

# 2018 Soybean Leadership College

Embassy Suites by Hilton St. Charles  
Two Convention Center Plaza • St. Charles, MO 63303 • 636-946-5544

## “Leading Through Change”

### January 9, 2018 (Tuesday)

Participants Arrive in St. Louis

- 2:00 p.m.      **Welcome**      *Room: Junior Ballroom C & D (Lower Level)*
- John Heisdorffer (IA), ASA President
- 2:15 p.m.      **“The Big Picture – Agriculture Looks at 2018”**
- Matt Roberts, Ph.D., The Kernmantle Group
- 3:45 p.m.      **“Farm Credit 2018 Update”**
- Kate Lambert, Assistant Vice President, Lending, FCS Financial
- 4:15 p.m.      Break
- 4:30 p.m.      **“A Tale of Two Soybean Organizations”**
- Davie Stephens (KY), ASA Vice President
  - Nancy Kavazanjian (WI), USB Director
- 5:15 p.m.      Adjourn
- 6:00 p.m.      **Welcome Dinner**      *Room: Grand Ballroom D (Main Level – past Escalators)*

### January 10, 2018 (Wednesday)

- 8:00 a.m.      **Breakfast** - *Room: Grand Ballroom D (Main Level – past escalators)*
- Burleson Smith, Regulatory Affairs Manager, BASF
- 9:15 a.m.      Breakout Sessions (will repeat at 3:45 p.m.)
- 1) **“Who, What, Where, When and How – How to talk to (almost) Anyone about Agriculture”** - *Room: Junior Ballroom A*
- Allyson Perry, The Center for Food Integrity
    - o Where Do You Go for Information?
    - o Communications Best Practices
    - o Telling Your Story
- 2) **“Serving as a Leader in Today's Agricultural Organizations”** – *Room: Junior Ballroom B*  
*This high-energy session is specifically designed to provide new state and national Board members with tools to enable them to be more effective leaders. Hear a little bit more about what it takes to be a valued board member and have fun at the same time. Some topics will include:*
- Jane Ade Stevens, CEO, Indiana Soybean Alliance, Karey Claghorn, COO, Iowa Soybean Association; and Hannah Vorsilak, Director of Education and Training, Indiana Soybean Alliance
    - o Strategic Thinking in the Board Room
    - o Expectations of a Board Member
    - o How to build a strong board and staff relationship
- 10:30 a.m.      **“The Importance of Trade”** - *Room: Junior Ballroom C & D (Lower Level)*
- Jim Sutter, CEO, USSEC with introduction by Rosalind Leeck, Director of Market Access, USSEC

