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2017 Schedule of Events
Welcome to Louisville!
Enjoy the Conference

Attendees and Guests:

On behalf of the NGFA’s Country Elevator Committee and Chairman Mitch Dawson, as well as our officers and staff, welcome to Louisville for the 46th annual Country Elevator Conference and Trade Show. We’re glad you’re here!

Over the years, this conference has earned a well-deserved reputation for being the “meeting of the year” for country elevator managers, merchants and their key employees. This year’s conference builds on the innovative and interactive format of 2016. It features four rounds of breakout sessions, paired with industry and association keynote speakers, several networking receptions and meals, as well as the trade show. The program is more targeted than ever on the most important – and varied – issues that you and your companies face in this challenging business environment. The format allows attendees to tailor the meeting experience to their individual business and professional needs by attending sessions designed to address merchandising, operations, management and legal topics.

We’re indebted to the many industry experts who are donating their time and talent to serve as speakers and panelists, selflessly sharing their expertise and insights. We also thank the NGFA’s Country Elevator Committee for its time and effort in developing the program.

Every year, a big attraction at this conference is the trade show. This year, there are more than 100 exhibitors showcasing the newest products and services to enhance the profitability and efficiency of your business. You’re encouraged to visit each of them.

I’d also like to extend a special thanks to each of our sponsors. Their generous support helps keep registration fees affordable, while at the same time enhancing the conference experience for each attendee. Please let them know you appreciate their support. And most importantly, take the time to visit their booths!

Finally, mark your calendars now for next year’s 47th annual conference on Dec. 2-4, 2018, in St. Louis, Mo.

Again, thanks to each of you for being here, and best wishes for a wonderful holiday season!

Randy Gordon
President
National Grain and Feed Association

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DECEMBER 5-6
LOUISVILLE, KY

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Schedule of Events
Elevate Your Business

Sunday, December 3, 2017

9:00 am – 1:00 pm
Leadership Conference for State/Regional
Bluegrass I-II | 2nd fl.
Associations Affiliated with NGFA (By invitation only)
Lunch Sponsored by DuPont Pioneer

10:00 am – 7:00 pm
Registration Open
Marriott Ballroom Foyer | 2nd fl.

1:30 pm – 4:00 pm
Country Elevator Committee Meeting
Kentucky Salon E | 1st fl.
(Open to NGFA Members)
Committee members provide overviews of their region’s crop production, grain quality and marketing conditions. Agenda topics include: The realignment of USDA’s grain warehousing functions with Ned Bergman, Chief, USWA Warehouse Examination Branch; update on FDA’s FSMA rules for country elevators; update on NAFTA negotiations; the status of trade negotiations; discussion on rail service and status of Surface Transportation Board rail proceedings; update on farm bill developments; and an overview of Trump administration and congressional action in 2017 and anticipated agendas for 2018.

4:00 pm – 7:00 pm
Trade Show Open
Marriott Ballroom & Foyer
Beer and Snacks Sponsored by Hoffmann Inc.

5:30 pm – 7:00 pm
Welcome Reception in Trade Show
Marriott Ballroom & Foyer
Sponsored by CGB, Grain Journal, Monsanto Co.

Monday, December 4, 2017

7:00 am – 6:30 pm
Registration Open
Marriott Ballroom Foyer | 2nd fl.

7:00 am – 8:00 am
American Breakfast Buffet - Trade Show Open
Marriott Ballroom & Foyer
Sponsored by CME Group, Frisbie Construction, COFCO International

8:00 am - 9:30 am
Opening General Session
Kentucky Salon E | 1st fl.

Welcome to Louisville

- Mitch Dawson, Director of Grain Operations, MFA Incorporated, Columbia, Mo.; Member, NGFA Board of Directors, Chairman, NGFA Country Elevator Committee

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NGFA Priorities for 2018

- John Heck, Senior Vice President, Scoular, Omaha, Neb.; NGFA Chairman

Keynote - Global Economic Conditions and Impacts on U.S. Grain, Feed, Processing and Export Sectors

A presentation on global policy and market challenges with implications for interest rates, equities, currency and energy, along with thoughts on the grain markets from a big picture perspective.

- Dr. Blu Putnam, Chief Economist & Managing Director, CME Group Inc.

9:30 am – 9:55 am

Catch Up Break

Kentucky Ballroom Foyer / 1st fl.

Sponsored by CCS Group; Envirologix; West Side Salvage; Barrett, Easterday, Cunningham & Eselgroth

9:55 am - 10:55 am

Breakout Sessions – Round 1

Session A | We Need to Talk: How to Have Difficult Conversations in the Workplace

Keywords: Merchandising; Operations; Management

This session features managers from within the grain industry sharing first-hand experiences on the art of having difficult conversations with co-workers and customers, and the importance of resolving issues before they become problems. Be ready to laugh and learn from their successes (and failures).

- Dustin Toberman, District Manager, Bunge North America, St. Louis, Mo.
- Kevin Green, Elevator Manager, Bunge North America, Tallulah, La.
- Moderator: Jason Klootwyk, Vice President, Director of Interior Assets, Bunge North America, St. Louis, Mo.; Member, NGFA Country Elevator Committee

Session B | Engaging Farmers in the 21st Century

Keywords: Merchandising; Management

For merchandisers and risk management professionals, effectively communicating with producers and assisting them with marketing their crops is a continuing challenge – especially small- to medium-sized operators. This high-level, big-picture, and paradigm-shifting discussion is designed to help merchandisers better understand the farmer’s perspective and to offer education and tools focused on helping farmers.

- Michael Shawver, Vice President, New Business Development, Commodity and Ingredient Hedging (CIH), Chicago, Ill.
- Ryan Walsh, Manager, Grain Origination Service, Commodity and Ingredient Hedging (CIH), Chicago, Ill.
- Moderator: Jim Dell, Vice President of Grain Division, Cooperative Producers Inc., Hastings, Neb.; Member, NGFA Country Elevator Committee
Session C | Hashtag Nation: How Your Company Fits into the Social Media Landscape (And Why You Should Care)
Keywords: Merchandising; Marketing; Management

During this session, examine how you and your company fit into the ever-growing social and digital media landscape. How can you use your limited time and resources to create an effective digital presence? How should you be using the most popular social media platforms? Use this session to interact with our digital engagement expert and your industry colleagues. Leave with recommendations on how to gauge and leverage your digital presence.

- Julie Scheife, Director of Digital Engagement, Land O’Lakes Inc., Minneapolis, Minn.
- Moderator: Jeff Adkisson, Executive Vice President, Grain and Feed Association of Illinois; Member, NGFA Country Elevator Committee

10:55 am – 11:20 am
Kentucky Ballroom Foyer / 1st fl.

Catch Up Break
Sponsored by CCS Group; Envirologix; West Side Salvage; Barrett, Easterday, Cunningham & Eselgroth

11:20 am - 12:20 pm
Breakout Sessions – Round 2

Session A | We Need to Talk: How to Have Difficult Conversations in the Workplace
Keywords: Merchandising; Operations; Management

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- Moderator: Jason Klootwyk, Vice President, Director of Interior Assets, Bunge North America, St. Louis, Mo.; Member, NGFA Country Elevator Committee
Kentucky Salon E  
/ 1st fl.  

**Session B | Engaging Farmers in the 21st Century**  
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- **Moderator**: Jim Dell, Vice President of Grain Division, Cooperative Producers Inc., Hastings, Neb.; Member, NGFA Country Elevator Committee

Kentucky Salon F-G  
/ 1st fl.  

**Session C | Hashtag Nation: How Your Company Fits into the Social Media Landscape (And Why You Should Care)**  
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- **Julie Scheife**, Director of Digital Engagement, Land O'Lakes Inc., Minneapolis, Minn.
- **Moderator**: Jeff Adkisson, Executive Vice President, Grain and Feed Association of Illinois; Member, NGFA Country Elevator Committee

12:20 pm – 2:20 pm  
Marriott Ballroom & Foyer  
/ 2nd fl.  

**Trade Show Walk Around Lunch**  
*Sponsored by CoBank*
2:20 pm – 3:20 pm  Breakout Sessions – Round 3

Kentucky Salon A-D  
| 1st fl.

Session D | Stay Safe Out There: War Stories from the Grain Fields and Battle Fields
*Keywords: Safety, Operations, Management*

Safety starts at the top; everyone is a safety officer; every hazard you walk by is a standard you just set. These safety principles are straight from the U.S. military – and equally applicable at the elevator. Join several of your fellow NGFA members – who are also military service members – as they take these and other military safety truisms and illustrate how they can be applied to the grain and feed industry. This engaging session will feature real-world experiences meant to show just how important it is to actively maintain your organization’s safety standards, as told by individuals who are uniquely qualified to speak on safety matters from both the military and grain industry perspectives.

- **Jim Seibert**, Manager of Regulatory Affairs, Education and Training, NGFA, Grand Island, Neb.; U.S. Army Major, Nebraska National Guard
- **Mike Schon**, Grain Department Manager, Pro Cooperative, Pocahontas, Iowa; Member, NGFA Country Elevator Committee; U.S. Army First Lieutenant, Iowa National Guard
- **Chris Kernahan**, Vice President of Operations, Pro Cooperative, Pocahontas, Iowa
- **Moderator:** Stu Letcher, Executive Vice President, North Dakota Grain Dealers Association, Fargo, N.D.; Member, NGFA Safety, Health and Environmental Quality Committee, U.S. Army (Reserve), Chief Warrant Officer 2

Kentucky Salon E  
| 1st fl.

Session E | How Your Business Can Profit from the Changing Landscape of Global Ag Trade
*Keywords: Merchandising; Marketing; Management*

By now, we have all heard that the growing world population, expanding middle class and pursuit for clean, affordable fuel are increasing demand for value-added products, such as meat and biofuels. Consequently, this is boosting demand for grains and oilseeds. This presentation will shed light on the ways in which your business can participate in the resultant agricultural trade expansion.

- **Brian Burke**, Principal, John Stewart & Associates, St. Louis, Mo.
- **Moderator:** Tom Wapp, Portfolio Manager, POET Grain LLC, Wichita, Kan.; Member, NGFA Country Elevator Committee

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**Download the conference app!**

Use the QR Code to the left to instantly access the app. It gives you all of the program information and more in the palm of your hand.

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Wifi Network: Marriott Conference | Password: NGFA
Session F | Electronic Communications, Trading and Contracting: Know the Basics
Keyword: Merchandising; Legal; Management

This session will feature a panel of expert attorneys sharing their legal opinions on electronic communication in grain trading, with special focus on NGFA trade rules and arbitration. Is a text message a binding contract? What constitutes a valid electronic signature? Find out, and then be ready to test your knowledge with a lively group Q&A.

- **Simon (Chip) Buckner**, Corporate Counsel, Bartlett and Company, Kansas City, Mo.
- **Mary Turke**, Partner, Turke & Strauss, Madison, Wisc.
- **Moderator**: Charlie Delacruz, Senior Vice President, General Counsel and Secretary, NGFA

3:20 pm – 3:45 pm
Kentucky Ballroom Foyer | 1st fl.

Catch Up Break
Sponsored by CCS Group; Envirologix; West Side Salvage, Barrett, Easterday, Cunningham & Eselgroth

3:45 to 4:45 pm:
Breakout Sessions – Round 4

Session D | Stay Safe Out There: War Stories from the Grain Fields and Battle Fields
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- **Moderator**: Stu Letcher, Executive Vice President, North Dakota Grain Dealers Association, Fargo, N.D.; Member, NGFA Safety, Health & Environmental Quality Committee; U.S. Army (Reserve), Chief Warrant Officer 2
Session E | How Your Business Can Add Value in the Changing Landscape of Global Ag Trade
Keywords: Merchandising; Marketing; Management

By now, we have all heard that the growing world population, expanding middle class and pursuit for clean, affordable fuel are increasing demand for value-added products, such as meat and biofuels. Consequently, this is boosting demand for grains and oilseeds. This presentation will shed light on the ways in which your business can participate in the resultant agricultural trade expansion.

- Brian Burke, Principal, John Stewart & Associates, St. Louis, Mo.
- Moderator: Tom Wapp, Portfolio Manager, POET Grain LLC, Wichita, Kan.; Member, NGFA Country Elevator Committee

Session F | Alternative Electronic Communication and How It Relates to Grain Trading, NGFA Trade Rules and NGFA Arbitration
Keyword: Merchandising; Legal; Management

This session will feature a panel of expert attorneys sharing their legal opinions on electronic communication in grain trading, with special focus on NGFA trade rules and arbitration. Is a text message a binding contract? What constitutes a valid electronic signature? Find out, and then be ready to test your knowledge with a lively group Q&A.

- Simon (Chip) Buckner, Corporate Counsel, Bartlett and Company, Kansas City, Mo.
- Mary Turke, Partner, Turke & Strauss LLP, Madison, Wisc.
- Moderator: Charlie Delacruz, Senior Vice President, General Counsel and Secretary, NGFA

5:00 pm – 6:30 pm
Reception in the Trade Show
Sponsored by Scoular

9:30 pm – 11:00 pm
Next Gen Barrel Room Networking Event
Sponsored by APEX, Agri-Business Insurance Services

Next Gen Barrel Room
Mon. Dec. 4 | 9:30 p.m. - 11:00 p.m. | Louisville Marriott Downtown
**Tuesday, December 5, 2017**

**7:30 am – 10:30 am**  
Registration Open  
*Kentucky Foyer | 1st fl.*

**8:30 am - 10:30 am**  
Plated Breakfast and Closing General Session  
*Kentucky Salon A-E | 1st fl.*  
*Sponsored by Purina Animal Nutrition, Advance Trading Inc., Arizona Grain Inc., Union Pacific Railroad*

**General Session Reconvenes; Announcement of Photography Contest Winner**

- **Mitch Dawson**, Director of Grain Operations, MFA Incorporated, Columbia, Mo.; Member, NGFA Board of Directors; Chairman, NGFA Country Elevator Committee

**Keynote: I'm Farming and I Grow It: An AgVocating Success Story**

Join Greg Peterson of the Peterson Farm Brothers for a story that’s entertaining, inspirational, and motivational. The Peterson Farm Bros produce entertaining and educational videos on their YouTube channel and post continuous farming and video updates to their social media pages (Facebook, Twitter, and Instagram). Listen to Greg as he tells the story of how the Peterson Brothers got started making videos, the power of communicating through social media, and the lessons learned in advocating for agriculture online.

- **Greg Peterson**, Peterson Farm Brothers, Assaria, Kan.

**Closing Remarks**

- **Mitch Dawson**, Director of Grain Operations, MFA Incorporated, Columbia, Mo.; Member, NGFA Board of Directors; Chairman, NGFA Country Elevator Committee
Marriott Floor Plans
First and Second Floors
2018 Grain and Feed Photo Contest and $500 prize winner.
By Eric Heistand of Nagel Farm Service.
2017 contest winner to be announced at the closing General Session on Tuesday, Dec. 5.

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COUNTRY ELEVATOR CONFERENCE
DECEMBER 2-4 ST. LOUIS, MO

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NOTES
Create Ideas
NGFA 2018 Calendar of Events

March 18—20
Annual Convention
Westin Kierland | Scottsdale, AZ
Registration Open Dec. 11† | www.ngfa.org

July 24—26
CONVEY18
Hilton Omaha | Omaha, NE
Registration Opens March 2018

July 25—26
Ag Transportation Summit
Westin Crystal City | Arlington, VA
Registration Opens March 2018

September 17—19
Feed & Pet Food Joint Conference
Hyatt St. Louis at the Arch | St. Louis, MO
Registration Opens May 2018

December 2—4
Country Elevator Conference & Trade Show
St. Louis Union Station Hotel | St. Louis, MO
Registration Opens August 2018