



Agriculture Future of America

www.agfuture.org

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2010 Leaders Conference
AGRICULTURE FUTURE OF AMERICA



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

Our Voice. Our Vision.



Today's college men and women are a generation of collaborators. Technology, social media and a return to service-minded philosophies are contributions this generation will leave to our communities and our industry. We seek to define the future of the agriculture and food industry collaboratively. This spirit of synergy is the mechanism that brings a solution better than what an individual could provide and that all can be proud of and stand behind.

“Our Voice. Our Vision.” is both individual and collective, but unified in its purpose.

Agriculture Future of America (AFA) Leaders Conference delegates have a passion and commitment for their roles in the agriculture and food industry. Through discussion and collaboration amongst a common network, their voices and visions for the future coalesce to drive our industry forward.

AFA Leaders Conference convenes the future leaders of our industry to engage in dialogue about issues of today, providing tools and information for success and building a collaborative network to make a stronger, more unified industry. Each individual has an opportunity and a challenge to extend the common vision and voice of the AFA Leaders Conference experience, as well as the knowledge and perspective gained, to those they serve.

“Our Voice. Our Vision.” is a description of how industry can choose to react to current situations. It calls on the senses to effectively interact and relate to our consumers' needs more readily. It is a description of the approach AFA delegates will take to define their individual and collective career contributions.

Welcome to AFA Leaders Conference



Agriculture needs strong people; people with passion and talent, who believe in themselves; and who are committed to making a difference by embracing challenges and finding solutions to complex issues of the 21st century.

Agriculture Future of America is an organization committed to creating partnerships with community leaders, business and corporate representatives and educators from colleges and universities that identify the men and women who will be our leaders. AFA serves as a catalyst in the preparation of the next generation of agricultural leaders. This Leaders Conference is one way AFA contributes to this preparation.

To attend Leaders Conference and read this welcome means you have been judged by others as a person of merit. You are an individual with a record of noted achievements, but more importantly, you have been judged as a person of high potential. You have been identified as a leader among leaders in the profession known as agriculture. Regardless of your career choice, whether it be production, processing, marketing, communication, research or any number of others, your opportunities are limitless and the expectations are great.

AFA Leaders Conference is designed to provide each attendee with an individual experience. The saying "you get out of it what you put into it" applies here. In this forum, you are in a peer group that is expected to lead change. The theme for the 2010 Leaders Conference, "Our Voice. Our Vision," clearly states this expectation; you have the option to define its meaning for yourself. It is truly up to you. If you embrace the experience to its fullest, you will be rewarded with stronger skills, a clearer vision for your future and a new appreciation for the career you have chosen.

I encourage you to fully embrace this opportunity; regardless of your career path, you will be exposed to people and ideas that can strengthen your skills and expand your vision for the future.

It is my pleasure, on behalf of AFA's Board of Directors, professional staff, Student Advisory Team and our partner organizations, to welcome you to AFA Leaders Conference. I look forward to meeting each of you and learning with you.

K. Russell Weathers
President and CEO

AFA Staff

K. Russell Weathers
President and CEO

Brian M. Friedman
Director, Organizational Development

Matthew D. Bornhorst
Director, Development

Lori Haney
Administrative Support

Nancy L. Barcus
Director, Leader Development Programs

Suzanne L. Smith
Administrative Assistant

Volunteers

Quintin Binder
Emily Schneider
Jan Shelby

Julia Shuck
JoLynn Yates

AFA Student Advisory Team

This team of collegiate men and women serve as ambassadors for the AFA vision and mission. They are responsible for being the voice of the AFA-student stakeholder, and for preparing a program that expands 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, and 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 member receives an academic scholarship for their service to the Student Advisory Team.



Members of the team are actively involved on their campuses and have participated in summer internships. The 2010 AFA Student Advisory Team includes (top to bottom, left to right):

Brett Monson	South Dakota State University	SDSU Students' Association
T.J. Masker	Iowa State University	Helena Chemical Company
Korbin Davis	Purdue University	Purdue University DURl
Zana Manche	Kansas State University	Farm Safety 4 Just Kids
Shawna Robertson	North Dakota State University	Farm Industry News, AAEA
Jenna Langley	Purdue University	Helena Chemical Company
Katie Dogs	University of Wisconsin, Madison	Alltech, Inc.
Laura Weisz	University of Minnesota	CHS, Inc.
Jillian Wicher	University of California, Davis	Monsanto Company

A special thank you to AFA Campus Ambassadors in their efforts to deliver the AFA Leaders Conference

Jonathan Dumas, University of Florida

Shannon Watson, Oklahoma State University

Molly Hubbard, Clemson University

Cary Yates, University of Missouri

Brandi Stagner, Northwest Missouri State University

Conference Sponsors

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

Organizational Partners: \$25,000 +



Bayer CropScience

BUNGE

Cargill

CHS



Dow AgroSciences



People... Products... Knowledge...



the energy of innovation™



JOHN DEERE

MONSANTO



PIONEER
A DUPONT BUSINESS



Arvin Gottlieb Charitable Foundation
Geraldine and RA Barrows Foundation

Carter Community Memorial Trust, Inc.
Kearney Wornall Charitable Trust

William T. Kemper Foundation

Conference Sponsors

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

Conference Sponsors: \$10,000 +

Cerner Corporation
GROWMARK, Inc.
National Crop Insurance Services
Pork Checkoff

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

AgReliant Genetics
Bartlett & Company
Dairy Farmers of America, Inc.
Harry & Clara Cleberg
Minnesota Pork Board
Missouri Soybean Merchandising Council
Southeast Missouri State University
Syngenta, Inc.
University of Illinois – College of ACES

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

AgCareers.com
Agri Bank, FCB
Ash Grove Charitable Foundation
California Polytechnic State University
Center for Food Integrity
Colorado State University
Iowa State University College of Ag., Career Services
Iowa State University College of Ag., Life Sciences
JBS Five Rivers Cattle Feeding
Kansas City Board of Trade
Kansas State University
Land O'Lakes, Inc.
Landis Ag Placement and Consulting, Inc.
Livestock Marketing Association
MFA Foundation
Michelle Hayes Scholarship Fund
Michigan State University – CANR
Midwest Dairy Association
Missouri Soybean Association
Missouri State University
National FFA Organization

North Carolina A&T State University
North Dakota State University – CAFNR
Oklahoma State University
Penn State University
Purdue University
Seaboard Foods
South Dakota State University – College of Ag & Bio
Southwest Minnesota State University
Thomas & Betty Scott
U.S. Premium Beef
Union Pacific Railroad
University of California – Davis
University of Florida
University of Illinois – ACES
University of Minnesota
University of Missouri
University of Nebraska – Lincoln
University of Wisconsin, River Falls – ACT
Wells Fargo Commercial Bank - Food and Agribusiness
West Central

Delegate Sponsors: Less than \$1,000

Clemson University
Fort Hays State University
Key Agricultural Services, Inc.
Northwest Missouri State University – Ag Dept.
Sam Houston State University
South Dakota State – Ag. Economics

Southeast Community College
Texas A&M University
The Ohio State University
University of Tennessee (CASNR)
University of Wisconsin, River Falls – Ag. Economics

AFA Opportunity Fair



Agriculture Future of America 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 for 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 who 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.

- Adayana

AgCareers.com

AgReliant Genetics

Archer Daniels Midland Company

Bader Rutter & Associates

Bartlett and Company

BASF

Bayer CropScience

Beck's Superior Hybrids

Bunge North America

Cargill, Inc.

Cargill Meat Solutions

CDS International

CGB Enterprises, Inc.

CHS, Inc.

Crop Production Services

Dairy Farmers of America, Inc.

Dow AgroSciences

Elanco Animal Health

Farm Credit Administration

Farm Safety 4 Just Kids

Farmland Foods

FCS Financial

Gavilon

GROWMARK, Inc.

Helena Chemical Company

JBS Five Rivers Cattle Feeding

John Deere
- Kansas State University

Master of Agribusiness

Land O'Lakes Purina Feed

Land O'Lakes, Inc.

LandisAG Placement

Mid Kansas Coop

Monsanto Company

National Crop Insurance Services

National Farmers Union

National FFA Organization

New Century Ag Recruiters

Osborn & Barr

Pioneer Hi-Bred International, Inc.

Rich Connell AGRI-SEARCH, Inc.

Seaboard Foods

Servi-Tech, Inc.

Sigma Alpha Sorority

South Dakota Wheat Growers

Syngenta, Inc.

The American Royal

The Andersons, Inc.

The Maschhoffs

UMB Financial Corporation

Union Pacific Railroad

Water Street Solutions

Wells Fargo Commercial Bank –
Food and Agribusiness

West Central

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 as a new generation of young professionals in the agriculture industry. We are the future, the driving force behind the change that will define agriculture. Through this conference, we will be challenged 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 enhance their marketable skills. 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 the three program tracks with the following emphases:

- Track 1** – Personal assessment and career preparation
- Track 2** – Communication and relationship-building skills
- Track 3** – Managing change and preparing to live and work in a global marketplace

What will you take away from this experience? A new network of lifelong contacts and friends? New knowledge and skills?

Remember: What you get out of this experience is determined by what you put into it.

It Starts with a Vision.



R. Crosby Kemper
Senior Chairman of the Board UMB Financial Corporation
Founder and 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 4

1:30 PM	Registration	Lobby
4:00 PM	Welcome Session Sandy Kemper, AFA Board of Directors Russell Weathers, AFA Developing a Comic Vision Tim Gard	New York/San Francisco
5:30 PM	Dinner	Pershing
6:15 PM	Our Voice. Our Vision. Center for Food Integrity	New York/San Francisco
7:45 PM	Track Orientation and Group Discussion	Empire – Track 1 Chicago – Track 2 Atlanta – Track 3



Tim Gard



Alexander C. Kemper
Chairman, Agriculture Future of America



K. Russell Weathers
Agriculture Future of America

Track 1 Student Advisory Team



(L-R) Zana Manche, Shawna Robertson, Korbin Davis

“To educate, motivate, and develop networks among young college men and women.”

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.

Track 1 Speakers



Nancy Barcus
Agriculture Future
of America



Jack Chilcote
BNSF



Chris Chinn
Producer



Mike Gaul
Iowa State University



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



Les Kaschner
FranklinCovey



Heidi Mathews
Grundfos



Joel Mathiowetz
United FCS



Michele Payn-Knoper
Cause Matters Corp.



Bruce Reese
Pioneer Hi-Bred
International



Dr. Thomas Payne
University of Missouri



Coral Rice
FranklinCovey



Edward Romero
AgForLife



Marlo Schulz
Urban Scholastic
Center



Haydn Shaw
FranklinCovey



T. Margo Stewart
The Andersons, Inc.



Susie Thompson



Doug Waltman
Leadership Institute
of Kansas City



Greg Young
Helena Chemical
Company

Not Pictured:

Mark Allen, Missouri Small Business and
Technology Development Center
Tom Bradford, Crop Production Services (CPS)
Becky Conture, CHS, Inc.
Mitch Counce, Servi-Tech
Jim Emanuel, Water Street
Ryan Hrubes, Dow AgroSciences
Alicia Keller, Purdue University
Justin Knopf, Knopf Farms
Dennis Landis, Landis Ag Placement and Consulting
Kevin O'Connor, AgriReliant Genetics
Kristi Orrick, Archer Daniels Midland
Barbara Quandt, West Central
Drew Ratterman, Dow AgroSciences

Miranda Reiman, Certified Angus Beef
Lisa Rogers, South Dakota Wheat Growers
Megan Rouleau, Bader Rutter
Matt Schweer, JBS Five Rivers Cattle
Genny Six, Rich Connell AGRISEARCH
Bill Smith, Helena Chemical Company
Nichloe Smith, Bunge
Theresa Swaim, Pioneer Hi-Bred International
Rick Thaemert, Global Prairie
Dr. Nicole Wessel, D.V.M., Cutting Edge Equine
Veterinary Services
Rodd Whitney, Channel Bio
Ben Willis, Cargill

Track 1 – Friday, November 5

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Empire
8:00 AM	Resume, Career Fair & Interview Skills Facilitator: Mike Gaul, Iowa State University Tom Bradford, Crop Production Services (CPS) Becky Conture, CHS, Inc. Mitch Counce, Servi-Tech Jim Emanuel, Water Street Ryan Hrubes, Dow AgroSciences Dennis Landis, Landis Ag Placement and Consulting Kevin O'Connor, AgriReliant Genetics Kristi Orrick, Archer Daniels Midland Barbara Quandt, West Central Drew Ratterman, Dow AgroSciences Miranda Reiman, Certified Angus Beef Lisa Rogers, South Dakota Wheat Growers Megan Rouleau, Bader Rutter Matt Schweer, JBS Five Rivers Cattle Feeding Genny Six, Rich Connell AGRI-SEARCH Bill Smith, Helena Chemical Company Nichole Smith, Bunge T. Margo Stewart, The Andersons, Inc. Theresa Swaim, Pioneer Hi-Bred International Rodd Whitney, Monsanto Ben Willis, Cargill	Empire
10:30 AM	Break	
10:45 AM	Opportunity Fair	Exhibit Hall
12:00 PM	Professional Etiquette in Dining Dr. L.G. Jett, Ph.D., University of Missouri	Empire
1:30 PM	Break	
1:45 PM	Unleashing the Most Positive You Susie Thompson	Chicago
2:50 PM	Break	
3:00 PM	Executive Panel: Issues Influencing Agricultural Careers Moderator: Edward Romero, AgForLife Bruce Reese, Pioneer Hi-Bred International Chris Chinn, producer Rick Thaemert, Global Prairie	Empire
4:30 PM	Track Meeting	Empire
5:00 PM	Break	
6:00 PM	Reception	Lobby
7:00 PM	Leader in Agriculture Award Dinner	Regency Ballroom

Track 1 – Saturday, November 6

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Empire
8:00 AM	Exploring Your Entrepreneurial Potential Mark Allen, Missouri Small Bus. and Tech. Dev. Center Dr. Nicole Wessel, D.V.M., Cutting Edge Equine Veterinary Services	Empire
10:50 AM	Break	
11:00 AM	Franklin Covey The 7 Habits: The Private Victory Heidi Mathews, Grundfos Doug Waltman, Leadership Institute of Kansas City Jack Chilcote, BNSF	Empire Benton Van Horn AB
12:30 PM	Lunch	Pershing
1:45 PM	Franklin Covey The 7 Habits: The Private Victory (Cont.)	
4:00 PM	Franklin Covey The Speed of Trust Coral Rice, FranklinCovey and Joel Mathiowetz, United FCS Haydn Shaw, FranklinCovey Les Kaschner, FranklinCovey	Empire Benton Van Horn AB
5:00 PM	Track Meeting	Empire
6:00 PM	Depart hotel	
7:00 PM	Dinner and Entertainment T-Marv and Hammerdown with Dance Lessons by Sherrie Jensen	Riverport

Track 1 – Sunday, November 7

6:45 AM	Continental Breakfast	New York/San Francisco
7:00 AM	Fellowship Marlo Schulz, Urban Scholastic Center	Chicago
8:00 AM	Morning Message	Empire
8:30 AM	It's All in the Experience Moderator: Nancy Barcus, Agriculture Future of America Alicia Keller, Purdue University Greg Young, Helena Chemical Company Kristi Orrick, Archer Daniels Midland	Empire
9:30 AM	Break	
9:45 AM	Your Road to Success Justin Knopf, Knopf Farms	Empire
11:00 AM	Discussion and Evaluation AFA Staff and Student Advisory Team	Empire
12:00 PM	Lunch & Closing Session Michele Payn-Knoper, Cause Matters Corp.	New York/San Francisco
1:00 PM	Adjourn	

Track 2 Student Advisory Team



(L-R) Laura Weisz, Brett Monson, Jenna Langley

“To broaden visions and enhance voices in the industry.”

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



Lauren Berger
Intern Queen



Brad Blaha
South Dakota
State University



Adam Carroll
National Financial
Educators



Jan Hargrave
Jan Hargrave &
Associates



Michele Holton
Monsanto



Charlotte Jackson
Bartlett Grain



Diane Johnson
Details by Design



Paul Kirbach
Monsanto



Rhett Laubach
YourNextSpeaker



Joel Mathiowetz
United FCS



Jana McGuire
Center for Food
Inegrity



Klaire O'Rourke
ChannelBio



Michele Payn-Knoper
Cause Matters Corp.



Coral Rice
FranklinCovey



Marlo Schulz
Urban Scholastic
Center



Dr. Jim Spain
University of
Missouri-Columbia



Thad Standley
Cargill



Todd Wangsgard
FranklinCovey

Not Pictured:

Brad Blaha, South Dakota State University
Jason Buss, John Deere
Ahanna Compart, AgStar Financial Services
Jason Hoppe, Ann Taylor
Charlotte Jackson, Bartlett Grain
Jim Leseman, Men's Wearhouse
Paul Kirbach, Monsanto
Joel Mathiowetz, United FCS
Brittney Morris, Kirkwood Community College
Klaire O'Rourke, ChannelBio

Justin Patterson, American AgCredit
Amanda Rasmussen, Ag Star Financial Services
Mark Reiman, Monsanto
Miranda Reiman, Certified Angus Beef
Garrett Riekhof, GR Farms
Cara Riekhof, Crop Insurance Solutions
Sherri Schott, Ann Taylor
Monty Shull, Men's Wearhouse
Trudy Wastweet, Minnesota Pork Producers Association

Track 2 – Friday, November 5

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Chicago
8:00 AM	Personal Finance Adam Carroll, National Financial Educators	Chicago
9:30 AM	Break	
9:45 AM	Building Your Online Professional Presence Lauren Berger, Intern Queen Michele Holton, Monsanto	Chicago
10:45 AM	Break	
11:00 AM	Ethics in the Workplace and Beyond Thad Standley, Cargill	Chicago
12:00 PM	Lunch	Pershing
1:00 PM	Opportunity Fair	Exhibit Hall
3:00 PM	Voices of Agriculture Jana McGuire, Center for Food Integrity	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 6

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
1:00 PM	Dressing for Success Jim Leseman and Monty Shull, Men's Wearhouse Jason Hoppe and Sherri Schott, Ann Taylor	Chicago New York
2:00 PM	Professional Writing Impressions Diane Johnson, Details by Design	Chicago
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	
6:00 PM	Depart hotel	
7:00 PM	Dinner and Entertainment T-Marv and Hammerdown with Dance Lessons by Sherrie Jensen	Riverport

Track 2 – Sunday, November 7

6:45 AM	Continental Breakfast	New York/San Francisco
7:00 AM	Fellowship Marlo Schulz, Urban Scholastic Center	Chicago
8:00 AM	Morning Message	Chicago
8:15 AM	Authenticity Rules: How to Be Real (and Real Good) 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 Discussion - Question and Answer	
12:00 PM	Lunch & Closing Session Michele Payn-Knoper, Cause Matters Corp.	New York/San Francisco
1:30 PM	Adjourn	

Track 3 Student Advisory Team



(L-R) Katie Dogs, T.J. Masker, Jillian Wicher

“Our Voice. Our Vision: Catalysts for Change.”

The Track 3 program is focused on the final steps in preparing young men and women for careers in agriculture as the agriculture industry becomes more of a global marketplace. This program is focused on working with young individuals to help them be successful in this ever-changing industry. Track 3 focuses on helping individuals understand the importance of the changes in our industry. In this track, delegates get the opportunity to share their voice and vision while interacting with top industry professionals to discuss the issues that are facing agriculture.

By using your voice and sharing your vision, you can expect to share your thoughts and experiences in this track. It is a great opportunity to network with your peers as well as industry professionals.

As the agriculture industry becomes more of a global marketplace, it is essential to be a catalyst for change. Track 3 is focused on the final steps in preparing you for life after college and a successful career in agriculture by building on what you may have learned in Tracks 1 and 2. You will have the opportunity to network with your peers and top industry professionals and share your voice and vision about the current issues facing agriculture.

Track 3 Speakers



Craig Benson
University of Missouri



Chris Braun
Frito Lay/Pepsico



Dan Cosgrove
Pioneer Hi-Bred International



Dan Dye
Cargill
Horizon Milling



Richard Fagerlin
Peak Solutions



Pete Goetzmann
Archer Daniels Midland



Dr. Ron Hanson
University of Nebraska



Les Kaschner
FranklinCovey



Gary Matteson
Farm Credit Services



Duane Mol
Crop Production Services (CPS)



Randy Parman
Helena Chemical Company



Michele Payn-Knoper
Cause Matters Corp.



Bailey Ragan
Bunge North America



Lance Reynolds
Edward Jones



Brian Rittgers
Elanco Animal Health



David Schmidt
International Food Information Council



Marlo Schulz
Urban Scholastic Center



Haydn Shaw
FranklinCovey



Stephen Smith
Dow AgroSciences



Eric Spell
AgCareers.com



Kay Stinson
Seaboard Foods



Tom Traub
CHS, Inc.



Dave Vander Griend
ICM



Jim Welch
Growth Leader



Daren Williams
National Cattlemen's Beef Association



Karen Wishart
Monsanto

Not Pictured:

Paul Hammers, Union Pacific
Ryan Hrubes, Dow AgroSciences
Mike Johanning, John Deere
Dale Ludwig, Missouri Soybean Association
Neill McKinstry, The Andersons, Inc. Ethanol Group
Nigel Roberts, Syngenta Seeds

Track 3 – Friday, November 5

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Atlanta
8:00 AM	Influencers of Change Across The Generations 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	Mentoring Eric Spell, AgCareers.com Ryan Hrubes, Dow AgroSciences	Atlanta
2:15 PM	Break	
2:15 PM	Executive Forum: How is the VOICE of Consumerism affecting the VISION of Agriculture? Introduction: Chris Braun, Frito Lay/Pepsico Pete Goetzmann, Archer Daniels Milling Neill McKinstry, The Andersons, Inc. Ethanol Group Bailey Ragan, Bunge North America Dan Dye, Cargill-Horizon Milling Duane Mol, Crop Production Services (CPS) Tom Traub, CHS, Inc. Stephen Smith, Dow AgroSciences Brian Rittgers, Elanco Animal Health Gary Matteson, Farm Credit Services Randy Parman, Helena Chemical Company Dave Vander Griend, ICM David Schmidt, International Food Information Council Mike Johanning, John Deere Karen Wishart, Monsanto Company Daren Williams, National Cattlemen's Beef Association Dan Cosgrove, Pioneer Hi-Bred International Kay Stinson, Seaboard Foods Paul Hammers, Union Pacific Nigel Roberts, Syngenta Seeds Dale Ludwig, Missouri Soybean Association	Atlanta
5:15 PM	Track Meeting	Atlanta
5:30 PM	Break	
6:00 PM	Reception	Lobby
7:00 PM	Leader in Agriculture Award Dinner	Regency Ballroom

Track 3 – Saturday, November 6

7:00 AM	Breakfast	Pershing
7:45 AM	Morning Message	Atlanta
8:00 AM	Investment Knowledge Lance Reynolds, Edward Jones	
10:00 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	Leadership: Great Leaders. Great Teams. Great Results (continued)	
3:00 PM	Break	
3:15 PM	Family Dynamics in Agriculture and Business Dr. Ron Hanson, University of Nebraska	Atlanta
5:30 PM	Mix and Mingle Reception with AFA Alliance Members Sponsored by AgCareers.com	Atlanta
6:30 PM	Depart hotel	
7:00 PM	Dinner and Entertainment T-Marv and Hammerdown with Dance Lessons by Sherrie Jensen	Riverport

Track 3 – Sunday, November 7

6:45 AM	Continental Breakfast	New York/San Francisco
7:00 AM	Fellowship 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 AFA Staff and AFA Alliance Members	Atlanta
12:00 PM	Lunch & Closing Session Michele Payn-Knoper, Cause Matters Corp.	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 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 2010 Brian Perry Sponsorship are:

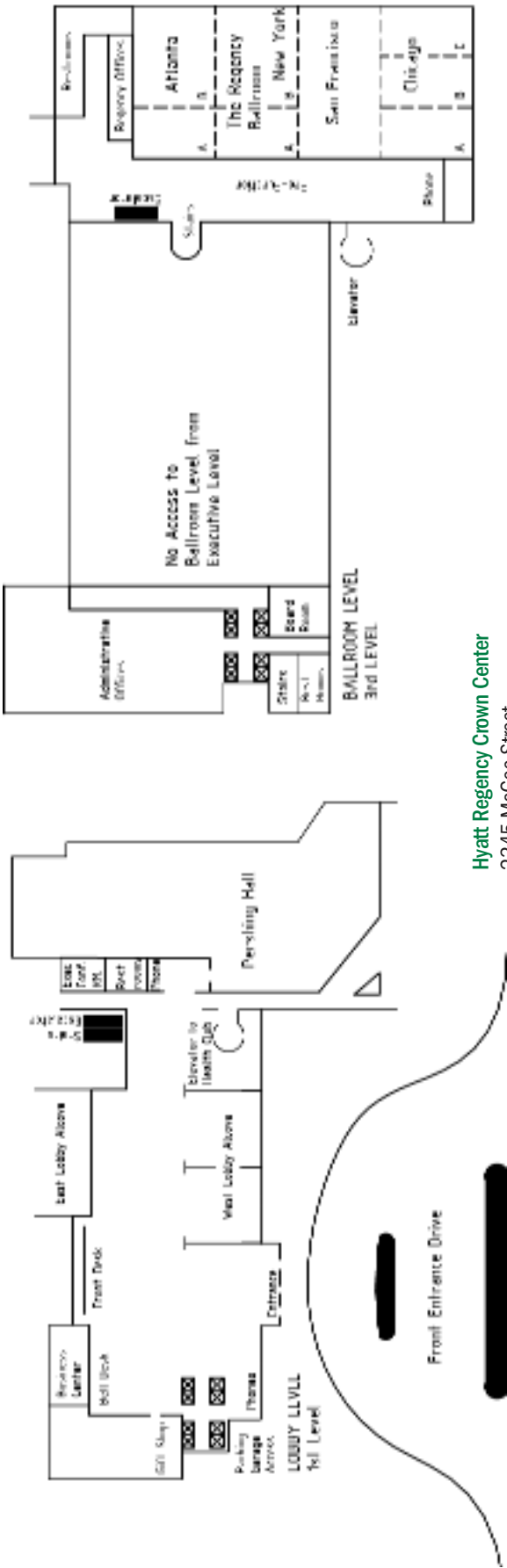


Allyson Ladd
Iowa State University



Lance Day
University of Missouri

Hyatt Regency Crown Center



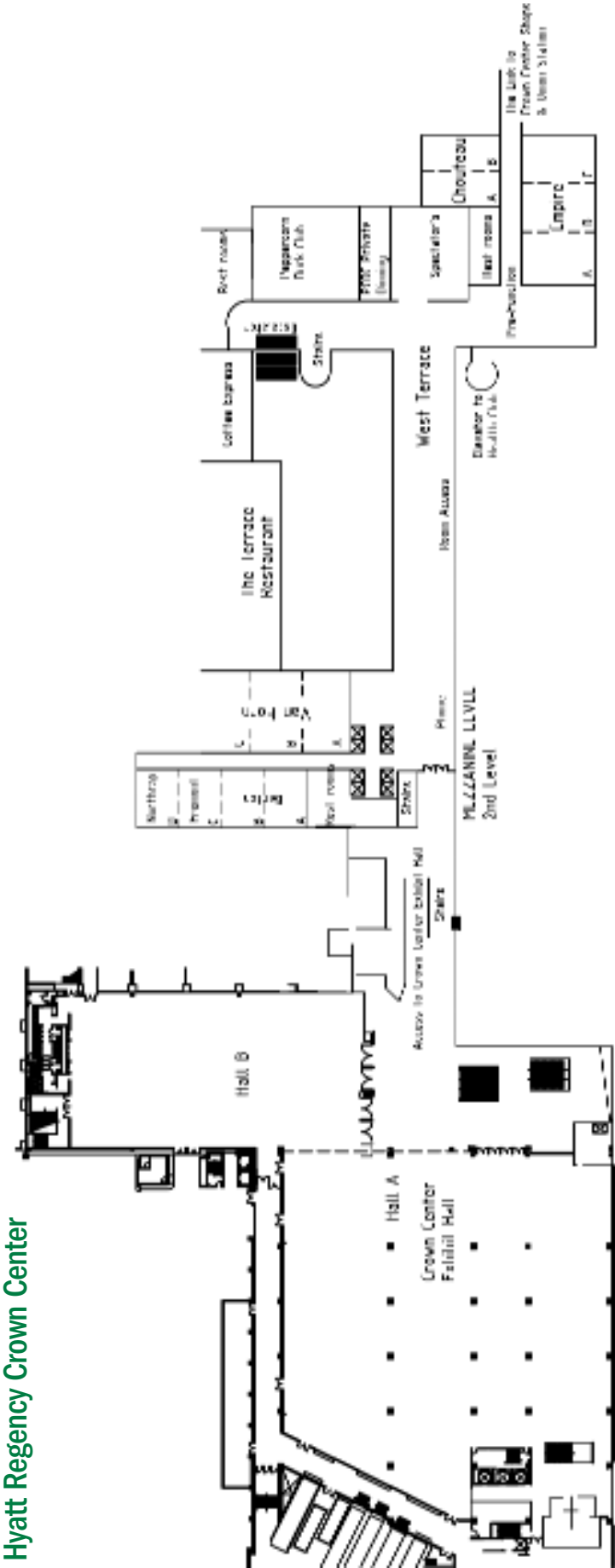
Hyatt Regency Crown Center
2345 McGee Street
Kansas City, Missouri
(816) 421-1234

Ballroom Level - 3rd Floor

Lobby Level - 1st Floor

AFA Conference Office
East Lobby Alcove

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.