360 Jim Deutsch, Syngenta Seeds Dan Dye, Horizon Milling, LLC Sean Gardner, Monsanto Company Pete Goetzmann, Archer Daniels Midland Paul Hammes, Union Pacific Carol Keiser-Long, C-ARC Enterprises, Inc. Dan Kelley, GROWMARK, Inc. Tim Merrett, Deere & Company Dr. Tom Payne, University of Missouri-Columbia Robert Petersen, Petersen Consulting Bailey Ragan, Bunge North America Frank Ross, Pioneer Hi-Bred International Malenda Shahane, UMB Bank Tracy Truitt, Polsinelli Shughart Michael Turley, Osborn & Barr Doug Vail, Mycogen Seeds David Vander Griend, ICM, Inc. Scott Webb, Farmland Foods Greg Wolf, Kennedy and Coe	Atlanta
5:15 PM	Track Meeting	
5:30 PM	Break	
6:00 PM	Reception	Lobby
7:00 PM	Leader in Agriculture Award Dinner	Regency Ballroom

Track 3 – Saturday, November 7

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Atlanta
8:00 AM	Leadership: Great Leaders. Great Teams. Great Results Haydn Shaw, FranklinCovey Les Kaschner, FranklinCovey	Atlanta San Francisco
12:30 PM	Lunch	Pershing
1:30 PM	Investment Knowledge Lance Reynolds, Edward Jones	Atlanta
3:15 PM	Break	
3:30 PM	Family Dynamics and Agriculture Dr. Ron Hanson, University of Nebraska	Atlanta
5:30 PM	Track Meeting	Atlanta
5:45 PM	Break	
6:30 PM	Dinner	Atlanta / New York / San Francisco
7:30 PM	Noe Palma Concert	Pershing

Track 3 – Sunday, November 8

6:45 AM	Continental Breakfast	New York / San Francisco
7:00 AM	Fellowship (optional) Marlo Schulz, Urban Scholastic Center	Chicago
8:00 AM	Morning Message	Atlanta
8:15 AM	Making a Positive Impact Richard Fagerlin, Peak Solutions	Atlanta
10:30 AM	AFA and Your Future Russ Weathers, Agriculture Future of America AFA Alliance Members	Atlanta
12:00 PM	Lunch & Closing Session Dr. J. Scott Vernon, Cal Poly	New York / San Francisco
1:00 PM	Adjourn	

## The AFA Alliance



The Alliance is a personal and professional organization for men and women in the beginning years of their careers. The Alliance is sponsored by Agriculture Future of America (AFA) and began as an outgrowth of AFA's collegiate program.

Alliance members believe that agriculture is an exciting and dynamic industry and want to be part of a national network of professionals prepared for roles of leadership in their respective organizations and communities.

The Alliance web site at [www.afaalliance.com](http://www.afaalliance.com) links you to the AgriNetwork. You can become an Alliance member for \$50 annually.

Member Benefits include:

- ▶ Log-in to the Alliance virtual AgriNetwork
- ▶ Discounted rate to attend annual AFA Alliance Forum
- ▶ Professional development (forum, webinars, etc.)
- ▶ Lifelong professional network
- ▶ Monthly e-newsletter

## Alliance Giving Back

The AFA Alliance annually sponsors two future leaders in agriculture to participate in the Leaders Conference. This sponsorship is funded through the Brian Perry Leader Conference fund. The recipients of the 2009 Brian Perry Sponsorship are:

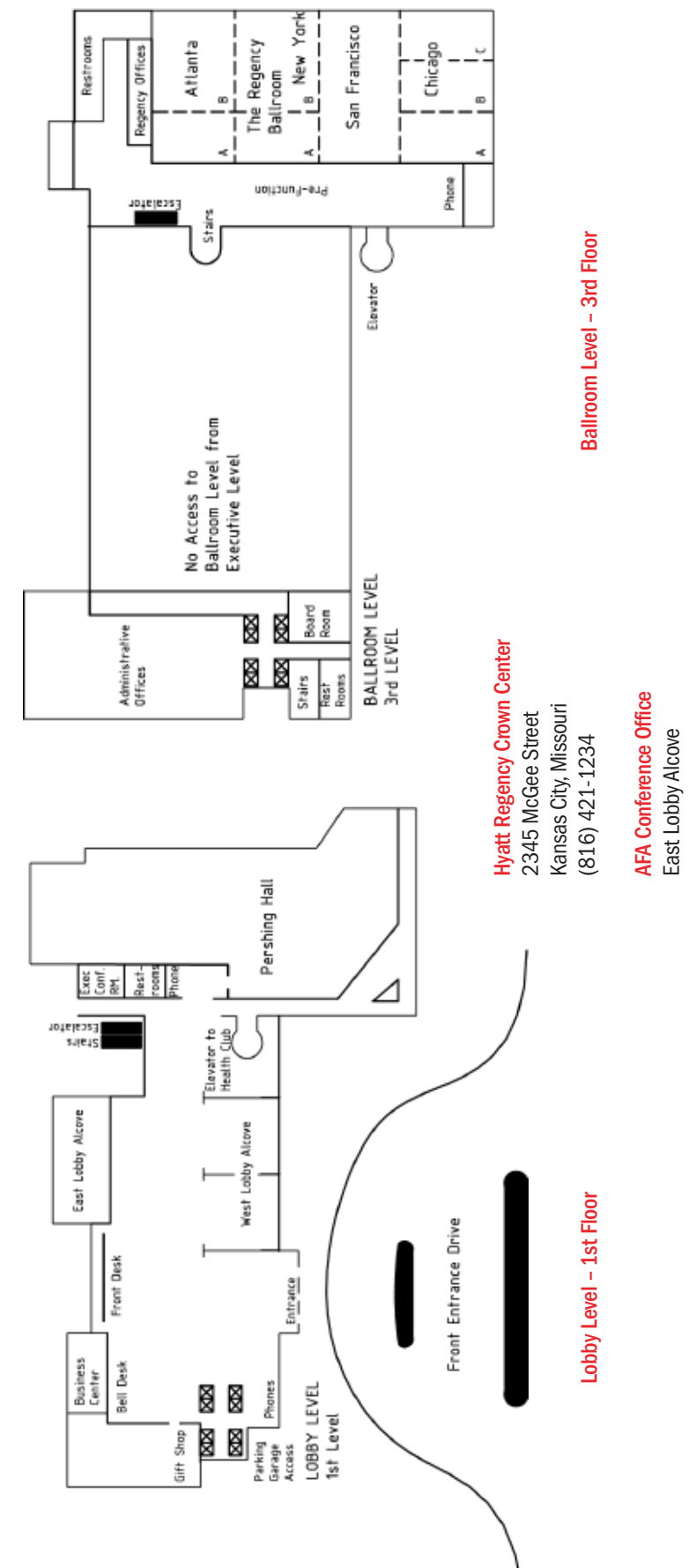


**Laura Weisz**  
University of Minnesota  
Animal Science



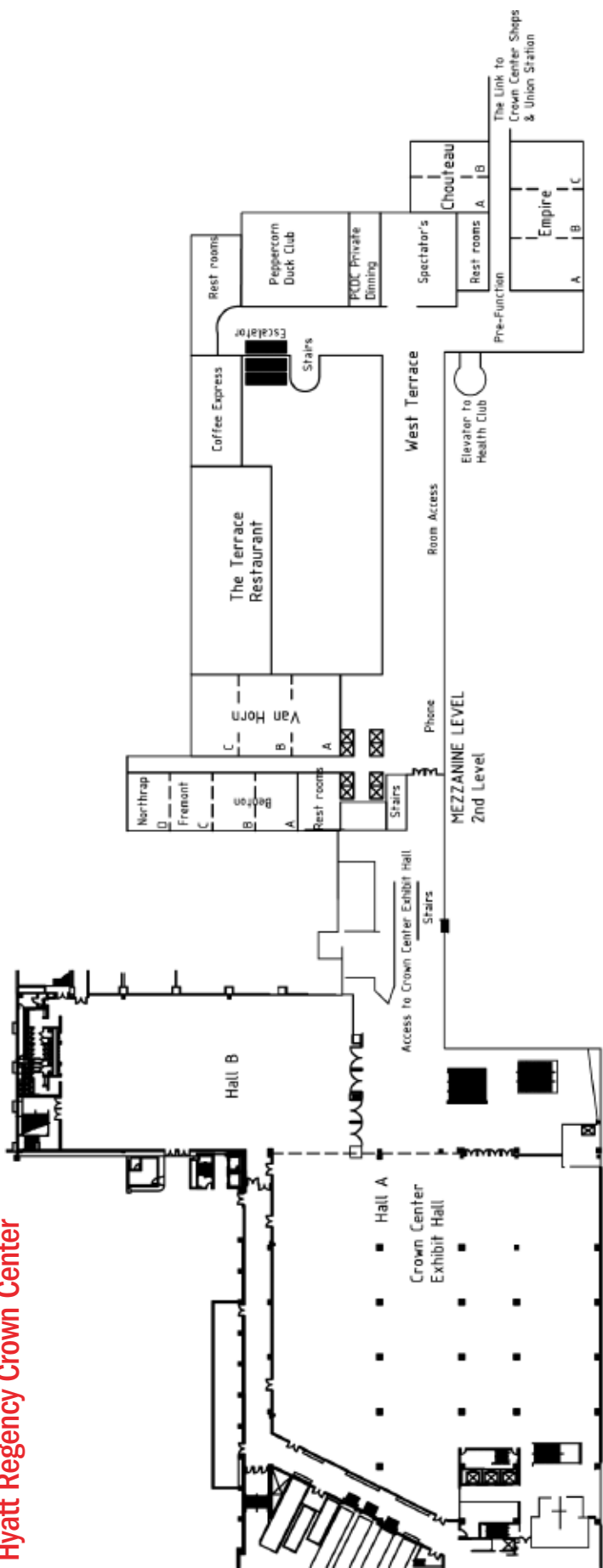
**Carson Pearson**  
Colorado State University  
Animal Science /  
Ag Business

## Hyatt Regency Crown Center





Hyatt Regency Crown Center



Mezzanine Level - 2nd Floor

AFA creates partnerships that identify, encourage and support outstanding college men and women preparing for careers in the agriculture and food industry.



Agriculture Future of America

[www.agfuture.org](http://www.agfuture.org)

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