

CONFERENCE REGISTRATION INFORMATION

REGISTRATION BY FEBRUARY 1 IS ENCOURAGED AND APPRECIATED. UNREGISTERED GUESTS ARE ALSO WELCOME AND MAY REGISTER ON-SITE. THANKS TO GENEROUS SUPPORT FROM THE CONFERENCE SPONSORS, THERE IS NO REGISTRATION FEE OR CHARGE FOR THE LUNCHEON.

How to Register:

1. **Mail** the form on the reverse side (photocopies are acceptable) by **Wednesday, February 1** to:
ASU Agribusiness Conference
Arkansas State University
P.O. Box 1080
State University, AR 72467-1080 OR
2. **Fax** the form to 870-972-3885 OR
3. **Register on the Internet** at <http://agri.astate.edu>

For more information, contact Ms. Robin Parks at the ASU College of Agriculture & Technology:

Phone: 870-972-2085 or 870-972-2087
FAX: 870-972-3885
Email: rjoslin@astate.edu

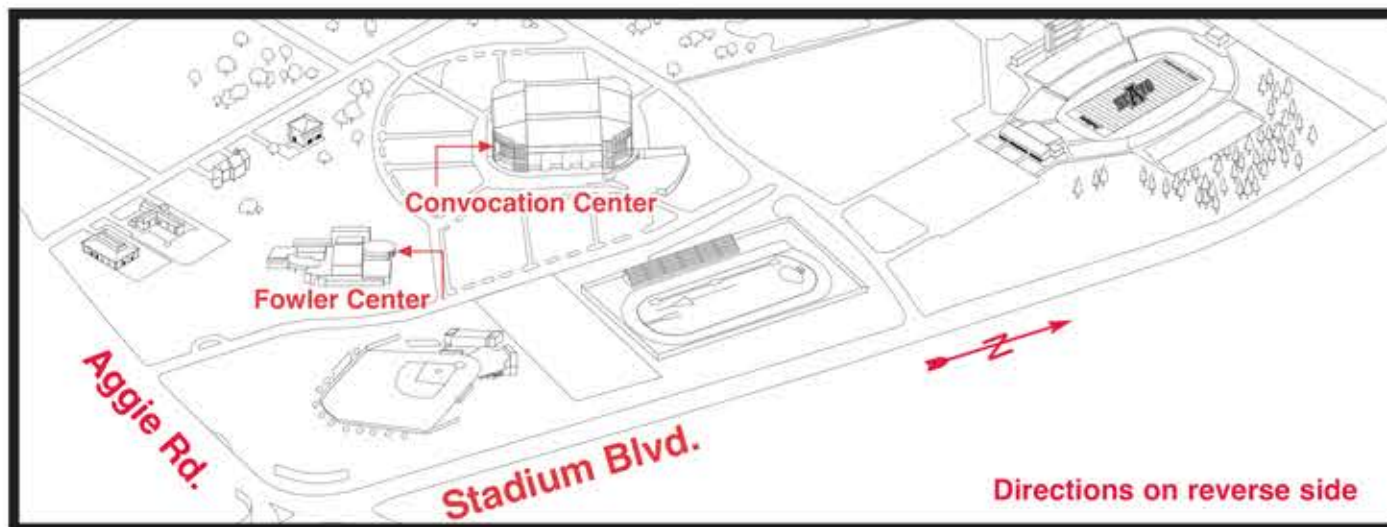
CONTINUING EDUCATION CREDIT

Certified Public Accountants: This conference meets the guidelines for up to **five and one-half hours of credit for continuing professional education** as set forth in the Rules and Regulations of the Arkansas State Board of Public Accountancy. CPAs must sign a registration form at the lobby registration desk.

Arkansas Certified Crop Advisors and **Arkansas Crop Consultants:** This conference has been approved for up to **three Personal Development CEU credits and three Crop Management CEU credits**. CCAs and ACCs must sign a registration form at the lobby registration desk.

American Society of Farm Managers and Rural Appraisers: This conference has been approved for **six and one-half hours of continuing education credit** by the ASFMRA. There is no on-site registration form for ASFMRA members.

Agricultural Educators: This conference meets the requirements for **five and one-half hours of continuing in-service credit** by the Arkansas Department of Education. Agricultural educators who wish to receive credit must sign a registration form at the lobby registration desk.



2012 CONFERENCE SPEAKERS

John Anderson is a Senior Economist with the American Farm Bureau Federation. An Arkansas native, John was reared on a beef and poultry farm near the Timbo community in Stone County. He received his M.S. in Agriculture from Arkansas State University and his Ph.D. in Agricultural Economics from Oklahoma State University. John previously held faculty positions at the University of Kentucky and Mississippi State University.

Paul Amah is Professor of Agricultural Economics at Arkansas State University. Previously he served on the faculty of Truman State University, worked for Kraft General Foods, and was the Regional Marketing Manager for the Ghana Food Distribution Corporation. Paul earned his B.S. at the University of Ghana and his M.S. and Ph.D. in Agricultural Economics at the University of Wales. In 2007 Paul received a Fulbright Scholarship to work on cattle marketing in Namibia.

David Beasley joined ASU in 2009 and is Interim Dean of the ASU College of Agriculture & Technology and Dean of the ASU College of Engineering. Previously he served on the faculty of North Carolina State University for 18 years including seven years as Head of the Department of Biological & Agricultural Engineering. David earned his B.S. and M.S. degrees in Agricultural Engineering from Mississippi State University and his Ph.D. in Agricultural Engineering from Purdue University. He was reared on his family's farm near Hughes, Arkansas in St. Francis County.

Carl Brothers is Senior Vice President for International Rice and Partnerships at Riceland Foods, Inc. Riceland is a farmer-owned cooperative and the nation's leading rice company. Carl has 47 years of experience in the rice industry and currently serves as the industry's representative on the Agricultural Policy Advisory Committee for trade (APAC). The committee advises the Secretary of Agriculture and the U.S. Trade Representative on trade negotiation objectives and trade agreement operation. Carl also serves on the USDA Agricultural Statistics Advisory Committee and has previously served as Chairman of the Rice Foundation, the USA Rice Federation, and the Rice Millers Association.

Keith Coble is the W.L. Giles Distinguished Professor of Agricultural Economics at Mississippi State University where his work focuses on risk management, insurance, and agricultural policy. Previously, he served as a team leader at the Economic Research Service of the USDA. Keith currently serves on the Council on Food, Agricultural, and Resource Economics' Blue Ribbon Panel of Experts who provide guidance about national and international matters of significance to policy makers. A native of southern Missouri, Keith earned his B.S. and M.S. degrees at the University of Missouri and his Ph.D. at Texas A&M University.

Charles F. Connor is President and CEO of the National Council of Farmer Cooperatives. Prior to joining the NCF in 2009, Chuck served as the U.S. Deputy Secretary of Agriculture beginning in 2005. From August 2007 to January 2008 he served as both Secretary of Agriculture and Deputy Secretary. Previous positions include service as special assistant to the President from 2001 to 2005, President of the Corn Refiners Association, and an advisor to U.S. Senator Richard Lugar. Chuck is a graduate of Purdue University.

Cynthia Edwards is Deputy Director of the Arkansas Agriculture Department. Before joining the department in January, 2011, she served as an agricultural aide to Senator Blanche Lincoln and Senator Dale Bumpers. Cynthia is a native of DeWitt, AR, and earned her B.S. in Finance at Arkansas State University, a JD degree from the University of Arkansas-Little Rock Bowen School of Law, and a Master's in Agricultural Law from the University of Arkansas-Fayetteville.

Bert Greenwalt is a Professor of Agricultural Economics at Arkansas State University, Director of the ASU Agribusiness Conference, and farms with his family at Hazen. He currently serves on the Agribusiness Council of The Federal Reserve Bank of St. Louis where he previously served six years as a director. Bert earned his B.S.A. in Agricultural Business and Economics from ASU, his M.S. from the University of Arkansas, and his Ph.D. from Mississippi State University. He joined the ASU faculty full-time in 1991.

Dan Howard was appointed Interim Chancellor of ASU-Jonesboro in June 2010. He previously served as Executive Vice Chancellor and Provost. A native of New York, Dan earned his baccalaureate degree from Manhattan College and four graduate degrees from Indiana University. Prior to joining ASU in 2008, he served as Vice Chancellor at the University of North Alabama.

Jeff Johnson is a Cotton Merchant with Allenberg Cotton Company. Based in Memphis, Jeff has 22 years experience originating and merchandising U.S. cotton for the Louis Dreyfus Group. He is past President of the Southern Cotton Shippers Association, past President of the Memphis Cotton Exchange, and past President of the American Cotton Shippers Association. In 2005, Jeff was appointed by the U.S. Secretary of Agriculture to the Advisory Committee of the Universal Cotton Standards Conference. He currently serves as a merchant delegate to the National Cotton Council. Jeff earned his BS in Marketing Management and M.S.A. in Agriculture from Arkansas State University.

Travis Justice is Associate Director, Commodity and Regulatory Affairs, for the Arkansas Farm Bureau Federation. In addition to his work as a Senior Economist, Travis serves as Administrator for the Arkansas Beef Council, and Coordinator for the Arkansas Farm Bureau Beef Cattle and Equine Divisions. A native of Walters, Oklahoma, Travis earned his M.S. in Agricultural Economics at Oklahoma State University. He joined Arkansas Farm Bureau in 1974.

John Phipps is a farmer, a columnist for *Farm Journal* magazine, and host of the U.S. Farm Report – America's longest-running farm television program. Reared on a five-generation farm in east-central Illinois, John earned his B.S. in Chemical Engineering and Economics from the Rose-Hulman Institute of Technology, then spent five years as a nuclear engineering officer aboard a U.S. Navy fast-attack submarine. John returned to the family farm in 1970 where one of his sons recently joined him in the farm business. Since 1995, John has received numerous awards for his agricultural writing, including agricultural writing's highest award, Writer of the Year, in 2004.

Chuck Welch assumed office as the 2nd President of Arkansas State University on April 23, 2011. He previously served as President of Henderson State University, Chancellor of the University of Arkansas Community College at Hope, and Vice Chancellor for Academic Affairs at ASU-Beebe. Chuck also served as a White House Intern and on the staffs of Senator David Pryor and Representative Blanche Lincoln. He is a native of Jonesboro, Arkansas, and earned his B.A. at the University of Arkansas, an M.S. in Political Management from George Washington University, and an Ed.D. from the University of Arkansas at Little Rock.

Nathan Wells is an Assistant Professor of Equine Management at Arkansas State University where he teaches and manages the ASU Equine Center. Previously, he was the farm manager and an instructor in the Oregon State University Equine Science Program. A native of Northeast Arkansas, Nathan earned his B.S.A. in Animal Science from Arkansas State University and an M.S. from New Mexico State University. He enjoys training and competing in reined cow horse, reining, roping, and ranch versatility events on the performance horses that his family raises.

Jim Wimberly is President of BioEnergy Systems, LLC. Based in Fayetteville, Arkansas, he is a specialist in renewable energy, agricultural development, and project management. Jim has over 35 years of experience in the design, construction, and operation of agricultural processing facilities world-wide. He earned his B.S. in Agricultural Engineering and his M.S. in Business Administration & Engineering from Louisiana State University.

2012

AGRIBUSINESS CONFERENCE

Wednesday, February 8, 2012
ASU Fowler Center and Convocation Center
Jonesboro, Arkansas

Presented and Sponsored by:

ASU College of Agriculture & Technology
Judd Hill Foundation
AgHeritage Farm Credit Service
Allenberg Cotton Company
Arkansas Farm Bureau
Bunge North America
Busch Agricultural Resources
Capital Agricultural Property Services, Inc.
Farm Credit Midsouth
Greenway Equipment, Inc.
Helena Chemical Company
Liberty Bank of Arkansas
Riceland Foods, Inc.
RiceTec, Inc.
USA Rice Federation

ASU
ARKANSAS STATE
UNIVERSITY
JONESBORO

2012 AGRIBUSINESS CONFERENCE FOCUS

The 18th annual Arkansas State University Agribusiness Conference will focus on the outlook for commodity markets and agricultural policy.

The morning general session features four speakers and a panel discussion.

Deputy Secretary Cynthia Edwards will give a report on the activities and projects of the Arkansas Agriculture Department.

John Anderson, an economist with the American Farm Bureau Federation, will discuss the outlook for grain and energy markets.

Mississippi State University economist, Keith Coble, and Chuck Connor, President and CEO of the National Council of Farmer Cooperatives, will discuss the Political and Economic Forces which are Shaping the 2012 Farm Bill.

A panel of General Session Speakers will discuss current issues and take questions from the audience.

John Phipps, Farm Journal columnist and host of the U.S. Farm Report TV program will deliver the luncheon address.

The afternoon program features three special interest sessions:

Riceland Foods Senior VP Carl Brothers and Jeff Johnson of Allenberg Cotton Co., will discuss market trends and industry issues for rice and cotton.

Arkansas Farm Bureau Economist Travis Justice will discuss the livestock and feed market outlook. ASU Assistant Professor Nathan Wells will describe ASU's Equine Program and the plans for its future development.

Paul Armah, ASU Professor of Agricultural Economics, and Jim Wimberly of BioEnergy Systems will discuss the Economic Potential for Bioenergy Crops in Northeast Arkansas.

2012 ASU AGRIBUSINESS CONFERENCE

Wednesday, February 8, 2012

Presented and Sponsored by:
 Arkansas State University College of Agriculture & Technology
 Judd Hill Foundation • AgHeritage Farm Credit Services • Allenberg Cotton Co. • Arkansas Farm Bureau • Bunge North America
 Busch Agricultural Resources • Capital Agricultural Property Services, Inc. • Farm Credit Midsouth • Greenway Equipment, Inc.
 Helena Chemical Company • Liberty Bank of Arkansas • Riceland Foods, Inc. • RiceTec, Inc. • USA Rice Federation

- 8:00 Registration: Fowler Center, Lobby
- 8:30 General Session I: Fowler Center, Riceland Hall
 Dr. Bert Greenwalt, Professor of Agricultural Economics, Director of the ASU Agribusiness Conference
- 8:35 Arkansas Agriculture Department Update
 Ms. Cynthia Edwards, Deputy Secretary, Arkansas Agriculture Department
- 9:00 Commodity Market Issues and Outlook – Grains, Oilseeds, and Energy
 Dr. John Anderson, Senior Economist, American Farm Bureau Federation
- 9:45 Break and Refreshments: Fowler Center, Grand Hall
- 10:10 General Session II: Fowler Center, Riceland Hall
 Economic Forces and Policy Options Shaping the 2012 Farm Bill
 Dr. Keith Coble, Professor of Agricultural Economics, Mississippi State University
- 10:50 Political Forces Shaping the 2012 Farm Bill
 Mr. Chuck Connor, President and CEO, The National Council of Farmer Cooperatives
- 11:30 Panel Discussion
- 12:00 Lunch: Convocation Center, Red Entrance, Arena Mezzanine

Welcome

Dr. David Beasley, Interim Dean, Arkansas State University College of Agriculture & Technology
 Dr. Dan Howard, Interim Chancellor, Arkansas State University-Jonesboro
 Dr. Chuck Welch, President, Arkansas State University

Luncheon Address:

Mr. John Phipps, Farm Journal columnist and host of the U.S. Farm Report

- 1:30 Concurrent Sessions: Convocation Center, Red Entrance, Lower Level Meeting Rooms

Auditorium Rice and Cotton Market Issues and Outlook

Mr. Carl Brothers
 Riceland Foods, Inc.

Mr. Jeff Johnson
 Allenberg Cotton Co.

Dr. Bert Greenwalt
 Arkansas State University

- 3:00 Adjourn

Hames Room A-B Livestock and Feed Market Issues and Outlook

Mr. Travis Justice
 Arkansas Farm Bureau Federation

ASU Equine Program
 Mr. Nathan Wells
 Arkansas State University

- 2:30 Economic Potential for Alternative and Bioenergy Crops in Northeast Arkansas

Dr. Paul Armah
 Arkansas State University

Mr. Jim Wimberly
 BioEnergy Systems, LLC

- 3:00 Adjourn

FROM CENTRAL ARKANSAS: (Little Rock area - 2 Hours)

Take US 167/67 North toward Newport. Take Exit 102. Proceed approximately 7 miles on Hwy. 226 to Cash, AR. At the stop sign in Cash, continue straight East toward Jonesboro another 7 miles to another stop sign. Turn right (South) on Hwy. 226 for another 1.5 miles to Hwy. 49. Turn left (East) on Hwy. 49 toward Jonesboro. As you enter the city, you will come to a traffic signal at Parker Road. The entrance to US 63 South is the next right. Take US 63 South and proceed to the Caraway Road/Stadium Blvd. exit. Take the Stadium Blvd. exit, and turn left onto Stadium Blvd. Go approximately 2.5 miles on Stadium Blvd. until arriving at Arkansas State University on your left.

FROM THE METRO MEMPHIS AREA: (1 1/2 Hours)

Take I-40 West toward Little Rock. At exit 277, take I-55 North toward St. Louis. At exit 23, take US 63 North to Jonesboro. After you enter the city, exit at Caraway Road/Stadium Blvd. and then exit at Stadium Blvd. Turn right onto Stadium Blvd.

FROM THE NORTH: (St. Louis, MO- 4 1/2 Hours)

Take I-55 South toward Memphis. At exit 19 (Hayti), take US 412 west to Kennett. In Kennett, continue on US 412 west until you have entered Arkansas. In Paragould, take US 49 South to Jonesboro. As you approach the university, you will notice ASU's athletic facilities. Please note that US 49 becomes Stadium Blvd.

FROM THE SOUTH: (Pine Bluff and surrounding areas)

Take US 79 North to Stuttgart. Go through Stuttgart and continue to Clarendon. In Clarendon, turn left onto SR-320. At Allendale, bear left (north) onto SR 17. Then right onto US 70. Continue until you reach US 49. Take US 49 North to Jonesboro. As you enter the city, you will come to a traffic signal at Parker Road. The entrance to US 63 South is the next right. Take US 63 South and proceed to the Caraway Road / Stadium Blvd. exit. Take the Stadium Blvd. exit and turn left onto Stadium Blvd.



Map on reverse side

..... Mail or FAX to the address on the reverse side by Wednesday, February 1, or register on the Internet at <http://agri.astate.edu>

2012 Arkansas State University Agribusiness Conference

- Attending Luncheon
- Will Not Attend Luncheon

Wednesday, February 8, 2012
 ASU Fowler Center and
 Convocation Center
 Jonesboro, Arkansas

Name: _____
 ASU Alumnus? Yes No

Company: _____

Occupation: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

- Attending for CPA credit
- Attending for CCA credit/ACC credit
- Attending for ASFMRA credit
- Attending for Agricultural Educator credit

Form required for each person. Form may be photocopied.