

TECHNOLOGY WORLD ECONOMY  
 FORWARD THINKING  
 MASTERY  
 EFFICIENCY GLOBAL PERSONAL BEST  
 POPULATION EXPLOSION AGRARIAN PRODUCTION SOLUTIONS CHALLENGES GROWING MORE  
 INNOVATION  
 ILLUMINATE INCREASED DEMAND RESULTS  
 GROW REWARD FEEDING MORE CULTIVATE  
 EXPERTISE EXPAND STATE OF THE ART  
 ACCOMPLISHMENT  
 PROFESSIONALISM  
 CHALLENGES EXPERT  
 PROFICIENT

# Progress through Productivity



## TRENDS

in AGRICULTURE

November 8 & 9, 2011

Hyatt Regency Crown Center • Kansas City, Missouri



Presented by the  
National Agri-Marketing Association

# ENHANCING PRODUCTIVITY HOW DO WE DO IT?

Feeding more people through innovation and responsible stewardship of the land. Keeping up with technology. Reaching the right audience with the right message. *Progress through Productivity* is a hot topic for every agri-marketer. Trends in Agriculture 2011 will explore it in detail. Trends 2011 will also examine how the industry will meet the growing demand for alternative fuels and how the drive for increased production will affect communications and marketing—and even how to increase your personal productivity on the job.

## TRENDS IN AGRICULTURE AT A GLANCE ...

- Find out about the new technologies and policies needed to meet the growing demands for increased export and trade.
- Discover the latest trends in the development of plant-based fuels.
- Get the real story on consumers' perceptions of the use of technology in food production.
- Learn tips you can use right away to increase *your* productivity.
- Reconnect with colleagues and expand your network.

## TRENDS IN AGRICULTURE COMMITTEE

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REWARD  
STATE OF THE ART  
EFFICIENCY FEEDING MORE  
EXPAND INNOVATION  
CHALLENGES  
POPULATION EXPLOSION  
EXPERTISE

## TUESDAY, NOVEMBER 8

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2:00–3:30 p.m.

### Focus Pocus: 24 Tricks for Regaining Command of Your Day

**Paul Burton, Author of QuietSpacing®**



Focus Pocus delivers a host of best practices for getting more done—the heart of accomplishment and its cousin success. The more you accomplish, the more successful you feel. After attending Paul’s presentation, you’ll walk away with a list of new ways to be more productive and more successful. He’ll show you how to:

1. Make a direct connection between productivity and its relationship to success.
2. Receive two dozen suggestions for increasing productivity and command over work and life.
3. Become motivated to achieve greater career and personal success.

**SOLUTIONS**  
**GROW**  
**EXPAND ILLUMINATE**  
**CULTIVATE**  
**PRODUCTION**

*Sponsored by John Deere*

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3:30–4:00 p.m. **Break**

*Sponsored by National Cotton Council*

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4:00–5:30 p.m.

### Trends in Energy and Alternative Fuels

What are the main influences escalating the demand for ethanol and other plant-based energy? This session examines the trends in the alternative fuel market and the initiatives needed to drive the production to meet the demand. You’ll also discover the messages and opportunities on which ag communicators and marketers need to focus.



**Nathan Schock, Director of Public Relations, POET**



**Matt Roberts, Ph.D., Associate Professor, Department of Agricultural Economics, Ohio State University**

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5:30–7:30 p.m. **Welcome Reception**

Mingle with friends and enjoy some great networking. You can look forward to fantastic food in a relaxing atmosphere.

## WEDNESDAY, NOVEMBER 9

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8:00–8:30 a.m. **Breakfast**

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8:30–10:00 a.m. **General Session**

### **Productivity in the Field: How Growers and the Channel Get Their Information**

The urgent need for increased productivity in agriculture will affect the ways our target audiences communicate, make purchasing decisions and get information. What trends will speed the invention of new technologies and other avenues for communicating with growers and the channel? A panel of producers and growers will share thoughts on what they use now, and what they'll need to stay ahead of the curve.

**MODERATOR:**

Max Armstrong, Director of Broadcasting,  
Farm Progress Companies

**PANELISTS:**

Theran Null, Gage's Fertilizer & Grain

Terry Jones, Iowa Corn and Soybean Producer

Debbie Lyons-Blythe, Cattle Rancher



Armstrong



Null



Jones



Lyons-Blythe

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10:00–10:30 a.m. **Break**

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10:30–Noon

### **Meeting the Growing Demand for Exports for Trade**

Much of American agriculture is dependent on international trade. What does this mean for the future of the ag industry in our country? Our panel will discuss the technologies, policies and other productivity enhancements needed to meet the growing export demand. Come prepared with questions and discussion topics.

**MODERATOR:**

Sara Wyant, President, Agri-Pulse  
Communications, Inc.

**PANELISTS:**

Tom Dorr, President and CEO,  
U.S. Grains Council

Dan Basse, President, AgResources

Bailey Ragan, Vice President & General Manager,  
Bunge Grain, Biofuels and Fertilizer



Wyant



Dorr



Basse



Ragan

Noon–1:30 p.m.

## Professional Development Awards of Excellence Luncheon

Each year, NAMA honors members with hands-on responsibility in marketing communications, public relations, product/species management and sales.

*PDA Awards Sponsored by Farm Progress Companies*

*PDA Luncheon Sponsored by Agriculture Council of America*



1:30–3:00 p.m.

## Productivity to Feed a Growing Population Joint Session with NAFB

Solutions exist today to help meet food needs, but consumers don't want technology used in food production. Right?



Jeff Simmons, President, Elanco, will explore the myth that consumers don't want modern, efficient technology used in food production.

To better understand consumer opinions, Elanco commissioned a research review of 27 studies accounting for more than 97,000 consumers in 26 countries to further analyze this trend. The results may surprise you.

Learn more about consumer perceptions of technology and the role technology and choice play in feeding a growing population. Join the dialogue today at [plentytothinkabout.org](http://plentytothinkabout.org).



### TRENDS IN AGRICULTURE SPONSORS

Ag Speakers Network, Keynote Speaker  
Agriculture Council of America, PDA Luncheon  
Agri Marketing magazine, Publicity  
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Commodity Update, Text Updates  
Farm Progress Companies, PDA Awards

Fastline Publications, Registration Brochure  
Hoard's Dairyman Magazine, Regional BON Judges' Break  
John Deere, Opening Session Keynote  
Meister Media Worldwide, Banner Ad  
National Cotton Council, Tuesday Break  
Paulsen, Trends Blog  
Rhea + Kaiser, Name Badges  
Successful Farming, Program Booklet, Signage  
ZimmComm New Media, LLC, General Support

3:00–4:00 p.m.

## Meet and Greet the Speakers Reception

Get an insider's perspective from the speakers at this unique reception.

4:00 p.m. Adjourn



## SUSTAINING PARTNERS



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# THINK BIGGER!

We definitely did! That's why we developed the new Big Ag Edition... Targeted to nearly 100,000 nationwide producers with 1,000 or more acres – a unique option that only Fastline can deliver. Think bigger... contact Matt Coniglio today: 717.329.7742 or email [mconiglio@fastline.com](mailto:mconiglio@fastline.com).

## FASTLINE







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**FASTER.**  
**BETTER. MORE.**  
**HOW?**