

2009

WISCONSIN

Corn/Soy EXPO

January 29-30

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

Thursday, January 29

8:00 REGISTRATION

- 9:00 a.m. Coffee & rolls available, time to visit and watch the "A-mazing Corn" program produced for Wisconsin's "Discover the Outdoors" television program.

9:00 a.m. GENERAL SESSION: U.S. Farm Report Broadcast

Sponsored by Syngenta, Wisconsin Soybean Marketing Board and Wisconsin Corn Promotion Board

Be part of the television audience for this weekly show featuring Al Pell and major market analysts Elaine Kub, DTN; Mike North, First Capitol Ag; Brian Bastings, Advance Trading. Plus watch a special, Wisconsin Issues discussion featuring commodity group presidents.



Al Pell

11:00 a.m. TRADE SHOW OPENS

Visit exhibits & interact with other corn and soybean growers and industry representatives on the trade show floor.

11:30 - 1:00 p.m. BUFFET LUNCH SERVED

12:15 ANNUAL MEETINGS

- 1:15 p.m. Help direct the future of your corn and soybean membership organizations and hear about checkoff initiatives by participating in Annual Meetings of Wisconsin Corn Growers Association, Wisconsin Soybean Association, Wisconsin Soybean Marketing Board, and the Wisconsin Corn Promotion Board.

1:30 EDUCATIONAL BREAKOUT SESSIONS (Pick one)

- 2:30 p.m. CCA Continuing Education Units are offered for these sessions

- A. **Crop Input Costs: What's Ahead?**
Rabobank Food & Agribusiness Research and Advisory Group leader, Erin FitzPatrick, examines fertilizer, chemical and equipment costs and discusses their impact on your business.
Session Sponsored by Rabobank
- B. **Maximizing Yields in Continuous Corn**
Iowa State University Corn Specialist Roger Elmore presents ways to break those elusive yield barriers without breaking the bank.
- C. **Risk\$ and Reward\$ in Battling Plant Pests**
From weeds to plant health, UW-Madison Extension Specialists Chris Boerboom and Paul Esker team up to help you find ways to add profit to cropping operations.

2:30 - 3:00 p.m. BREAK IN TRADE SHOW AREA

3:00 EDUCATIONAL BREAKOUT SESSIONS (Pick One)

- 4:00 p.m.

CCA Continuing Education Units are offered for these sessions

- A. **Understanding Farm Programs**
Get the latest on SURE, BYE, ACRE and insurance requirements with Paul Mitchell, UW Extension Ag Economist. Plus, receive your own, free Farm Bill Calculator to help in your decision making.
- B. **Mastering Marketing Emotions**
Bryan Doherty, Senior Market Advisor, Stewart-Peterson, provides tips on structuring a crop-marketing program within the framework of today's highly volatile markets.
- C. **Fungicides on Corn: What Works in Wisconsin?**
University of Wisconsin Extension plant pathologist Paul Esker presents results of the latest research on using fungicides in corn and how it impacts yield. Also on hand will be representatives from fungicide distributors to answer your specific, product-oriented questions.

4:00 - 4:30 p.m. BREAK IN TRADE SHOW AREA

4:30 EDUCATIONAL BREAKOUT SESSIONS (Pick One)

- 5:30 p.m.

CCA Continuing Education Units are offered for these sessions

- A. **REPEAT: Crop Input Costs: What's Ahead?**
Erin FitzPatrick
Sponsored by Rabobank
- B. **REPEAT: Maximizing Yields in Continuous Corn** Roger Elmore, ISU
- C. **Make the Most of Fertility Dollars**
UW Soil fertility and nutrient management specialist Carrie Laboski offers fertility tips and techniques and Extension Soil Scientist Dick Wolkowski offers ideas for alternative nutrients that can save you money without hurting yield.

5:30 TRADE SHOW RECEPTION

- 6:15 p.m.

Sponsored in part by BASF & Premier Insurance

6:15 TASTE OF ELEGANCE RECEPTION

- 8:00 p.m.

Sponsored by Wisconsin Pork Association

Enjoy unique creations from Wisconsin chefs and help pick the "People's Choice" award-winning pork dish in a relaxed, family-oriented atmosphere. Entry into this event is included with all Corn/Soy Expo registrations and extra tickets are available in advance for non-registered family members. (See registration form.)

KALAHARI CONVENTION CENTER Exit #92, I-90/94 Wisconsin Dells

BROUGHT TO YOU BY:



2009

WISCONSIN

Corn/Soy EXPO

Friday, January 30

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

Start the day with coffee & rolls in the exhibit hall while perusing the trade show and visiting with industry representatives.

8:00 a.m. EARLY RISER MARKET SESSION

Randy Fortenbery, Renk Professor of Agribusiness, UW-Madison, offers his latest corn and soybean market outlook.

9:00 a.m. GENERAL SESSION: WHAT'S AHEAD FOR U.S. AGRICULTURE?

Barry Flinchbaugh, agri policy specialist and Kansas State University ag economist, provides his unique and engaging insight into what the new administration means for agriculture and Al Ambrose, VP of risk management with CHS, discusses trade implications.



Barry Flinchbaugh

*Agri-Communicator of the Year Award Winner
announced by Agri-View*

11:00 a.m. PEPS AWARDS PROGRAM

This program honors top-ranked corn and soybean growers in this one-of-a-kind industry program that recognizes cost of production efficiencies.

11:30 a.m. TRADE SHOW TIME

Take one last trip around the exhibit hall and talk with industry representatives.

Noon LUNCHEON WITH SPECIAL GUEST TRENT LOOS

Rancher & host of "Loos Tales" radio show.

Sponsored by Monsanto



Trent Loos

1:30 p.m. GROWING 100 BUSHEL SOYBEANS, WITH KIP CULLERS

Sponsored by Pioneer Hybrid

World Soybean Growing Champion Kip Cullers provides details of his award-winning soybean production system and answers your questions about how to make it work for you. Program includes a special introduction to Wisconsin soybean trials from UW-Madison Extension Soybean Specialist Shawn Conley.

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



Special \$104 rates at the Kalahari Resort, January 28-30, 2009

Indoor waterpark passes are included free for each registered hotel guest!
Friday, January 30 - rate is higher and availability limited.

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

Please Note: Hotel policy requires advance payment for first night stay and cancellation fees.

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

Plan To Attend

Future Corn/Soy Expo Wisconsin Dells

- ★ **January 28-29, 2010**
- ★ **February 3-4, 2011**
- ★ **February 2-3, 2012**



February 26-28, 2009

Grapevine, Texas

Info and registration material at:

www.commodityclassic.com

REGISTRATION FORM

**MAIL-IN
DEADLINE
1/15/09**

2009 WISCONSIN
Corn/Soy
EXPO **January 29-30**

**REGISTER TODAY
Fees \$25 higher
after 1/15/09**

Name: _____
(Please Print)

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

Address: _____

City/State/Zip: _____

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

PLEASE CIRCLE CHOICES & FILL IN AMOUNTS

	Regular Registration	Member rate for WCGA or WSA	\$ Amount
2-Day Full Registration (Includes all programs, trade show, meals & Taste of Elegance)	\$140	\$90 x 1	\$ _____
Add Spouse/Minor Child (Includes all programs, trade show, meals & Taste of Elegance)	\$130	\$80 x ____	\$ _____
1-Day Limited Registration (Includes day's programs, trade show & meals)			
Thursday, January 29	\$120	\$70 x 1	\$ _____
Or			
Friday, January 30	\$120	\$70 x 1	\$ _____
EXTRA Taste of Elegance Tickets @ \$10 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 @ \$10)	\$ _____
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	\$ _____

TOTAL ENCLOSED \$ _____

CREDIT CARD INFORMATION

Circle One: MasterCard Visa Discover

Card #: _____

Card Expiration Date: _____

Signature: _____

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 Corn/Soy Walk-In Registration booth on-site.

- Registration increases by \$25 after 1/15/09
- No registration refunds after 1/15/09



2009

WISCONSIN

Corn/Soy EXPO

January 29-30

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

CORN/SOY EXPO IS SPONSORED BY: WI Soybean Association • WI Corn Growers Association • WI Soybean Marketing Board • WI Corn Promotion Board

Don't Miss This Industry Leading Business Meeting and Family Get-Away



KALAHARI CONVENTION CENTER Wisconsin Dells

SPECIAL \$104 KALAHARI ROOM RATES AVAILABLE WED., JAN. 28 & THURS., JAN. 29

Includes FREE waterpark passes for every registered hotel guest
Friday, Jan. 30 rate is higher, very limited and must include a Thurs. night stay!

Call (877)253-5466 today for
your special Corn/Soy EXPO Hotel Reservation

HIGHLIGHTS INCLUDE:

- ✓ US Farm Report Broadcast with Al Pell and Market Analysts
- ✓ World Champion Soybean Grower Kip Culler
- ✓ Farm Policy Expert Barry Flinchbaugh
- ✓ Global Trade Specialist Al Ambrose
- ✓ Rancher and Ag Spokesman Trent Loos

Free

KIDS' AG IN THE CLASSROOM

HANDS ON SESSIONS

Coincide with 1-hour adult & women's
breakout sessions

1:30, 3:00 and 4:30 p.m. Thursday

Geared to elementary school ages.
Teens are invited to help.
No infants or toddlers please!

Special Sessions

For Women

Thursday, January 29

1:30 p.m.

WHAT'S COOKING WITH AG

Join a chef provided by the Wisconsin Pork Association for cooking ideas then hear about using Wisconsin's Ag in the Classroom program.

3:00 p.m.

MARKETING BASICS

Naomi Blum, Market Advisor and her team from Stewart-Peterson provide an introductory class on using commodity markets.

4:30 p.m.

MANAGING FARM RISKS

Delve into more details on commodity marketing and hedging with Naomi Blum and her team from Stewart-Peterson.

**All women are invited to attend these free sessions.
Registration isn't required.**