

# 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. Breal

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
  - Telling Your Story
- 2) "Serving as a Leader in Todays 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
  - Strategic Thinking in the Board Room
  - o Expectations of a Board Member
  - 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

11:45 a.m. Lunch Room: Grand Ballroom D Mike Harper, Industry Relations Manager, FMC "Sharing the Soy Sustainability Story" - Room: Junior Ballroom C & D (Lower Level) 1:15 p.m. Nancy Kavazanjian (WI), USB Director Rosalind Leeck, Director of Market Access, USSEC Ron Moore (IL), ASA Chairman Diane Herndon, Senior Manager, Sustainability, Nestle/Purina 2:45 p.m. **Break** 3:15 p.m. Breakout Sessions – Repeat of First Sessions 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? Communications Best Practices Telling Your Story 2) "Serving as a Leader in Todays 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 Strategic Thinking in the Board Room Expectations of a Board Member How to build a strong board and staff relationship 4:30 p.m. Final Keynote and Closing Remarks - Room: Junior Ballroom C & D (Lower Level) Richard Fordyce, State Executive Director, USDA - Missouri Farm Service Agency and Former Missouri Director Agriculture 5:30 p.m. Adjourn Depart Embassy Suites Lobby for City Museum 6:15 p.m. 6:45 p.m. **Dinner and Networking** St. Louis City Museum

https://www.citymuseum.org/

8:00 p.m. First Shuttle will return to the Embassy Suites Final Shuttle to return to the Embassy Suites 9:15 p.m.

#### January 11, 2018 (Thursday)

**Participants Depart** 

# Join the Conversation! **#SoyLeaders**