

2011 WISCONSIN

Corn/Soy EXPO

February 3-4

AT THE **KALAHARI CONVENTION CENTER**
Wisconsin Dells, WI

In conjunction with
Wisconsin Agri-Service Association Convention
Wisconsin Pork Association Annual Meeting & Taste of Elegance.

Thursday, February 3

7:30 a.m. REGISTRATION OPENS
Save \$25 when you register before 1/15/11

8:00 a.m. EARLY RISER PRODUCTION SESSION
Don't Treat Your Soil Like Dirt
Darren Hefty, host of the popular television series Ag PhD TV, addresses the important agronomic issues farmers face from the ground up and offers tips for protecting and improving soil structure.

9:00 a.m. GENERAL SESSION
Sponsored by WI Corn Promotion Board & WI Soybean Marketing Board

Mark Pearson, host of the nationally syndicated Market-to-Market television show, addresses the audience with humor and insight and moderates a marketing panel featuring DTN Analysis Darin Newsom and Stewart-Peterson Group Analyst Naomi Blum.



Mark Pearson

11:00 a.m. - TRADE SHOW GRAND OPENING

1:30 p.m. Network and mingle with other farmers and learn about the latest in industry offerings at this 100+ exhibit farming trade show.

11:30 a.m. - BUFFET LUNCH SERVED

1:00 p.m. Lunch runs for an extended period of time in order to accommodate our large group while also allowing sufficient time for networking and viewing industry offerings in the exhibit hall.

Noon ANNUAL MEETINGS & CORN PEPS AWARD

- Wisconsin Corn Growers Association/Wisconsin Corn Promotion Board Annual Meetings & PEPS Award Program
- Wisconsin Soybean Association/Wisconsin Soybean Marketing Board Annual Meetings

1:30 p.m. - EDUCATIONAL BREAKOUT SESSIONS

2:30 p.m. (Pick one - Complete session descriptions on page 2)
CCA Continuing Education Units to be offered for some sessions

1. SOYBEAN YIELD CHALLENGE
2. FERTILITY CONSIDERATIONS
3. TILLAGE RADISHES & COVER CROPPING
4. TOP CHEF WISCONSIN STYLE
5. AG IN THE CLASSROOM WORKSHOP FOR KIDS

2:30 p.m. BREAK IN TRADE SHOW AREA
Sponsored in part by Blue River Ag Supply

3:00 p.m. - EDUCATIONAL BREAKOUT SESSIONS

4:00 p.m. (Pick one - Complete session descriptions on page 2)
CCA Continuing Education Units to be offered for some sessions

1. 300 BUSHEL CORN OR BUST
2. DOES ROLLING SOYBEANS PAY?
3. BIO FUELS, YOUR ENGINES & AIR: *Setting the Record Straight*
4. ESTATE PLANNING FOR FARM FAMILIES
5. SOYBEAN SCIENCE KITS - CONNECTING SCIENCE TO AGRICULTURE

4:00 p.m. BREAK IN TRADE SHOW AREA

4:30 p.m. - EDUCATIONAL BREAKOUT SESSIONS

5:30 p.m. (Pick one - Complete session descriptions on page 2)
CCA Continuing Education Units to be offered for some sessions

1. TILLAGE RADISHES & COVER CROPPING (Repeat of 1:30 Program)
2. FUNGICIDES IN WISCONSIN: *What we've learned*
3. DOES ROLLING SOYBEANS PAY (Repeat of 3:00 Program)
4. MEDIA TRAINING (SOCIAL & OTHERWISE) WITH ALICE IN DAIRYLAND

5:30 p.m. TRADE SHOW RECEPTION
Sponsored in part by Premier Insurance & BASF

6:15 p.m. TASTE OF ELEGANCE RECEPTION
Sample the special pork creations of Wisconsin Chefs vying for state honors, cast your ballot for the annual "People's Choice" chef, fill up with Kalahari's special carved pork, relax and visit.

KALAHARI CONVENTION CENTER Exit #92, I-90/94 Wisconsin Dells **Special Rates Available! See back page**

BROUGHT TO YOU BY:



With a grant from
Syngenta Crop Protection Corporation

Friday, February 4

7:00 a.m. TRADE SHOW RE-OPENS

Start the day with a trip around the trade show floor, while sipping coffee and juice and munching on fruit and rolls. See the latest goods and services offered by the crop industry's leading suppliers at our trade show featuring over 100 exhibitors.

8:00 a.m. EARLY RISER MARKETING SESSION

Great Crop; Great Prices: Now what?

Hear the latest corn and soybean price forecast from Randy Fortenbery, Ph.D., Consulting Market Research Analyst and Renk Professor of Agribusiness and Director of the Renk Agribusiness Institute at the University of Wisconsin-Madison.

9:00 a.m. GENERAL SESSION

Managing Thru the Economic Cycles

Sponsored by Badgerland Financial

David Kohl, Ph.D., Professor Emeritus of Agricultural Finance, Department of Agricultural and Applied Economics, starts this energizing seminar on the globalization and volatility of our economy at the 50,000-ft level and brings it down to earth with 10 principles of sound management that all ag businesses can use to capitalize on business cycles.



Dave Kohl, Ph.D.

11:00 a.m. TRADE SHOW TIME

Noon

SIT-DOWN LUNCHEON & SPECIAL PRESENTATION

Start playing to win! Re-Defining Agriculture to Build Consumer Trust
Sponsored in part by Pioneer Hybrids

Charlie Arnot, CEO of the Center for Food Integrity, discusses consumer perceptions of modern farming based on his company's considerable market research and tracking efforts and shares ideas for building trust within our food system in order to drive social change to agriculture's benefit.



Charlie Arnot, CEO

2:00 p.m.

BONUS BREAKOUT SESSION

Maximizing soybean yield starts from day one

Sponsored by Syngenta Crop Protection

Palle Pedersen, Ph.D., is a well-known soybean specialist who started his research career at UW-Madison and spent seven years at Iowa State University. Now a Technical Manager at Syngenta Seedcare, Pedersen aims to keep Midwest producers competitive with their South American counterparts by correlating genetics and agronomic practices during this in-depth educational session.



Palle Pedersen, Ph.D.

4:00 p.m.

CORN/SOY EXPO ADJOURNS

EDUCATIONAL BREAKOUT SESSIONS SPONSORED BY CHECKOFF FUNDS FROM:

WISCONSIN CORN PROMOTION BOARD and WISCONSIN SOYBEAN MARKETING BOARD

CCA Credits Were Requested For All Educational Sessions

Thursday, February 3

Educational Breakout Sessions COMPLETE DESCRIPTIONS (Continued from page 1)

1:30 - 2:30 p.m. (Pick One)

1. SOYBEAN YIELD CHALLENGE

Learn how Wisconsin's winning soybean yields are achieved in this special presentation from UW Extension Soybean Specialist Shawn Conley based on his analysis of Wisconsin's Soybean Yield Contest.

2. FERTILITY CONSIDERATIONS FOR CORN AND SOYBEANS

UW-Extension Soil Specialist Carrie Laboski discusses Manure Nitrogen Availability in Central Wisconsin, funded by the corn checkoff, and; Soybean Response to Manganese, funded partially by the soybean checkoff.

3. TILLAGE RADISHES & COVER CROPPING

Sponsored by Sand County Foundation

Pioneer of Permanent Cover Cropping Systems, Steve Groff of Cedar Meadow Farm, Holtwood, Pennsylvania, explains how to incorporate cover crops such as tillage radishes and other emerging crops, into corn/bean rotations.

4. TOP CHEF WISCONSIN STYLE

Calling all food lovers to this special cooking session with one of Wisconsin's Top Pork Chefs. This session is open to everyone, even friends and family members who aren't registered for the official Corn/Soy Expo, at no cost.

5. AG IN THE CLASSROOM WORKSHOP FOR KIDS OF ALL AGES

Bring your kids, grandkids, friends and neighbors to our totally free, hands-on agricultural related session where Ag in the classroom Coordinator Darlene Arneson offers fun, hands-on, activities. Parents should stay with young children who need supervision, please.

3:00 - 4:00 p.m. (Pick One)

1. 300 BUSHEL CORN OR BUST

Wisconsin corn growers are chasing the elusive 300-bushel barrier and UW-Extension Corn Specialist Joe Lauer shares his experience about approaches to getting there backed by several decades of field research.

2. DOES ROLLING SOYBEANS PAY?

They are doing it all over the Midwest - ground rolling soybean fields - but does it pay and if so, when's the best time to do it? Extension Educator at the University of Minnesota Jodi DeJong-Hughes shares her research results on this practice with Wisconsin growers.

3. BIO FUELS, YOUR ENGINES & AIR: *Setting the Record Straight*

This session will answer your questions about ethanol, biodiesel and how they work with your engines plus help arm you with the facts about these homegrown renewable fuels.

4. ESTATE PLANNING FOR FARM FAMILIES

Well-known Wisconsin Attorney George Twohig of Chilton, Wis., will outline how a well-prepared estate plan can help you achieve your goals, whether farm succession, avoiding estate and income taxes or just avoiding probate.

5. SOYBEAN SCIENCE KITS - *Connecting Science to Agriculture*

Adults and youth can learn together while trying a few of the great hands on activities presented in the Soybean Science Kits. This is the perfect resource for anyone interested in helping teachers and students make the ag/science connection and is open to everyone, even those not registered for the official program

4:30 - 5:30 p.m. (Pick One)

1. TILLAGE RADISHES & COVER CROPPING (repeat of 1:30 program)

Sponsored by Sand County Foundation

Pioneer of Permanent Cover Cropping Systems, Steve Groff of Cedar Meadow Farm, Holtwood, Pennsylvania, explains how to incorporate cover crops such as tillage radishes and other emerging crops, into corn/bean rotations.

2. FUNGICIDES IN WISCONSIN: *What We've Learned*

UW Field Crops Extension Plant Pathologist Paul Esker reviews several years of research, funded by state soybean and corn checkoff programs, on using fungicides to help you determine when and where these applications fit on your farm.

3. DOES ROLLING SOYBEANS PAY (repeat of 3:00 program)

They are doing it all over the Midwest - ground rolling soybean fields - but does it pay and if so, when's the best time to do it? Extension Educator at the University of Minnesota Jodi DeJong-Hughes shares her research results on this practice with Wisconsin growers.

4. MEDIA TRAINING WITH ALICE IN DAIRYLAND

Join DATCP Ag Marketing Specialist Alice in Dairyland for a session on how to tell your farm's story in the new era of social media. This session is open to everyone, even friends and family members who aren't registered for the official Corn/Soy Expo, at no cost.



**MAIL-IN
DEADLINE
1/15/11**

REGISTRATION FORM

REGISTER TODAY

2011 WISCONSIN
Corn/Soy EXPO

February 3-4

**Fees \$25 higher
after 1/15/11**

Name(s): _____
(Please Print)

Additional Attendee(s): _____
(Spouse or children under 18)

Address: _____

City/State/Zip: _____

Phone: _____ **E-Mail:** _____

PLEASE CIRCLE CHOICES & FILL IN AMOUNTS

Non-Member Registration Member rate for WCGA or WSA \$ Amount

2-Day Full Registration

(Includes all programs, trade show,
meals & Taste of Elegance)

\$150 \$100 x 1 \$ _____

Add Spouse/Minor Child

(Includes all programs, trade show,
meals & Taste of Elegance)

\$140 \$85 x \$ _____

1-Day Limited Registration

(Includes day's programs, trade show & meals)

Thursday, February 3 \$125 \$75 x 1 \$ _____

Or

Friday, February 4 \$125 \$75 x 1 \$ _____

EXTRA Taste of Elegance Tickets @ \$15 each

Taste of Elegance is INCLUDED with all 2-day and Thursday registrations.
Order ONLY for EXTRA unregistered children and/or other unregistered guests.

(number of tickets @ \$15) \$ _____

EXTRA Friday Luncheon Tickets @ \$15 each

Friday luncheon with special guest is included with all 2-day and Friday registrations.
Order ONLY For EXTRA unregistered children and/or other unregistered guests.

(number of tickets @ \$15) \$ _____

MEMBERSHIP: Join or Renew Today to Save

Please circle year choice and fill in amount

1 Year 3 year

Wisconsin Soybean Association

3-year membership includes \$100 free seed certificate & chemical certificate

\$100 \$250 \$ _____

Wisconsin Corn Growers Association

3-year membership includes \$100 free seed certificate

\$60 \$150 \$ _____

CREDIT CARD INFORMATION

Circle One: MasterCard Visa Discover

Card #: _____ Exp. Date: _____

Signature: _____

TOTAL ENCLOSED \$ _____

RETURN THIS PAGE WITH FULL PAYMENT TO:

Wisconsin Agri-Service Association
6000 Gisholt Drive, Suite 208
Madison, WI 53713-4816

Or fax using credit card payment to 608-223-1147
Online registration available at www.wicorn.org
After January 26, please bring your registration to the
conference Walk-In Registration booth on-site.

- Registration increases by \$25 after 1/15/11
- No registration refunds after 1/26/11



Kalahari. KALAHARI CONVENTION CENTER

Wisconsin Dells

RESORTS

Special Rates Available! See back page

2011

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Kalahari
RESORTS

KALAHARI CONVENTION CENTER Wisconsin Dells

Special \$109 rates at the Kalahari Resort

February 2 & 3 for registered attendees

Indoor waterpark passes are included free for each registered hotel guest!
Friday, February 4 rate is higher; availability is limited
and MUST include Thursday night stay.

Call 877-253-5466 and insist on the Corn/Soy Expo rate!

NOTE: Hotel policy requires advance payment for first night stay
and charges a cancellation fee.

The Kalahari is at exit #92 off Interstate 90/94 - Wisconsin Dells

Upcoming Events!

March 3-5
Smooth Sailing
Tampa 2011
Commodity Classic
REGISTER EARLY & SAVE!
www.commodityclassic.com
Call (636) 922-5551 for
registration information

Info and registration material at:
www.commodityclassic.com

Plan To Attend Next Year's

WISCONSIN
Corn/Soy
EXPO

February 2-3, 2012

More Information at
www.wicorn.org

Free

KIDS' AG IN THE CLASSROOM

HANDS ON SESSIONS

Interactive and hands on activities
Suitable for school-age kids

1:30 and 3:00 p.m. Thursday, February 3

No infants or toddlers please!

NO NEED TO REGISTER

Special Family Sessions

Thursday, February 3

- 1:30 COOKING WITH WISCONSIN PORK**
Wisconsin Pork Association hosts one of their infamous chefs to wet your appetites.
- 3:00 ESTATE PLANNING FOR FARM FAMILIES**
Wisconsin Farm Attorney George Twohig offers valuable tips for farm succession planning.
- 4:30 MEDIA TRAINING WITH ALICE IN DAIRYLAND**
Join Alice in Dairyland for tips on telling your farm's story in the new era of social media.

All family members are invited to attend these free sessions.

NO REGISTRATION REQUIRED.