



2013 Pork Management Conference

Your Pork Industry Investment



June 18-21, 2013 • Denver, Colo.

2013 PORK MANAGEMENT CONFERENCE

Your Pork Industry Investment

AGENDA

The Pork Management Conference is suited for – CFO's, Controllers, Owners, Lenders, Growers, HR/Safety Directors, Accountant and Risk Managers. The objective for the conference is to expand your industry knowledge, financial sophistication, industry outlook, latest industry trends, and help you anticipate future challenges while networking with industry leaders and creating a vision.

TUESDAY, JUNE 18TH

6:00 p.m. - 8:00 p.m. **Welcome Reception — Sponsored by: FCS of America & Capital Markets Group**

WEDNESDAY, JUNE 19TH

6:30 a.m. – 7:30 a.m. **BREAKFAST — Sponsored by: 3cSoftware, Animal Health International & Faegre Baker Daniels, LLP**

7:00 a.m. Registration

7:45 a.m. WELCOME — *Sharlotte Peterson, National Pork Board*

8:00 a.m. National Pork Board Update — *Bill Winkelman, National Pork Board*
An update of the Pork Checkoff initiatives, including details of Be Inspired®, Safety Benchmarking and Crisis Response.

8:30 a.m. Retail Sustainability — *Scott Alleger and Doug Holbrook, Costco Wholesale*
Information on how to understand the decisions retailers make in the meat case and how it impacts product availability and consumer demand.

9:15 a.m. Communicating to the Consumer: Language that Works — *Clint Sievers, Maslansky + Partners*
What do consumers really care about, and what do they want to hear about pork production?

10:00 a.m. **BREAK — Sponsored by: Lynch Livestock, Zoetis & Wells Fargo Bank Ag Group**

10:30 a.m. National Pork Producers Council Legislative/Regulatory Update — *Audrey Adamson, NPPC*
An overview of the latest pork industry policy and regulatory happenings from Washington, D.C. including information on the Farm bill, Environmental Protection Agency, Department of Justice, Food and Drug Administration.

11:00 a.m. Value of True Price Discovery — *Steve Meyer, Paragon Economics*
The effects of mandatory price reporting on packer contracts.

12:00 p.m. Adjourn — Lunch on Your Own (lunch will be provided for golfers)

12:30 p.m. Golfers Depart Hotel to Golf Course – 22 passenger shuttle provided. Round trip is 15 minutes.

1:00 p.m. **Golf Outing at Interlocken Golf Club (Vista, Sunshine, Eldorado combination)**

ADDITIONAL INFORMATION

Omni Interlocken Denver

500 Interlocken Blvd
Broomfield, CO 80021
Ph 1-800-THE-OMNI

Room Block Name:

Pork Management Conference

\$159 room rate includes complimentary:

- Self & Valet Parking
- Internet in Guest Room
- Transportation to Flatiron shipping and dining areas
- Use of Fitness Center
- 48 hr. cancellation policy

**Deadline for discounted room rate is:
Friday, May 17, 2013**

For More Information:

Contact us at 800-456-7675 or at pork.org.

Driving Directions from Denver Int'l

Airport: (30 min./28 mi.) Exit Airport via Pena Blvd. Take Pena Blvd to Exit # 6B to Fort Collins/E-470 Tollway. E-470 eventually becomes the Northwest Parkway. You will travel 32 mi. along E-470 Tollway. Northwest Parkway ends and becomes Interlocken Loop, which will cross over US 36. Follow to the next light and turn left onto Interlocken Blvd. The hotel is located up the hill on the left hand side, approximately two city blocks.

Ground Transportation Options:

Cab Fare: Approx. \$75 one way OR
<http://www.supershuttle.com/Locations/DENAirportShuttleDenver.aspx>
\$27 one way

Golf Outing:

The golf outing is at 1:00 p.m. on Wednesday, June 19 at the Interlocken Golf Club. Shuttle service will be provided. Sign up on the registration form to play golf. Register by May 24, pre-registration is required. Lunch will be provided. All green fees and club fees must be paid directly to our golf coordinator Randy Hinds and mailed separately to 464 Magnolia Bluff Rd, Statesboro, GA 30461. Any questions on golf, please call Randy at 806-339-2793 or email rhinds@hitchok.com **(no refunds are provided if you cancel your golf registration).**

Conference Cancellation:

Full refunds will be granted to cancellation requests made prior to May 24th. No refunds will be granted after May 24th.

THURSDAY, JUNE 20TH

- 6:30 a.m. **Producer Roundtable Optional Session — Breakfast Included**
This optional session is open for all pork producers to come and take part in a lively peer-to-peer discussion on today's hot topics.
- 7:00 a.m. **BREAKFAST — Sponsored by: Land O' Lakes Finance Company, Swine Vet Center & Boehringer Ingelheim**
- 8:00 a.m. **Weather Outlook — Elwynn Taylor, Iowa State University**
A crystal ball that predicts the weather would be nice, but forecasters have to rely on technology and records instead. A look back shows a trend of increased volatility. What about the future?
- 9:00 a.m. **Global Pork & Export Update — Laurie Hueneke and Dallas Hockman, National Pork Producers Council**
A look into the current global markets and opportunities for U.S. Pork Exports, including the impact of gestation regulations in Europe.
- 10:00 a.m. **BREAK — Sponsored by: Lynch Livestock, Zoetis & Wells Fargo Bank Ag Group**
- 10:30 a.m. **Benchmarking & Production Cost Relationships — Greg Bilbrey, Agristats**
- 11:30 a.m. **LUNCH — Sponsored by: Farmland Foods, CIH, & The Parks Companies**
- 12:30 - 1:15 p.m. **Lender Panel Discussion**
Mark Greenwood, AgStar
Dan Glienke, Land O'Lakes Finance Company
Lee Fuchs, Capital Markets Group
Leading pork industry lenders provide their insights into the financial status of the industry and answer your questions.
- 1:30 PM – 2:30 p.m. **Concurrent Session I**
- a.) **Affordable Care Act — Leah Wurth, Gallagher Grace/Mayer**
What you need to know and are you prepared?
 - b.) **Alternative Feeds — Bob Goodband, Kansas State University**
Understanding how to use alternative feeds in your diet, including what's new.
 - c.) **Accounting Update — TJ Boyle, Frost, PLLC**
An update on the latest developments from the Financial Accounting Standards Board and the impact to your business and reporting. With continued changes in accounting for leases, fair values, derivatives and others, this session will focus on changes that have occurred in the last year and projects that may be put into effect in the near future.
 - d.) **Risk Management — Chip Whalen, CIH**
How to Manage Margins: A 2012 Case Study
- 2:30 p.m. **BREAK — Sponsored by: Lynch Livestock, Zoetis & Wells Fargo Bank Ag Group**
- 2:45 PM – 3:45 p.m. **Concurrent Session II**
- a.) **Income & Estate Tax Update — Rob Gunther, Frost, PLLC.**
 - b.) **PPRS (strategies & filters) — Scott Dee, Pipestone**
Examining the effectiveness of filters and other PPRS control strategies.
 - c.) **Developing Future Leaders — Al Bennett, AgStar**
Roles and responsibilities of the next generation.
 - d.) **Economics of Sow-Housing — Steve McWilliams, McWilliams Agribusiness, Inc.**
The introduction of an Excel-based sow-housing model designed for pork producers to use in comparing financial results between an existing sow farm with gestation stalls and the same sow farm converted to group housing. Participants will learn what is needed to use the model and have an opportunity to prepare a financial analysis of a sow farm using the comparison model.
- 4:00 p.m. **Keynote Speaker: Agriculture Trends Topics and Tomorrow — Damian Mason**
An informative and entertaining look at issues facing the business of food production.
- 5:00 PM – 6:30 p.m. **RECEPTION — Sponsored by Frost, PLLC & Bank of the West**
GOLF AWARDS — Sponsored by: Phibro Animal Health, Gallagher Grace/Mayer, Animal Health International, Hitch Enterprises & Elanco Animal Health

FRIDAY, JUNE 21ST

- 7:00 a.m. **BREAKFAST — Sponsored by: Bayer Animal Health, The Hartford Livestock & Wiechman Pig Company**
- 8:00 a.m. **Market Outlook — Steve Meyer, Paragon Economics**
- 9:00 a.m. **Grain Outlook — Joe Kerns, Kerns & Associates**
- 10:00 a.m. **Adjourn – Travel Safe – Hope to see you in 2014!**

SPONSORS

Special thanks and appreciation to the planning committee for their efforts in developing the program.



2013 PORK MANAGEMENT CONFERENCE

To register:



Call us at (800) 456-7675
Fax to (515) 223-2646



Mail this form to: National Pork Board
Attn: Pork Management Conference
1776 NW 114th Street, Des Moines, IA 50325

**MAIN REGISTRANT: REGISTRATION FEE \$395 PER PERSON
AFTER MAY 24: \$435 PER PERSON** (For additional persons registering, please photocopy registration form.) The first ten pork producers that haven't attended in the past two years receive a \$300 discount on registration. Limit one pork producer per company. Sponsored by AgStar.



Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail Address: _____

PAYMENT/REGISTRATION INFORMATION COST

_____ # Registrants **ON/PRIOR TO** May 24 at \$395 each \$ _____

_____ # Registrants **AFTER** May 24 at \$435 each \$ _____

_____ # Spouse registrants for full participation at \$150 each \$ _____

Spouse's Name: _____

_____ # Spouse registrant for **reception** only \$50 each \$ _____

Spouse's Name: _____

_____ # Children attending reception at no charge \$ 0

TOTAL \$ _____

OTHER

Do you have any special dietary needs? yes
(National Pork Board will call to verify your request)

In case of emergency please call: _____

Phone: _____

**A check payable to
National Pork Board is enclosed for \$** _____

Please charge my: Visa Mastercard Discover
 American Express

Card #: _____

Expiration Date: _____

Cardholder Name: _____

Address: _____

GOLF OUTING REGISTRATION AND PAYMENT INFORMATION

Main Registrant Spouse

_____ # Golf registrants at \$95 each \$ _____

_____ # Golf club rentals at \$30 each \$ _____
 Left-Handed Right-Handed

All green fees and club rentals must be paid to:

Randy Hinds
464 Magnolia Bluff Rd
Statesboro, GA 30461
806-339-2793
rhinds@hitchok.com

***Do not send payment for golf to National Pork Board.**