

FROM WHERE THE TRAIL BEGAN...

Blazing to
Success!



Phoenix^{AZ}
2015



Commodity
ClassicSM

February 26-28

www.commodityclassic.com





The American Soybean Association, National Corn Growers Association, National Association of Wheat Growers and the National Sorghum Producers are pleased to welcome you to Phoenix for the 2015 Commodity Classic, America's largest farmer-led, farmer-focused convention and trade show!

This week we celebrate the 20th Commodity Classic right where it all began back in 1996. You're joining dedicated growers from around the country, their families and industry representatives to take in all that Commodity Classic offers. From the Early Riser Sessions to entertaining evenings, you will be energized and informed while checking out the hottest products and services that make today's farmers the most successful ever.

And you'll be doing it all in a location famous for sunny weather, fascinating history and terrific food.

Here's what you will find this week at Commodity Classic:

- The largest Commodity Classic trade show ever, with acres of displays
- Educational sessions that help you succeed back home on the farm
- Key policymaking sessions for your commodity organization
- A thought-provoking General Session centered on what's important to you
- An Evening of Entertainment to celebrate a great week with friends and family

There's a lot more, too! Take a look at the Schedule of Events for details.

Your 2015 Commodity Classic Grower Committee

Sam Butler (Co-Chair) • Dean Campbell • Ed Erickson, Jr.
Gerry Hayden • Kevin Ross • Bart Schott (Co-Chair)
Wesley Spurlock • Terry Swanson • Erik Younggren





**All Commodity Classic events are held at the
Phoenix Convention Center North and West
Buildings unless otherwise noted.**

REGISTRATION DESK HOURS

Wednesday, Feb. 25	8:00 a.m. - 7:00 p.m.
Thursday, Feb. 26	7:00 a.m. - 5:30 p.m.
Friday, Feb. 27	7:00 a.m. - 6:00 p.m.
Saturday, Feb. 28	7:00 a.m. - 1:30 p.m.

TOUR DESK HOURS

Tuesday, Feb. 24	12:00 p.m. - 4:00 p.m.
Wednesday, Feb. 25	7:00 a.m. - 5:00 p.m.
Thursday, Feb. 26	8:00 a.m. - 5:00 p.m.
Friday, Feb. 27	8:00 a.m. - 5:00 p.m.
Saturday, Feb. 28	9:00 a.m. - 1:00 p.m.

TRADE SHOW HOURS

Thursday, Feb. 26	10:30 a.m. - 12:00 p.m. (Media Only)
	12:00 p.m. - 4:30 p.m.
Friday, Feb. 27	11:00 a.m. - 4:00 p.m.
Saturday, Feb. 28	9:15 a.m. - 12:00 p.m.

No persons other than exhibitors' employees or agents may exhibit or solicit business in the assigned space. Advertising and solicitation of orders by persons not registered to exhibit at Commodity Classic is not permitted.

For Media Trade Show Access Policy
www.commodityclassic.com/media-access

COMMODITY CLASSIC HOUSING DESK

For assistance regarding your hotel reservation please visit the Commodity Classic Housing Desk located in the Lower Level Exhibit Hall Lobby, near the Commodity Classic Registration Desk.

COMMODITY CLASSIC HOUSING DRAWING

Thursday, 11:45 a.m., Trade Show Grand Opening, Lower Level Exhibit Hall Lobby

Winners will be announced at the Trade Show Grand Opening Ceremony. Attendees staying in an official Commodity Classic hotel were automatically entered to win a two-night stay at one of the Commodity Classic hotels in New Orleans, Louisiana (site of the 2016 Commodity Classic) and a gift inspired by New Orleans' exciting location. Hotel certificate is based on availability. Do not need to be present to win. Winners' names will be available at the Commodity Classic Housing Desk.

COMMODITY CLASSIC DEMOGRAPHICS DRAWING

Saturday, 11:30 a.m., John Deere, Booth 1410

Growers: If you did not complete the demographic information with your Commodity Classic registration, go to the Commodity Classic registration desk to provide your demographic information to be registered for a chance to win a John Deere Gator™ XUV825i (one entry per family). Drawing held at John Deere booth. Do NOT need to be present to win. However, an additional prize will be available for the winner if present at time of drawing.

HOTEL SHUTTLE

Sponsored by Bayer CropScience and Commodity Classic
Pick-up and drop-off location at the Convention Center is located on Third Street near the entrance to the North Building of the Convention Center.
Please see insert for full shuttle schedule.

CITY INFORMATION

A visitor's information desk is located in the Convention Center West and North Buildings 100 Level. Please visit the desk for information on area restaurants, Phoenix events, METRO light rail guides, and directions inside the building and around town.

Outside the building, look for the downtown Phoenix Ambassadors wearing orange shirts. They are outdoor walking concierges with a wealth of information on local attractions, restaurants, parking and more.

OPTIONAL TOURS

The Commodity Classic Tour Desk, located in the Lower Level Exhibit Hall Lobby, has information on optional tours arranged especially for Commodity Classic attendees. Tours are not included in the Commodity Classic registration fee. All requests are handled on a first-come, first-served, space-available basis. Tour buses depart from the Convention Center North Building Monroe Street Entrance.

COMMODITY CLASSIC CONNECTION CAFÉ

Sponsored by Bayer CropScience, Lower Level Exhibit Hall Lobby
Refresh as you register and throughout your stay! Complimentary coffee, lemonade and popcorn are available in the Connection Café. Throughout Classic, check your email and look up the latest news, market prices and weather at the Internet stations in the Connection Café.

COMMEMORATIVE CLOTHING

Sponsored by Commodity Classic
Zip-Up Hooded Sweatshirt - \$35 • T-Shirts - \$10
Get your 20th annual Commodity Classic souvenir attire! Purchase a Commodity Classic sweatshirt and receive one free T-shirt. Commemorative clothing items are available only during trade show hours at the Commemorative Clothing Booth 3201. Adult and kids' sizes are available in limited quantities so be sure to shop early!

IN CASE OF EMERGENCY

If an emergency should occur while at the Phoenix Convention Center, dial 85 from any house phone or dial (602) 262-7271 from your cell phone, which will connect directly to security. There is also a HELP button located on the light control panel in the back of each meeting room to connect you to security. The venue hosts at the Information Desk located in the North and West Buildings can also contact security.

Closest hospital:

Banner Good Samaritan Hospital
1300 North 12th Street
Phoenix, AZ 85006
(602) 839-6968

Closest pharmacy:

CVS Pharmacy #8914
50 West Jefferson Street
Phoenix, AZ 85003
(602) 296-7611

CHILD CARE SERVICES

Arrangements for child care services may be made by contacting the concierge desk at your hotel.

COMMODITY CLASSIC CORNER

Lower Level Exhibit Hall Lobby
Celebrate the 20th annual Commodity Classic! Stop by the Classic Corner to reminisce about 20 years of Commodity Classic, enjoy some fun activities and participate in a scavenger hunt down memory lane.



Commodity Classic offers dozens of educational sessions to help you maximize your learning and make the most of your time at the convention. Check out any session that catches your interest. See the insert for "Education at a Glance" snapshot.

Early Riser Sessions

Start your morning with high-powered presentations on market trends and agribusiness issues. Complimentary coffee and breakfast bakeries are available as a bonus for setting the alarm early.

Thursday 7:00 a.m. - 8:00 a.m.

Friday 7:00 a.m. - 8:30 a.m.

Saturday 7:00 a.m. - 8:00 a.m.

Learning Center Sessions

Learning Center Sessions are in-depth discussions of current issues and topics that have a direct impact on your bottom line.

Thursday 8:15 a.m. - 9:45 a.m. and 10:00 a.m. - 11:30 a.m.

Friday 12:30 p.m. - 1:30 p.m., 1:45 p.m. - 2:45 p.m.,
3:00 p.m. - 4:00 p.m.

Saturday 8:15 a.m. - 9:15 a.m. and 9:30 a.m. - 10:30 a.m.

Mini What's New Sessions

Five-minute presentations in a fast-paced 90-minute window give you a brief introduction to companies' key innovations. Afterward, be sure to visit these companies on the trade show floor to learn even more.

Thursday 8:15 a.m. - 9:45 a.m. and 10:00 a.m. - 11:30 a.m.

What's New Sessions

What's New Sessions are an opportunity for companies to showcase their newest innovations and services. Learn from and ask questions of company leaders and experts, then visit the companies' exhibits at the trade show to learn even more.

Friday 12:30 p.m. - 1:10 p.m., 1:30 p.m. - 2:10 p.m.,
2:30 p.m. - 3:10 p.m., 3:30 p.m. - 4:10 p.m.

Saturday 9:30 a.m. - 10:10 a.m.

Continue the Conversation

West Building, Outside Room 104

Often the sessions spark conversations that are too good to end. Meet up with fellow attendees and speakers after the sessions to keep the conversation going.

Certified Crop Adviser (CCA) Program

The Learning Center Sessions have been approved for Continuing Education Units (CEUs) under the Certified Crop Adviser (CCA) program. Sign-in sheets will be available at each approved session. Each sheet states the amount of credit applied to each session.



We thank these sponsors for their generous support of the 20th Commodity Classic!

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Kinze Manufacturing, Inc.
NAWG - National Wheat Foundation
Ohio Corn Marketing Board & Ohio Soybean Council
Oregon Wheat Growers League
Propane Education & Research Council
Purdue University Center for Commercial Ag
Soil Health Partnership
StollerUSA
USDA Sustainable Agriculture Research and Education (SARE) Program
USA Poultry & Egg Export Council/American Egg Board
Valent U.S.A Corporation

All Commodity Classic events are held at the Phoenix Convention Center West and North Buildings unless otherwise noted. Registration badge is required for admittance to all Commodity Classic events.

Wednesday, February 25

DESK HOURS 612-424-6300

7:00 a.m.-5:00 p.m.	Tour Desk Open
8:00 a.m.-7:00 p.m.	Registration Desk Open
8:00 a.m.-8:00 p.m.	Trade Show Move-in
7:00 a.m.-8:30 a.m.	NAWG Budget Committee Meeting, <i>Renaissance, Salon 7-8</i>
8:00 a.m.-12:00 p.m.	NSP Board of Directors Meeting, <i>Hyatt Regency, Phoenix East Ballroom</i>
8:00 a.m.-4:00 p.m.	Tour: Sedona – Land of Enchantment
8:30 a.m.-12:00 p.m.	NAWG Operations & Planning Committee Meeting <i>Renaissance, Salon 7-8</i>
9:00 a.m.-12:00 p.m.	NAWG Research & Technology Committee Meeting <i>Renaissance, Salon 5-6</i>
9:00 a.m.-2:00 p.m.	Tour: Maricopa Agricultural Center
10:00 a.m.-2:00 p.m.	Tour: Central Arizona Project
12:00 p.m.-12:30 p.m.	ASA Resolutions Subcommittees Briefing, <i>Sheraton, Camelback B</i>
12:00 p.m.-3:00 p.m.	NAWG Environmental & Renewable Resources Committee Meeting <i>Renaissance, Salon 7-8</i>
12:30 p.m.-2:45 p.m.	NCGA Issues Briefing, Open Forum & Policy Discussion <i>Sheraton, Valley of the Sun AB</i>
12:30 p.m.-5:00 p.m.	ASA Resolutions Subcommittees <i>Sheraton: Arcadia, Ahwatukee A, Ahwatukee B, Laveen A</i>
1:30 p.m.-5:00 p.m.	NSP/USCP Board of Directors Joint Meeting <i>Hyatt Regency, Phoenix West Ballroom</i>
2:00 p.m.-5:00 p.m.	NAWG Domestic & Trade Policy Committee Meeting <i>Renaissance, Salon 5-6</i>
3:00 p.m.-4:30 p.m.	NCGA State Caucuses <i>All state caucuses to be held at the Sheraton</i> Alabama/Arkansas/Georgia/Louisiana/Mississippi/North Carolina/ Oklahoma/South Carolina/Texas, <i>Laveen B</i> Colorado/Kansas/North Dakota, <i>North Mountain</i> Illinois, <i>Deer Valley</i> Indiana/Michigan/Wisconsin, <i>Camelback B</i> Iowa, <i>Encanto A</i> Maryland/New York/Pennsylvania/Virginia, <i>Maryvale A</i> Minnesota, <i>Encanto B</i> Missouri, <i>Alhambra</i> Nebraska, <i>Maryvale B</i> Ohio, <i>Camelback A</i> South Dakota, <i>Paradise Valley</i>
3:00 p.m.-6:00 p.m.	NAWG Nominating Committee Meeting, <i>Renaissance, Salon 7-8</i>
3:00 p.m.-6:00 p.m.	NAWG State Executive Roundtable Committee Meeting <i>Renaissance, Salon 3-4</i>

Opening Reception

Sponsored by Syngenta

5:00 p.m.-7:00 p.m., *North Ballroom 120D*

This reception is a ticketed event for registered growers, media, commodity organization national and state staff and family members. Find your admission ticket in your badge.



From all of us at Syngenta, we're excited to be here in Phoenix! We are thrilled to kick off Commodity Classic 2015 with a night of fun, food, drinks and friends. While we are enjoying the night, you can also celebrate a milestone with us. Recently, we marked the one-year anniversary of *The Good Growth Plan* and we would like you to join us in that journey. *The Good Growth Plan* is our industry's most ambitious sustainability program, and we have dedicated ourselves as a company to six measurable commitments. While you are here at Classic, we will be talking about how we are measuring ways to make crops more efficient, rescuing more farmland, helping biodiversity flourish and workers stay safe, and empowering smallholder farmers. We can't wait to celebrate with you!

NCGA CornPAC Auction & Hors d'Oeuvres Reception

Sponsored by Syngenta and Rabo Agrifinance

7:00 p.m.-9:00 p.m., *Sheraton, Phoenix Ballroom AB*

NAWG Social Event and Auction Benefiting WheatPAC

7:00 p.m.-10:00 p.m., *Renaissance, Grand Ballroom*

Please join the National Association of Wheat Growers for an evening of fun at the 2015 WheatPAC auction. We will have heavy hors d'oeuvres and many great items up for auction! Tickets required. For more information or tickets stop by the NAWG PAC booth located near the Commodity Classic Registration Desk or at the entrance of the event Wednesday, Feb. 25.



Thursday, February 26

DESK HOURS

7:00 a.m.-9:00 a.m.

7:00 a.m.-5:30 p.m.

8:00 a.m.-5:00 p.m.

Trade Show Move-in

Registration Desk Open

Tour Desk Open

Early Riser Marketing Session The Great Grain Market Debate

Sponsored by *Corn + Soybean Digest* and *Farm Futures* magazines, *Penton Farm Progress* and *Channel Seed*
7:00 a.m.-8:00 a.m., *West Building Room 301A*

Coffee and breakfast bakeries provided.

Speakers: Edward Usset, Grain Marketing Specialist, Center for Farm Financial Management, University of Minnesota; Bryce Knorr, Senior Grain Market Analyst, *Farm Futures* magazine; Matt Bennett, Channel Seed Grain Marketing Consultant

Volatility is the new norm – in crop growing extremes, in global grain and energy markets, and in political challenges here and abroad. Margins are shrinking and farmers need to identify and understand the issues that matter most in managing market risk. Ed Usset, Bryce Knorr, and Matt Bennett will present a lively, informative, and valuable debate on grain markets and marketing strategies. Your participation will be encouraged as the presenters explore and debate questions that promise to roil the markets...

- Will the demand for soybeans continue to grow?
- What's the future of ethanol and corn demand?
- Production costs and price trends: Are the good times behind us?
- What does it take to be a good grain marketer?



Edward Usset



Bryce Knorr



Matt Bennett

- 8:00 a.m.-10:00 a.m. ASA State Caucuses
All state caucuses to be held at the Sheraton
Illinois, *Encanto B*
Indiana/Michigan/Ohio, *Ahwatukee A*
Iowa, *Deer Valley*
Kansas/Nebraska/Oklahoma/Texas, *Encanto A*
Kentucky, *Ahwatukee B*
Minnesota/North Dakota/South Dakota/Wisconsin, *Paradise Valley*
Missouri, *Camelback B*
Tennessee, *Alhambra*
North Carolina, *Camelback A*
- 8:00 a.m.-11:30 a.m. NCGA Corn Congress, *Sheraton, Phoenix Ballroom C*
- 8:00 a.m.-12:00 p.m. NAWG Board of Directors Meeting, *Renaissance, South Ballroom*

Learning Center Session Using Cover Crops to Boost Performance and Resilience of Commodity Cropping Systems

Sponsored by USDA Sustainable Agriculture Research and Education (SARE)

8:15 a.m.-9:45 a.m., *West Building Room 301A*

Moderator: Alan Weber, Missouri Grower

Panelists: Keith Berns, Nebraska Grower (corn, soybeans, wheat, sunflowers & dry beans); Dave Brandt, Ohio Grower (corn, soybeans & wheat); and Ray Gaesser, ASA Chairman & Iowa Grower (corn & soybeans)

This session will feature a panel of commodity crop growers each with several years of experience with cover crops and improving their soil health. They will share their experiences using cover crops with corn, soybeans, and wheat. Plenty of time will be provided for your questions and discussion.



Alan Weber



Keith Berns



Dave Brandt



Ray Gaesser

Mini What's New Sessions

8:15 a.m.-9:45 a.m., *West Building Room 301C*

Five-Minute Presentations—in a fast-paced 90-minute window—will give you a brief introduction to companies' key innovations. Afterward, be sure to visit these companies on the trade show floor to learn even more.

Preventing Grain Spoilage with Automated Bin-Peak Power Exhausters to Prevent Roof Condensation, Side Wall Spoilage and Crusting,
Sponsor: Aeration Management Solutions, LLC

Diagnostic Tools that Drive Plant Health,
Sponsor: ATP Nutrition

Limus® Nitrogen Management for Protecting Urea and UAN Fertilizer,
Sponsor: BASF

Xanthion™ In-furrow Fungicide,
Sponsor: BASF

Case IH Extends its Track-Technology Leadership into Specialty Markets with New Magnum™ Rowtrac™ Tractors,
Sponsor: Case IH

Risk and Reward: How Benchmarking Can Improve Profitability in Farming,
Sponsor: FarmLink

Anthem Flex—A New Herbicide,
Sponsor: FMC Corporation

Future of the Furrow: Considering the Benefits of Biological-Based Products,
Sponsor: FMC Corporation

Growers Edge—Manage Your Profits and Your Grain, **Sponsor: Growers Edge**

New Michelin Ultraflex Tires: Carrying Heavier Loads with Reduced Soil Compaction for Improved Yield,
Sponsor: Michelin North America

PolyNet—Today's New Technology for Tomorrow's Success, **Sponsor: Netafim USA**

Hawkeye™ Nozzle Control System,
Sponsor: Raven Industries

Strengthen Data Collaboration Between Farmer and Advisor Using Connected Farm,
Sponsor: Trimble

The First New Soybean Seed Treatment Fungicide for Pythium and Phytophthora in 35 years—INTEGO™ SUITE System,
Sponsor: Valent U.S.A. Corporation

Introducing a Unique Subsurface Irrigation System from Valmont Irrigation: Root Demand Irrigation **Sponsor: Valmont Irrigation**

- 9:00 a.m.-9:15 a.m. NSP Meet and Greet,
Hyatt Regency, Atrium Lobby, Second Floor
- 9:15 a.m.-12:00 p.m. Sorghum General Session, *Hyatt Regency, Phoenix Ballroom*

Learning Center Session Ideas to Break Through Yield Barriers

Sponsored by StollerUSA

10:00 a.m.-11:30 a.m., *West Building Room 301A*

Moderator: Ken Root, Farm Broadcaster and Columnist, Iowa

Panelists: Steven Albracht, Texas Grower (corn, sorghum, triticale & cotton); Dan Arkels, Illinois Grower (corn & soybeans); Fred Lukens, North Dakota Grower (corn, soybean, wheat); Patrick Hurt, Research Director, Security Seed and Chemical

A panel of growers who continually increase their annual yields as well as a research director of an ag retailer will join in a moderated roundtable discussion to share their thoughts on the cultural and management practices growers need to break through yield barriers. In addition to profiling specific production practices, panelists will share how they overcome growing season challenges and the obstacles limiting yields today. You will interact and participate in the discussion via instant-audience polling.



Ken Root



Steven Albracht



Dan Arkels



Patrick Hurt

Mini What's New Sessions (Repeat)

10:00 a.m.-11:30 a.m., *West Building Room 301C*

Repeat of 8:15 a.m. Mini What's New Sessions. Presentations will occur in reverse order. See page 8 for list of presentations.

10:00 a.m.-12:00 p.m. ASA Open Resolutions, *Sheraton, Valley of the Sun D*

Commodity Classic Housing Drawing

11:45 a.m. Trade Show Grand Opening, *Lower Level Exhibit Hall Lobby*

Winners announced at the Trade Show Grand Opening Ceremony

Attendees staying in an official Commodity Classic hotel were automatically entered to win a two-night stay at one of the Commodity Classic hotels in New Orleans, Louisiana (site of the 2016 Commodity Classic) and a gift inspired by New Orleans' exciting location. Hotel certificate is based on availability. Do not need to be present to win. The winners will be listed at the Commodity Classic Housing Desk.

Trade Show Grand Opening

Sponsored by Bayer CropScience

12:00 p.m.-1:30 p.m., Trade Show Lunch,
Lower Level Exhibit Hall

Trade show lunch tickets are included in all full registration packages or Thursday one-day registrations. Please bring your lunch ticket to the Trade Show Grand Opening.

12:00 p.m.-4:30 p.m., Trade Show Open, *Lower Level Exhibit Hall*

Bayer CropScience is pleased to introduce our NEW INNOVATIONS for the 2015 crop season to all Commodity Classic attendees. Please come by the Bayer CropScience Booth #1529 to learn how these NEW BRANDS can improve farm profitability.

- New! ILeVO® seed treatment is the only Sudden Death Syndrome solution with activity against nematodes.
- New! Credenz® reinvents the soybean with Smart Genetics and a choice of herbicide tolerant traits.
- New! DiFlexx™ is the ideal combination for all corn.... broadleaf weed control, application flexibility and crop safety.

The trade show features leading agribusiness decision makers and showcases state-of-the-art product and technology. See the latest innovations first-hand. When you visit the booths, be sure to share your thoughts with industry representatives. By asking questions and offering input today, you help influence the agricultural products, policies and services of tomorrow.



Bayer CropScience

- 12:00 p.m.-4:00 p.m. National Wheat Foundation Meeting, *Renaissance, Salon 5-6*
- 1:00 p.m.-5:00 p.m. Tour: Desert Botanical Garden
- 1:00 p.m.-5:00 p.m. Tour: Phoenix Zoo
- 1:00 p.m.-5:00 p.m. Tour: Scottsdale Shuttle

ASA Soy Social and Auction Touchdown – Going All the Way for Soybeans!

Sheraton, Phoenix Ballroom C

Sponsored by Syngenta, Farm Credit, Rabo AgriFinance, Renewable Energy Group, Bayer CropScience, MacDon Industries, and Illinois Soybean Association

- 4:30 p.m.-6:00 p.m. Pre-Game Party – Come tailgate before the auction and enjoy drinks and snacks just outside the Auction. (General Admission ticket required)
- 5:30 p.m.-6:00 p.m. First Sighting and VIP Seating admission (Special tickets required)
- 6:00 p.m.-9:00 p.m. Dinner and Auction – Dinner 6:00-7:00 p.m.; silent auction opens at 6:00 p.m. (General Admission ticket required)
- 7:00 p.m.-9:00 p.m. Auction Only – Live auction begins at 7:00 p.m. (Auction-Only ticket required)



The American Soybean Association (ASA) is celebrating the 10th anniversary of the annual Soy Social and Auction. During these 10 years, the Soy Social and Auction has been very successful in scoring touchdowns for soybean producers. Come “huddle up” again with us on Thursday, February 26 after the Trade Show closes. The ASA Soy Social and Auction benefits SoyPAC, ASA’s political action committee.

Friday, February 27

DESK HOURS

- 7:00 a.m.-6:00 p.m. Registration Desk Open
- 8:00 a.m.-5:00 p.m. Tour Desk Open

Early Riser Marketing Session U.S. Farm Report

Sponsored by Bayer CropScience and United Soybean Board/Soy Checkoff

7:00 a.m.-8:30 a.m., *West Building Room 301A*

Coffee and breakfast bakeries provided.

Moderator: Tyne Morgan, Host of U.S. Farm Report
Panelists: Chip Flory, Host of Market Radio; Mark Gold, Top Third Ag Marketing; Chip Nellinger, Blue Reef Agri Marketing and special appearance by John Phipps, U.S. Farm Report Commentator/Illinois Farmer

Be a part of “U.S. Farm Report,” the nation’s longest-running, syndicated, agricultural news program, produced by Farm Journal Broadcast. See a television show in the making and guide the lively discussion by asking questions of host Tyne Morgan and a panel of commodity traders and analysts. Gain insight into futures, market trends and other agricultural issues as the experts debate topics you present. Highlights from this special television taping will air nationwide on “U.S. Farm Report.”



Tyne Morgan

NCGA/NCYC State Award Winners Breakfast

Sponsored by BASF, DuPont Pioneer and John Deere

7:00 a.m.-8:45 a.m., *Sheraton, Phoenix Ballroom C*

Help recognize corn growers for their outstanding accomplishments during the past year. Meet state winners, compare notes and pick up tips! A ticket is required for admission. Tickets are not included in registration and may be purchased separately based on availability.



General Session

Sponsored by Dow AgroSciences

9:00 a.m.-11:00 a.m., *North Ballroom 120D*

Doors open at 8:30 a.m.

Moderator: Mark Mayfield

Keynote: Tom Vilsack, Secretary of Agriculture

Closing Speaker: Dan Dunn’s PAINTJAM

Farmers blazing a trail to success at Commodity Classic will find much to profit from at this year’s General Session, once again hosted by humorist Mark Mayfield, who will welcome presidents of the four major commodity associations to speak about the hot topics and key issues confronting America’s corn, soybean, wheat and sorghum growers. These are ASA President Wade Cowan, NCGA President Chip Bowling, NAWG President Paul Penner and NSP Chairman J.B. Stewart.

2015 will mark the sixth visit from Agriculture Secretary Tom Vilsack, a former governor of Iowa, who will provide a national leadership perspective on top farm issues. A forceful advocate for our nation’s farmers, Vilsack encourages growers to get active and educate consumers about the importance of American agriculture.

The session concludes with Dan Dunn’s PAINTJAM — an exciting, adrenaline-filled, improvisational and inspirational painting performance you won’t want to miss!

The General Session is where you truly experience the impact and importance of Commodity Classic. Throughout the session, there is a strong sense of camaraderie and common purpose with a powerful combination of inspiration, information and insight.



Mark Mayfield



Tom Vilsack



Dan Dunn

Trade Show Lunch

Sponsored by Commodity Classic

11:00 a.m.-12:30 p.m., Trade Show Lunch, *Lower Level Exhibit Hall*

Trade show lunch tickets are included in all full registration packages or Friday one-day registrations. Please bring your lunch ticket to the trade show for Friday lunch.

Trade Show Open

11:00 a.m.-4:00 p.m., *Exhibit Hall C, Lower Level Exhibit Hall*

Be among the first to hear about the bright ideas, new products and technology directly from the people who created them at the trade show. Ask questions and give input to agribusiness decision makers, and enter the many drawings and giveaways being offered.

Trade Show Drawing

3:15 p.m., DuPont Pioneer and Crop Protection, *1029*

Sign-up in advance at booth to win a (sur)prize. Do NOT need to be present to win.

- 12:30 p.m.-4:30 p.m. Tour: Desert Botanical Garden
- 12:30 p.m.-4:30 p.m. Tour: Phoenix Zoo
- 1:00 p.m.-9:00 p.m. Tour: Scottsdale Shuttle

Learning Center Sessions

12:30 p.m.-1:30 p.m.

Who Really Owns the Data?

The Need-to-Know on Farm Data Privacy

Sponsored by Ag Leader Technology

12:30 p.m.-1:30 p.m., *West Building Room 101*

Speaker: John McGuire, Agronomist, Simplified Technology Services

There has been a lot of buzz recently over precision ag data and its recent integration into the world of cloud computing. This buzz has sparked quite a debate over who really owns this data. Does the grower own this data or is it available to others? It’s critical that growers get those answers before selecting a partner or cloud storage provider. Attend this session to get the need-to-know on farm data privacy from agronomist John McGuire.



John McGuire

Learning Center Sessions continued on page 12

Learning Center Sessions (continued from page 11)

12:30 p.m.-1:30 p.m.

Finding CommonGround

Sponsored by National Corn Growers Association

12:30 p.m.-1:30 p.m., *West Building Room 102*

Speakers: CommonGround volunteers Sara Ross, Iowa Grower (corn, soybeans and beef cattle) and Joan Ruskamp, Nebraska Grower (corn, soybeans, alfalfa and cattle)

Today, every media outlet is talking about food safety and food integrity. Yet farmers, the original food source, are most often left out of the conversation. Enter CommonGround, a grassroots movement of farm women who want to foster conversations among all women – on farms and in cities – about today's food supply. Using the power of their personal experiences, farm women from across the U.S. now have the platform, confidence and tools to share their stories and set the record straight through the CommonGround program. This session will review the approach and philosophy of CommonGround. It will also address easy ways you can make sure you are a part of the food and farming conversation. Current volunteers with the program will share their first-hand success stories of talking with consumers. You will also have the opportunity to work in groups and practice answering popular consumer concerns.



Sara Ross



Joan Ruskamp

**Championship Seasons:
Get the Most Out of Your Acres**

Sponsored by BASF

12:30 p.m.-1:30 p.m., *West Building Room 106*

Speakers: Dave Hula, Champion Corn Grower, Virginia; Kip Cullers, Champion Soybean Grower, Missouri

Few growers will ever break the world's record in yield, yet something can be learned from champions. Dave Hula and Kip Cullers have proven that growers can push yields and break world records. Yield contests encourage the development of sustainable new and innovative management practices. While not all practices work on all production acres, key learnings can be applied. Advice from credible sources – especially from fellow growers – can play a key role in your farming decisions. Come listen to high yield growers discuss tactics and techniques they've picked up over the years.



Kip Cullers



Dave Hula

Learning Center Sessions

1:45 p.m.-2:45 p.m.

A Farmer's Journey with Unmanned Aerial Vehicles

Sponsored by National Wheat Foundation

1:45 p.m.-2:45 p.m., *West Building Room 101*

Speaker: Robert Blair, Idaho Wheat Grower and founding member of Empire Unmanned

Robert Blair, a pioneer in the usage of Unmanned Aerial Vehicles in agriculture, will speak on his journey to enhance his production using precision agriculture, starting with using a PDA for simple mapping. That evolved into different types of technology, including Unmanned Aerial Vehicles (UAVs) in 2006. His presentation will include how UAV technology can enhance profits, personal applications, government policy, and the need for agriculture to help influence FAA rules. You will learn how to use this technology to benefit your individual operations, and learn to become actively involved in establishing viable national policy and regulations for UAVs.



Robert Blair

Helping Farmers Take Political Action

Sponsored by National Corn Growers Association

1:45 p.m.-2:45 p.m., *West Building Room 102*

Speaker: Amy Showalter, Principal, The Showalter Group, Inc.

You need to make your voice heard in the media, state capital and in Washington to protect your way of life and defend your ability to produce food, feed, fiber and fuel for the world. The public respects the American farmer and trusts farmers over many of the opponents we face. However, agriculture can only use that tremendous advantage if farmers use their voices. Join nationally-renowned grassroots influence expert and author Amy Showalter to be motivated to become involved through a greater understanding on how powerful and important your voice as a farmer is with the media and lawmakers.



Amy Showalter

Nitrogen Management: A Common Sense Approach

Sponsored by Dow AgroSciences

1:45 p.m.-2:45 p.m., *West Building Room 106*

Speaker: Dr. Howard Brown, Adjunct Professor, University of Illinois

Dr. Howard Brown will discuss M.O.M., a common sense approach to nitrogen management for growers with a focus on Minimizing environmental impact, Optimizing yield and Maximizing profits through best management practice recommendations. The primary focus will be a discussion on extracting the most return on one of your most valuable inputs, Nitrogen, and how to ensure it stays where it needs to be throughout the growing season.



Howard Brown

Learning Center Sessions

3:00 p.m.-4:00 p.m.

Tools of the Future

Sponsored by Successful Farming

3:00 p.m.-4:00 p.m., *West Building Room 101*

Speakers: Laurie Bedord, Advanced Technology Editor, Successful Farming; Bruce Rasa, Founder, TekWear; Kent Cavender-Bares, CEO, Rowbot; Jake Clark, Co-Owner and Co-Founder, Fargo 3D Printing

When it comes to technology, today's luxury is tomorrow's necessity. Farmers need to adapt or get run over. And, technology is changing at a rapid pace. This session will take a look at three areas of technology that have the potential to impact agriculture in the not-so-distant future and why farmers should be taking note.

Topics include:

- 3D Printing – Possible application of the technology in farming from prototypes to parts.
- Robotics – Highlighting the latest technologies being tested with application in crop production.
- Wearable technology – Showcasing the potential for 'hands free' technology in agriculture.



Laurie Bedord



Bruce Rasa



Kent Cavender-Bares



Jake Clark

Farmers of the Soil Health Partnership – A Panel to Discuss Soil Health Contributions to Productivity, Profitability, and Sustainability

Sponsored by Soil Health Partnership (SHP)

3:00 p.m.-4:00 p.m., *West Building Room 102*

Moderator: Dr. Nicholas Goeser, Manager, Soil Health and Sustainability, NCGA

Speakers: SHP Demonstration Network Farmers Mark Mueller, Iowa; Chase Brown, Illinois; Brent Bible, Indiana; Brandon Mosely, Indiana

Soil Health Partnership demonstration network farmers will discuss what they've learned, experienced and shared while hosting farmer-to-farmer field days within their communities. The session will begin with a review of the current program goals and first year focus geography and benchmark data collected from Iowa, Illinois, Indiana, Nebraska, Ohio and Wisconsin. This panel boasts a diverse set of agronomic skills and experiences that will help grower attendees around the country improve their operations. They will share their thoughts on soil health, experiences with conservation cropping system practices and give advice to those interested in adopting cover crops, prescription nutrient management and other soil health practices.

Back to the Future-Risk Management

Sponsored by Advance Trading, Inc.

3:00 p.m.-4:00 p.m., *West Building Room 106*

Speaker: Dave Fogel, Vice President, Advance Trading, Inc.

When corn, soybeans and wheat were trading at historic price levels, astute marketers still found benefits in managing risk. However, even those who chose not to manage risk were still able to sell at very profitable levels. Today, prices unprecedented in the last five years are causing legitimate concern and risk to the grower community, from growers to livestock feeders to the end-user. Back to the Future-Risk Management focuses on why most don't manage price, but more importantly will provide simple solutions to take control of risk and marketing.



Dave Fogel

What's New Sessions

12:30 p.m.-1:10 p.m.

Transform® WG Insecticide - Control of Sugarcane Aphid

Sponsored by Dow AgroSciences

12:30 p.m.-1:10 p.m., *West Building Room 104*

Speakers: Larry Walton, Crop Protection R&D Field Scientist, Dow AgroSciences and David Martin, U.S. Insecticides Product Manager, DowAgroSciences

Many existing chemistries proved ineffective against sugarcane aphid, yet Transform demonstrated outstanding control and protected many growers' sorghum. This session will focus on Transform's technical attributes, and will include a review of prior year's data in sorghum and best practices to help sorghum growers battle against SCA next year.

Are Fungicides for Disease Control, Crop Enhancement or Both?

Sponsored by Syngenta

12:30 p.m.-1:10 p.m., *West Building Room 105*

Speaker: Dr. Eric Tedford, Technical Product Lead, Fungicides Syngenta

Solatenol™ fungicide is a new broad-spectrum active ingredient under development by Syngenta, with first product registration expected in 2015. In combination with azoxystrobin and propiconazole, it will be marketed as Trivapro™ fungicide in corn, soybeans and wheat upon registration for disease control, crop enhancement and resistance management.

What's New Sessions

1:30 p.m.-2:10 p.m.

Extreme Beans: Increasing Yields and Decreasing Costs

Sponsored by United Soybean Board/Soy Checkoff

1:30 p.m.-2:10 p.m., *West Building Room 104*

Speakers: Seth Naeve, Soybean Agronomist and Associate Professor at the University of Minnesota; Shawn P. Conley, Professor of Agronomy and the State Soybean and Small Grain Specialist at the University of Wisconsin, Madison; Chad Lee, Extension Professor, University of Kentucky; Jeremy Ross, Associate Professor, Extension Soybean Specialist, University of Arkansas Division of Agriculture

The United Soybean Board funded a three-year project to examine ways to increase soybean yields and improve the profitability of farmers. Across the U.S., university agronomists evaluated new soybean products and product combinations designed to push yields higher than ever before on a larger scale. Armed with interesting results, these agronomists will explain what worked best in their research trials.

Data-Enabled Technology: Make it Better, Make it Yours

Sponsored by John Deere

1:30 p.m.-2:10 p.m., *West Building Room 105*

Speakers: Tyler Hogrefe, Senior Technical Product Manager, John Deere Intelligent Solutions Group and Beverly Flores, Integrated Communications Manager, John Deere Intelligent Solutions Group

As a grower, you aim to raise more than crops. You want to raise productivity and profitability, too. Learn how John Deere technology and tools—like MyJohnDeere Operations Center—can help you manage and analyze data, and improve overall decision-making to improve your operations today and in the future.

What's New Sessions

2:30 p.m.-3:10 p.m.

Taking Back Your Yield: Valent Introduces Fierce XLT, Giving Growers Maximum Weed Control

Sponsored by Valent U.S.A. Corporation

2:30 p.m.-3:10 p.m., *West Building Room 104*

Speakers: Dr. John Pawlak, Senior Management Product Development, Valent U.S.A. Corporation and Gary Schaefer, Director, Row Crop Strategy, Valent U.S.A. Corporation

Soybean growers facing tough, resistant weeds have a powerful new ally in Fierce XLT—the latest in Valent's portfolio of relentless pre-emergence herbicides. Fierce XLT eliminates guesswork with the broadest spectrum control of yield-robbing annual grasses and large- and small-seeded broadleaves. Learn more about controlling weeds at Valent's What's New Session.

The Perfect Day of Planting with 3RIVE 3D™ from FMC Agricultural Solutions: Innovative Delivery Platform for 3D In-Furrow Protection

Sponsored by FMC Corporation

2:30 p.m.-3:10 p.m., *West Building Room 105*

Speakers: Bob Hooten, Subject Matter Expert, FMC Corporation and Matt Hancock, Corn Segment Manager, FMC Corporation

Make every day of planting perfect with 3RIVE 3D™ from FMC Agricultural Solutions. 3RIVE 3D™ is an innovative system for precision at-plant placement of crop protection products. It is the first to seamlessly integrate formulation technology, application technology and active ingredients to increase the number of acres planted in a day, and improve in-furrow protection and early season success.

What's New Sessions

3:30 p.m.-4:10 p.m.

Unearthing the Benefits of Neonicotinoids

Sponsored by Growing Matters, a coalition led by Bayer CropScience, Syngenta and

Valent U.S.A. Corporation

3:30 p.m.-4:10 p.m., *West Building Room 104*

Moderator: Pam Smith, Crops Technology Editor, DTN/Progressive Farmer

Panelists: Pete Nowak, Principal, AgInformatics, lead researcher on neonicotinoid benefits study; Caydee Savinelli, Ph.D., entomologist and Operation Pollinator & IPM Stewardship lead, Syngenta; Dan Fay, Manager, Technology Operations, Valent U.S.A. Corporation; Iain Kelly, Director, Regulatory Policy & Issue Management, Bayer Crop Science; a Farmer who uses neonicotinoids

Neonicotinoids, the most widely used insecticides, are often the best and sometimes only way to control insect pests, have come under intense scrutiny. This session will cover the comprehensive neonicotinoid benefits study which includes 15 individual reports. The panel will discuss the importance of balancing a pesticide's risks and benefits when reviewing registrations. They will also outline what would happen if neonicotinoids were no longer available.

Learn About New Guidelines to Help Protect Your Farm's Data

Sponsored by American Farm Bureau Federation, American Soybean Association, National

Association of Wheat Growers and National Corn Growers Association

3:30 p.m.-4:10 p.m., *West Building Room 105*

Speakers: Ron Moore, Illinois Soybean Farmer and ASA Secretary; Clint Raine, Public Policy and Regulatory Affairs Manager, National Corn Growers Association; Mary Kay Thatcher, Senior Director of Congressional Relations, American Farm Bureau Federation; David Schemm, Secretary-Treasurer, National Association of Wheat Growers; Paul Schrimpf, Director and Journalist, PrecisionAg Institute

Your farm's data is a valuable asset that can help increase productivity. However, do you know who can access that data, and how it's being used? Leaders from major farm organizations will explain the new *Privacy and Security Principles for Farm Data* to outline what should be included in any data agreement you sign.

American Soybean Association Awards Banquet

Sponsored by United Soybean Board/Soy Checkoff, DuPont Pioneer and Monsanto BioAg Inc.

5:30 p.m. Cash bar opens
5:45 p.m. Doors open (tickets required at door)
6:00 p.m. Banquet begins, *Sheraton, Phoenix Ballroom C*



If you believe, belong.

American Soybean Association members and supporters from across the country gather for this annual event where farmer leaders, state soybean associations and industry representatives are recognized for outstanding work benefiting U.S. soybean farmers and the soybean industry. We'll cap off our evening of celebration with a special performance by Tonic Sol-fa. Although they are simply four voices and a tambourine, this Emmy Award-winning quartet has been described as a vocal kaleidoscope, improvisational and unique to the human voice.

National Corn Growers Association Awards Banquet

Sponsored by BASF, DuPont Pioneer and John Deere

5:45 p.m. Doors open (tickets required at door)
6:00 p.m. Banquet begins, *North Ballroom 120D*



Business attire requested (coat and tie for men)

The National Corn Growers Association celebrates a bin-busting, record-breaking harvest in both corn and membership with honors going to the National Corn Yield Contest winners and the states and growers who helped boost membership to an all-time record of more than 42,000 in 2014.

In addition to updates from leadership and industry representatives, banqueters will enjoy the music of Phoenix's own Urban Electra string quartet. From classic rock to alternative rock, pop, club music, and cutting edge electronic music, Urban Electra electric string quartet brings to the stage an eclectic repertoire of original works and chart toppers.

5:30 p.m.-6:00 p.m. Sorghum Industry Reception (by ticket only)
Hyatt Regency, Regency Ballroom

6:00 p.m.-8:00 p.m. NSP Yield Contest Awards Dinner (by ticket only)
Hyatt Regency, Regency Ballroom CD

Sorghum PAC Casino Night and Auction

Sponsored by Sorghum Partners

8:00 p.m.-12:00 a.m.,

Hyatt Regency, Regency Ballroom AB



Join us for the Sorghum PAC Casino Night and Auction for plenty of fun and prizes! Bring your luck and poker face and sign up for our Texas Hold 'em Tournament. Enjoy an evening of entertainment as you try your luck at the craps tables, roulette, blackjack and poker tables. Buy raffle tickets or double down by trading in your casino chips for your chance to win fabulous prizes. There will also be an auction featuring items you won't want to miss, including a Case IH tractor/combine, a custom made .22 caliber gun, a South Padre Island weekend trip, wild game hunt, and a limited edition Case IH 7088 Pedal Combine that is no longer in production. Funds raised will benefit the National Sorghum Producers Political Action Committee. The event will be family-friendly and children receive free admission. Tickets are \$50 each and can be purchased at the Sorghum PAC booth located near the Commodity Classic Registration Desk or at the entrance of the event on Friday, February 27.

Saturday, February 28

DESK HOURS

7:00 a.m.-1:30 p.m.

Registration Desk Open

9:00 a.m.-1:00 p.m.

Tour Desk Open

Early Riser Marketing Session As the Grain Pile Grows

Sponsored by DTN/The Progressive Farmer

7:00 a.m.-8:00 a.m., *West Building Room 301A*

Coffee and breakfast bakeries provided.

Speaker: **Darin Newsom**, Senior Analyst, DTN/The Progressive Farmer

Get an in-depth look at how domestic and global grain production is shaping U.S. commodity prices as we prepare for 2015 planting. Newsom, with more than 25 years of experience analyzing commodity markets and developing risk management strategies, will discuss the structure of the existing market and what that portends for prices through the year. He will also discuss what world currency and energy prices mean to capital and input costs for U.S. farmers.



Darin Newsom

Learning Center Sessions

8:15 a.m.-9:15 a.m.

Measuring & Reporting Sustainability on the Farm: Overcoming the Challenges

Sponsored by Corn Refiners Association

8:15 a.m.-9:15 a.m., *West Building Room 101*



Dan Chartier



Don Glenn



Marty Muenzmaier



Rod Snyder



Stefani Millie Grant

Moderator: **Dan Chartier**, Vice President, Government Affairs, Corn Refiners Association

Speakers: **Don Glenn**, Alabama Grower, Production & Stewardship, NCGA, Action Team Chairman; **Marty Muenzmaier**, Sustainability Director, Corn Milling North America, Cargill Inc.; **Rod Snyder**, President, Field to Market, The Alliance for Sustainable Agriculture; **Stefani Millie Grant**, Manager, State Government Relations & External Affairs, Unilever Corporation

This session takes an in-depth look at the current challenges facing growers as they respond to increased pressure to measure sustainability. Concerns over water use and production inputs have increased the importance of programs that collect and report sustainability data from across the agricultural value chain. Ensuring sustainability has created a complex maze for producers, processors and end-users to navigate. To highlight some of these burdens and create standardization across the agricultural industry, the panel will discuss universal solutions such as certifying entire U.S. crops versus individual farm certification.

Your Farm, Your Data, Their Regulations

Sponsored by Agrian, Inc.

8:15 a.m.-9:15 a.m., *West Building Room 102*

Speakers: **Jeff Dearborn**, Chief Agronomy Officer, Agrian; **Dave Nerpel**, Field Data and Technology Manager, Agrian; **Joan Vernon**, Director of Regulatory Affairs, Agrian

It is easy to get overwhelmed with all of the technology offerings these days. As Ag professionals, you might have a handful of software applications you deal with on a regular basis. What is the best way to store your farm data in a usable format? How do you deal with data from different yield monitors with multiple equipment lines? How can you do all of this and maintain profitability, meet compliance reporting requirements including nutrient management plans, and show stewardship of the land and other resources? This session will cover and answer these questions.



Jeff Dearborn



Dave Nerpel



Joan Vernon

Learning Center Sessions continued on page 18

Learning Center Sessions (continued from page 17)

8:15 a.m.-9:15 a.m.

Difficult-to-Control Weeds and Herbicide Development

Sponsored by Syngenta

8:15 a.m.-9:15 a.m., *West Building Room 105*

Speakers: Dr. Ryan Lins, R&D Scientist, Syngenta; Dr. Bryan Young, Associate Professor of Weed Science, Department of Botany and Plant Pathology, Purdue University

Research shows that infestations of tough broadleaf weeds in corn are up by 50 percent in the last four years and farmer expenses to control these weeds have increased by 62 percent over the same period of time. Weeds like Palmer amaranth continue appearing in areas where we haven't seen them before – and they've become more difficult to control with existing herbicides. This session will explore best practices for managing against herbicide resistance and how herbicide development is changing to meet this need. It will also share some of the newest tools available and in the pipeline for weed control.



Ryan Lins



Bryan Young



Sara Wyant

Hot Topics from our Nation's Capital

Sponsored by John Deere

8:15 a.m.-9:15 a.m., *West Building Room 106*

Moderator: Sara Wyant, Communications Editor, AgriPulse

Panelists: Mary Kay Thatcher, Senior Director of Congressional Relations, American Farm Bureau Federation; Chandler Goule, Senior Vice President of Programs, National Farmers Union; Congressional Staff

This panel of D.C. insiders discusses what's hot in Congress and the regulatory agencies this year. Will Congress be more or less likely to legislate with its new Members? How will the start of the presidential election cycle affect policy-making? What should attendees expect out of Washington this year? What is the outlook for farm bill implementation, immigration reform and trade policy? Hear a preview of the agriculture issues that policy makers may tackle in 2015.



Mary Kay Thatcher



Chandler Goule

What's New Sessions

9:30 a.m.-10:10 a.m.

Now Available: Do-It-Yourself Management Zones

Sponsored by Beck's Hybrids

9:30 a.m.-10:10 a.m., *West Building Room 104*

Speakers: Jim Shertzer, Lead, FARMserver and Craig Rogers, Technical Lead, FARMserver

Do you know how to create management zones? Do you want to learn how to utilize management zones? Attend this session to learn how FARMserver™, a new web-based tool developed by farmers for farmers, can help increase yields and profitability.

Managing Farm Risk with Farm Risk Resources

Sponsored by Indiana Soybean Alliance and Purdue University Center for Commercial Agriculture
9:30 a.m.-10:10 a.m., *West Building Room 105*

Speakers: Elizabeth Yeager, Assistant Professor, Department of Agricultural Economics, Kansas State University; Michael Boehlje, Distinguished Professor, Department of Agricultural Economics, Purdue University; James Mintert, Professor, Department of Agricultural Economics, Purdue University and Director, Center for Commercial Agriculture

With Farm Risk Resources, we strive to empower you to make informed decisions. Learn more from Purdue University Center for Commercial Agriculture experts about real-life case studies, online tools and more—all focused on managing risk on your farm.

Special Session**Real Issues, Real Careers: How Agribusiness Professionals, State Association Staff & Other "Ag" vocates Can Help Science Teachers Teach Agriculture**

Sponsored by Ohio Soybean Council and Ohio Corn Marketing Board
9:30 a.m.-10:30 a.m., *West Building Room 102*

Moderator: Ty Higgins, Ohio Ag Net, Ohio's Country Journal

Panelists: Jeanne Gogolski, Education Projects & Partnerships; Rebekah Peck, DuPont Pioneer; Brad Moffitt, Ohio Corn Marketing Program; Dr. Laura Lindsey, Soybean and Small Grain Specialist, Ohio State University; and Ohio teachers.

For two years, a group of high school science teachers from urban and suburban Ohio has attended Commodity Classic to talk to industry leaders and to learn more about the relevant issues of 21st century agriculture. Join this session to experience the outcomes and see the benefits of training educators to be the bridge between industry and the public. Armed with current background and understanding, teachers can deliver an honest, modern agriculture message to students and their parents. What can you do in your state? How can we do this together?



Ty Higgins

Trade Show Open9:15 a.m.-12:00 p.m., *Lower Level Exhibit Hall*

This is your last opportunity to visit with leading agribusiness decision makers and industry experts who are eager to meet with you, take your questions and hear your experiences with their products and services.

Trade Show Morning Snack

Sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic
9:15 a.m.-10:00 a.m., *Lower Level Exhibit Hall*

Morning snack tickets are included in all full registration packages or Saturday one-day registrations. Please bring your ticket to the trade show snack break.

Cooking Demonstration

Sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic

9:15 a.m.-10:00 a.m., *Lower Level Exhibit Hall, Stage-Aisle 3200*

Join award-winning registered dietitian nutritionist, Cordon Bleu-certified chef and best-selling author of *Clean Eating for Busy Families* Michelle Dudash as she demonstrates her famous chicken, turkey, and egg recipes at the Commodity Classic stage in the trade show. For 15 years, one meal at a time, Michelle has been teaching millions of people how food and health can deliciously co-exist. Michelle is a recipe columnist for *The Arizona Republic*, in addition to contributing her savory ideas to *Food Network*, *Better Homes and Gardens*, *SELF*, *EatingWell*, *Parents*, and *USA Today*. Looking for healthy and mouthwatering recipes that will have you in and out of the kitchen in less than 30 minutes? Look no further!



Michelle Dudash

Trade Show Drawings9:15 – 10:00 a.m. *USA Poultry & Egg Export Council Stage - Aisle 3200*

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council Booth 710 to win a gourmet gift basket. MUST BE PRESENT at the cooking demonstration featuring Chef Michelle Dudash to win.

10:05 a.m. *Commodity Classic 2016, 3209*

Gather preliminary information about New Orleans, site of the 2016 Commodity Classic held March 3 – 5. Sign-up at the booth to register to win a New Orleans-inspired gift provided by the New Orleans Convention & Visitors Bureau. Do NOT need to be present to win.

10:10 a.m. *Syngenta, 2900*

Sign up in advance for a chance to win a Big Green Egg. Do NOT need to be present to win.

10:45 a.m. *United Soybean Board/Soy Checkoff, 303*

Improve your scouting and more with a S-Tuned Phantom 2 Vision+. Sign-up in advance at booth for a chance to win this drone. MUST BE PRESENT to win.

10:55 a.m. *National Association of Wheat Growers, 413*

Sign-up in advance at booth to win a GoPro camera. Do NOT need to be present to win.

Continued on page 20

Trade Show Drawings (continued from page 19)**11:00 a.m. The World Soy Foundation, 516**

Visit booth for a chance to win a children's pedal tractor. Do NOT need to be present to win pedal tractor. Want a \$200 travel voucher? Visit booth to learn how. MUST BE PRESENT to win travel voucher.

11:05 a.m. National Sorghum Producers, 513

Sign up in advance for a chance to win a #Gofor250 remote-controlled model NSP Yield Contest truck! Do NOT need to be present to win.

11:15 a.m. Bayer CropScience, 1529

Sign-up in advance for a chance to win a gift. Do NOT need to be present to win.

11:30 a.m. John Deere, 1410

Growers: Complete the demographic information in advance with your Commodity Classic registration or if not, at Commodity Classic's registration desk on site, and win a John Deere GatorTM XUV825i (one entry per family). Do NOT need to be present to win. However, an additional prize will be available for the winner if present at time of drawing.

**11:40 a.m. Monsanto, 2300**

Sign-up in advance at booth for a chance to win front row seats to the Evening of Entertainment, plus special VIP treatment. MUST BE PRESENT to win.

12:30 p.m.-5:15 p.m. Tour: Canyon Lake Steamboat Cruise

12:30 p.m.-5:30 p.m. Tour: Tree to Table Field Tour at Queen Creek Olive Mill

1:00 p.m.-4:30 p.m. NCGA Corn Congress, Sheraton, Phoenix Ballroom C

1:00 p.m.-4:30 p.m. Tour: Taste It, Culinary Adventure in Downtown Phoenix

1:00 p.m.-5:00 p.m. Tour: Off-Road Desert Adventure

1:00 p.m.-5:00 p.m. Tour: Scottsdale Shuttle

1:30 p.m.-5:30 p.m. ASA Voting Delegates Session, Sheraton, Encanto

Worship Service

Sponsored by Kinze Manufacturing, Inc.

5:30 p.m.-6:00 p.m., Sheraton, Paradise Valley

Fellowship of Christian Farmers nondenominational service. All are welcome.

Evening of Entertainment

Sponsored by Monsanto

8:30 p.m.-9:45 p.m., North Ballroom 120D

Doors open at 8:00 p.m.

Enjoy this Commodity Classic-exclusive event as we close another great convention. Visit the Monsanto booth during trade show hours for an opportunity to win front-row seats.



Craig Morgan was born in tiny Kingston Springs, Tennessee, the son of a bass-playing father whose work gave him behind-the-scenes views of classic country stars like Vern Gosdin, George Jones and Tammy Wynette, among many others. At ten, he sang the national anthem during a school field trip to Nashville in front of a crowd that included Minnie Pearl--who told him, "Son, someday you're gonna be a famous singer."

Morgan proved her right; with a music catalog including working-class anthems like "Redneck Yacht Club," "International Harvester" and "More Trucks Than Cars"; real-life love songs like "Tough" and "This Ole Boy"; and one that hits on pretty much every theme Craig brings to the table--"Little Bit of Life." Then there is "That's What I Love About Sunday," a six-week chart-topper whose love of American life in the biggest and smallest senses made it the most-played song of the year when it came out.

See you in New Orleans for Commodity Classic 2016!

Special thanks to the committee members for their commitment and hard work on the 2015 Commodity Classic.



Sam Butler (Co-Chair)

Dean Campbell

Ed Erickson, Jr.

Gary Hayden

Kevin Ross

Bart Schott (Co-Chair)

Wesley Spurlock

Terry Swanson

Erik Younggren

FUTURE SITES

March 3-5, 2016 • New Orleans, Louisiana

March 2-4, 2017 • San Antonio, Texas

February 27-March 1, 2018 • Anaheim, California

February 28-March 2, 2019 • Orlando, Florida

Don't miss a single educational session!

NEW! All full-registrants receive complimentary access to video recordings of the 2015 Education Sessions - that includes Learning Centers, Early Risers and What's New Sessions! One-day registrants and non-registrants will have the opportunity to purchase access. Starting in mid-March, go to the Educational Sessions section of the Commodity Classic website.

Badge Scanning

Radio frequency identification (RFID) badge scanning will be utilized at the Commodity Classic this year in order to streamline attendance at our events. No personal information is stored in the RFID badge, only an ID number. The reports will be used to improve future Commodity Classic events. We thank you for participating in this process to gather helpful information to improve the quality of our educational sessions and trade show attendance.

Refer to the white board at the trade show entrance where exhibitors list winners' names for prizes that don't require winners to be present to win.

Ongoing - Commodity Classic Commemorative Clothing _____ **3201**
Quantities are limited. Shop early for best selection.

Plan Ahead - Commodity Classic & John Deere Gator™ Drawing

Growers: If you did not complete the demographic information with your Commodity Classic registration, go to the Commodity Classic registration desk onsite to provide your demographic information to be registered for a chance to win a John Deere Gator™ XUV825i on Saturday at 11:30 a.m. in the John Deere booth (one entry per family). Do NOT need to be present to win. However, an additional prize will be available for the winner if present at time of drawing.

Ongoing - U.S. Custom HarvestersSM _____ **312**
Sign up for a daily drawing for a Great American Wheat Harvest DVD and more. Do NOT need to be present to win.

Ongoing - DTN/The Progressive Farmer _____ **521**
We're giving away hundreds of prizes — including your chance to win \$10,000 cash! Bring your card to the booth and scan to win. Forgot your card? No worries, complete one onsite. No purchase required.

Ongoing - Trimble _____ **801**
All attendees are eligible to receive \$400 of crop health imagery and precise rainfall maps by visiting booth. This promotion is only available to attendees visiting the booth during Commodity Classic show hours.

Ongoing - The Fertilizer Institute _____ **922**
Sign up in advance for multiple chances to win a \$50 Cabela's gift card. Three gifts awarded daily. Do NOT need to be present to win.

Ongoing - FMC Corporation _____ **1001**
Sign up in advance for a daily chance to win a \$250 Cabela's gift card. Do NOT need to be present to win.

Ongoing - Michelin Ag Tires _____ **1329**
Sign up in advance for multiple chances to win custom Michelin floor mats for your pick-up truck and one grand prize of 4 Michelin passenger vehicle tires. Do NOT need to be present to win.

Ongoing - Marrone Bio Innovations _____ **1347**
Stop by for FREE specialty coffee drinks and a chance to win a Keurig! Do NOT need to be present to win Keurig.

Ongoing - ATP Nutrition _____ **3001**
Are you deficient in nutrition? Take the Deficiency Quiz at our booth, learn how to maximize the crops genetic potential, and win a T-shirt.

THURSDAY, February 26

Bring your ticket for the trade show lunch served 12:00 p.m.-1:30 p.m. sponsored by Bayer CropScience.

Open Hours - ADM _____ **2600**
Stop by our booth and guess the CBOT closing grain prices for a chance to win a prize! Do NOT need to be present to win.

1:00 p.m. - Firestone Farm Tires _____ **1051**
Stop by booth for AD² technology presentation.

2:00 p.m. - Channel _____ **2501**
Stop by booth for special guest appearances by Channel Grain Marketing Expert Matt Bennett.

2:05 p.m. - MyAgCentral _____ **1439**
Sign up in advance for a chance to win a year subscription to our SAAS platform MyAgCentral. Do NOT need to be present to win.

3:00 p.m. - Brandt Consolidated, Inc. _____ **347**
Sign up in advance for a chance to win a YETI cooler or NASCAR Sprint Cup Series tickets. Do NOT need to be present to win.

3:15 p.m. - Farmer's Business Network, Inc. _____ **664**
Sign up in advance for a chance to win a Davis Ag Remote Weather Station. Do NOT need to be present to win.

FRIDAY, February 27

Bring your ticket for the trade show lunch served 11:00 a.m.-12:30 p.m.

Open Hours - ADM _____ **2600**
Stop by our booth and guess the CBOT closing grain prices for a chance to win a prize! Do NOT need to be present to win.

12:00 p.m. - Agro-Culture Liquid Fertilizers _____ **1237**
Sign up in advance at booth for a chance to win a pocket-sized power source strong enough to jump your car. Do NOT need to be present to win.

12:10 p.m. - Farmer's Business Network, Inc. _____ **664**
Sign up in advance for a chance to win a Davis Ag Remote Weather Station. Do NOT need to be present to win.

1:00 p.m. - Firestone Farm Tires _____ **1051**
Stop by booth for AD² technology presentation.

1:50 p.m. - Valagro USA _____ **2420**
Bring card received in mail to booth for a chance to win a \$300 gift card. Do NOT need to be present to win.

2:00 p.m. - Channel _____ **2501**
Stop by booth for special guest appearances by Channel Grain Marketing Expert Matt Bennett.

2:00 p.m.-3:00 p.m. - CAPELLO Headers by Worthington Ag Parts _____ **1364**
Stop by booth to be a part of LIVE! Ag PhD XM radio.

2:05 p.m. - MyAgCentral _____ **1439**
Sign up to win a year subscription to our SAAS platform MyAgCentral. Do NOT need to be present to win.

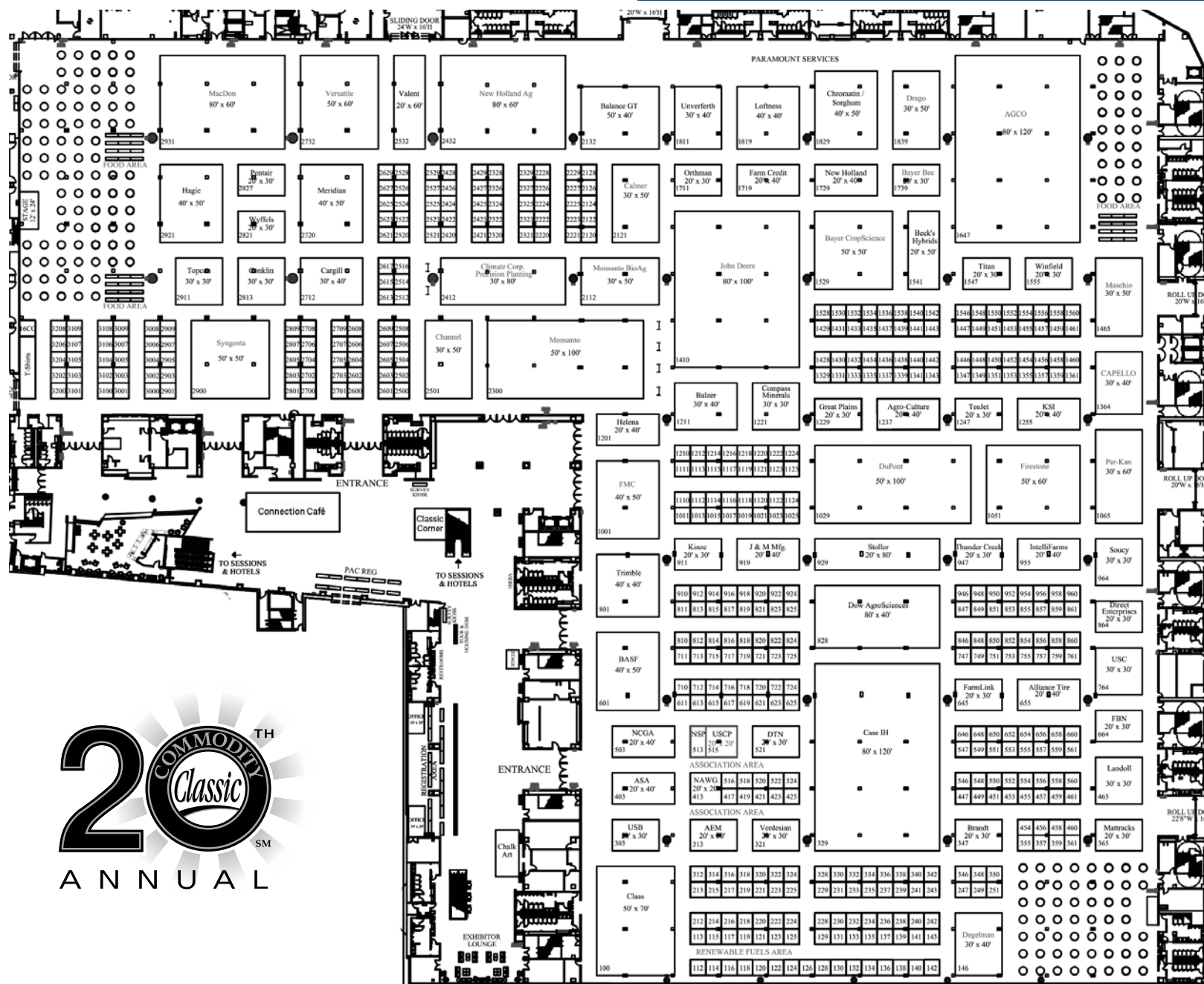
2:10 p.m. - Nachurs _____ **1011**
Sign up in advance for a chance to win a Kindle Fire. Do NOT need to be present to win.

2:15 p.m.- SipcamAdvan _____ **1430**
Visit booth for a chance to win Wolverine work boots. Do NOT need to be present to win.

2:30 p.m. - dataTHRESH, Inc. _____ **330**
Sign up in advance for drawing to win a dataTHRESH independent RATINGS PRO 1 year subscription drawing. Do NOT need to be present to win.

2:45 p.m. - Iteris, Inc. _____ **234**
Sign up in advance to win an iPad Mini. Do NOT need to be present to win.

Continued on page 26



20TH ANNUAL
Commodity ClassicSM

Commodity Classic App, Twitter and Facebook

Get the free Commodity Classic mobile app available from the iTunes Store and Android Marketplace or visit www.commodityclassic.com/app. The app contains helpful schedule information, tools to help you navigate the show such as maps, speaker bios and more! Make sure to allow push notifications to receive announcements and onsite changes.

Stay connected with other Commodity Classic attendees - use #Classic15 for Twitter and Facebook, and "Like" the Commodity Classic Facebook page at www.facebook.com/CommodityClassic.

Renewable Fuels Area

Visit this area as marked on the map in aisle 100 to preview the latest products, services, and organizations promoting the use of renewable fuels.

Food and Seating Areas

Refer to the map for seating areas, standing food tables and food and beverage stations used during hosted meals and breaks. Please thank the sponsors for their support of these meal functions.



3:00 p.m. - Pro Farmer/Farm Journal _____ **811**
Sign up in advance for a chance to win a Marketing Education Series with Pro Farmer's Chip Flory. Do NOT need to be present to win.

3:15 p.m. - DuPont Pioneer and Crop Protection _____ **1029**
Sign up in advance for a chance to win a (sur)prize. Do NOT need to be present to win.

SATURDAY, February 28

Bring your ticket for the trade show morning snack served 9:15 a.m.-10:00 a.m. sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic.

9:15 a.m.-10:00 a.m. - USA Poultry & Egg Export Council _____ **Stage - Aisle 3200**
Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council Booth 710 to win a gourmet gift basket. MUST BE PRESENT at the cooking demonstration featuring Chef Michelle Dudash to win.

10:05 a.m. - Commodity Classic 2016 _____ **3209**
Gather preliminary information about New Orleans, site of the 2016 Commodity Classic held March 3-5. Sign up at the booth to register to win a New Orleans-inspired gift provided by the New Orleans Convention & Visitors Bureau. Do NOT need to be present to win.

10:10 a.m. - Syngenta _____ **2900**
Sign up in advance for a chance to win a Big Green Egg. Do NOT need to be present to win.

10:12 a.m. - GYPSOIL _____ **2704**
Sign up in advance for a chance to win a \$500 gift certificate towards GYPSOIL purchase. Do NOT need to be present to win.

10:14 a.m. - IntelliFarms _____ **955**
Sign up in advance for a chance to win a free FieldDataManager control unit, IntelliFarms' newest product. Do NOT need to be present to win.

10:15 a.m. - Firestone Farm Tires _____ **1051**
Stop by booth for AD² technology presentation.

10:20 a.m. - RCM Futures _____ **1333**
Sign up in advance for a chance to win an iPad. Do NOT need to be present to win.

10:23 a.m. - Agriphar Crop Solutions _____ **1339**
Sign up in advance for a chance to win a Microsoft Surface Tablet valued at \$449. Do NOT need to be present to win.

10:26 a.m. - MyAgCentral _____ **1439**
Sign up to win a year subscription to our SAAS platform MyAgCentral. Do NOT need to be present to win.

10:29 a.m. - Country Enterprises, Inc. _____ **1440**
Sign up in advance for a chance to win a Kestrel 1000 Pocket Wind Meter - \$100 value - to monitor wind speed, control spray drift and many other uses. Do NOT need to be present to win.

10:32 a.m. - AgriLogic Insurance Services, LLC _____ **1443**
Sign up in advance for a chance to win a big screen LED TV! Do NOT need to be present to win. TV will be shipped to winner after the show.

10:35 a.m. - Roach Ag Marketing _____ **1560**
Sign up in advance for a chance to win a flat screen TV! Do NOT need to be present to win.

10:38 a.m. - Farmer's Business Network, Inc. _____ **664**
Sign up in advance for a chance to win 20,000 acres of 5 Meter Rapid Eye Satellite Imagery. Do NOT need to be present to win.

10:41 a.m. - Hortau - Simplified Irrigation _____ **652**
Bring completed post card by booth in advance for a chance to win a Go Pro Hero camera. Do NOT need to be present to win.

10:43 a.m. - BIO-CAT Microbials _____ **239**
Sign up in advance for a chance to win an iPad Air. Do NOT need to be present to win.

10:45 a.m. - United Soybean Board/Soy Checkoff _____ **303**
Improve your scouting and more with a S-Tuned Phantom 2 Vision+. Sign up in advance at booth for a chance to win this drone. MUST BE PRESENT to win.

10:47 a.m. - Ag Tech Supply _____ **136**
Sign up in advance for a chance to win a surveillance camera that texts pictures upon motion or text request. Do NOT need to be present to win.

10:50 a.m. - Renewable Fuels Association _____ **121**
Sign up in advance for a chance to win an "Ethanol Fueled with Pride" embroidered OGIO carry-on suitcase. Do NOT need to be present to win.

10:53 a.m. - Waterways Council _____ **213**
Sign up in advance for a chance to win a Cabela's gift card and learn about the importance of river barges! Do NOT need to be present to win.

10:55 a.m. - National Association of Wheat Growers _____ **413**
Sign up in advance at booth to win a Go Pro camera. Do NOT need to be present to win.

11:00 a.m. - The World Soy Foundation _____ **516**
Visit booth for a chance to win a children's pedal tractor. Do NOT need to be present to win pedal tractor. Want a \$200 travel voucher? Visit booth to learn how. MUST BE PRESENT to win travel voucher.

11:05 a.m. - National Sorghum Producers _____ **513**
Sign up in advance for a chance to win a #Gofor250 remote-controlled model NSP Yield Contest truck! Do NOT need to be present to win.

11:08 a.m. - Conservation Technology Information Center _____ **918**
Sign up in advance for a chance to win a Yeti Rambler or portable battery charger. Do NOT need to be present to win.

11:11 a.m. - StollerUSA _____ **929**
Sign up in advance for a chance to win a Kobalt truck tool box. Do NOT need to be present to win.

11:15 a.m. - Bayer CropScience _____ **1529**
Sign up in advance for a chance to win a gift. Do NOT need to be present to win.

11:18 a.m. - Valagro USA _____ **2420**
Bring card received in mail to booth for a chance to win a \$300 gift card. Do NOT need to be present to win.

11:21 a.m. - La Crosse Seed _____ **2427**
Learn about Soil FirstTM cover crops and enter for a chance to win a \$50, \$150 or \$300 Cabela's gift card. Do NOT need to be present to win.

11:25 a.m. - Compass Minerals _____ **1221**
Sign up in advance for a chance to win a two-day Boss 302 racing school experience. Do NOT need to be present to win.

11:30 a.m. - John Deere _____ **1410**
Growers: Complete the demographic information in advance with your Commodity Classic registration or if not, at Commodity Classic's registration desk onsite, and win a John Deere GatorTM XUV825i (one entry per family). Do NOT need to be present to win. However, an additional prize will be available for the winner if present at time of drawing.

11:40 a.m. - Monsanto _____ **2300**
Sign up in advance at booth for a chance to win front row seats to the Evening of Entertainment, plus special VIP treatment. MUST BE PRESENT to win.

Congratulations 2014 Survey Winners!



Dick and Martha Dobbins
Concord, Michigan



Pat and Rodney Williamson
Neoga, Illinois

**Complete the surveys described below and get
TWO chances to win free registration and hotel stay for
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New Orleans, Louisiana • March 3 - 5

For Registered Growers and Family Members Only

Prize consists of two registrations to 2016 Commodity Classic, hotel accommodations for two for up to four nights during 2016 Commodity Classic, and \$500 cash! This prize is nontransferable and may not be exchanged for alternative payment. Winner will be drawn at random from completed surveys and shall be notified on or before November 16, 2015.

[Survey #1](#) seeks your opinion on the future direction of Commodity Classic. Located at computer kiosks throughout the convention center or you can take the survey on the Commodity Classic app. Look for the icon labeled, "Survey Kiosk."

[Survey #2](#) seeks your opinion on this year's Commodity Classic. If you provided your email address when registering you will receive this survey in your inbox shortly after Commodity Classic.

Complete both surveys and be entered to win free registration and hotel stay for the 2016 Commodity Classic in New Orleans – plus \$500 cash! Thank you for your feedback!

The Commodity Classic surveys will help us shape Commodity Classic for the coming years.

By completing both surveys, you double your chances to win!



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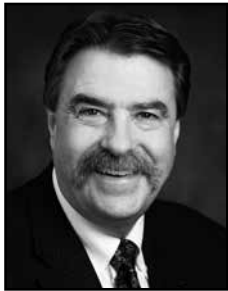
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