

## 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 Friday, 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. Phyllis Johnson at the ASU College of Agriculture & Technology:

Phone: 870-972-2085 or 870-972-2087  
FAX: 870-972-3885  
Email: [pjohnson@astate.edu](mailto:pjohnson@astate.edu)

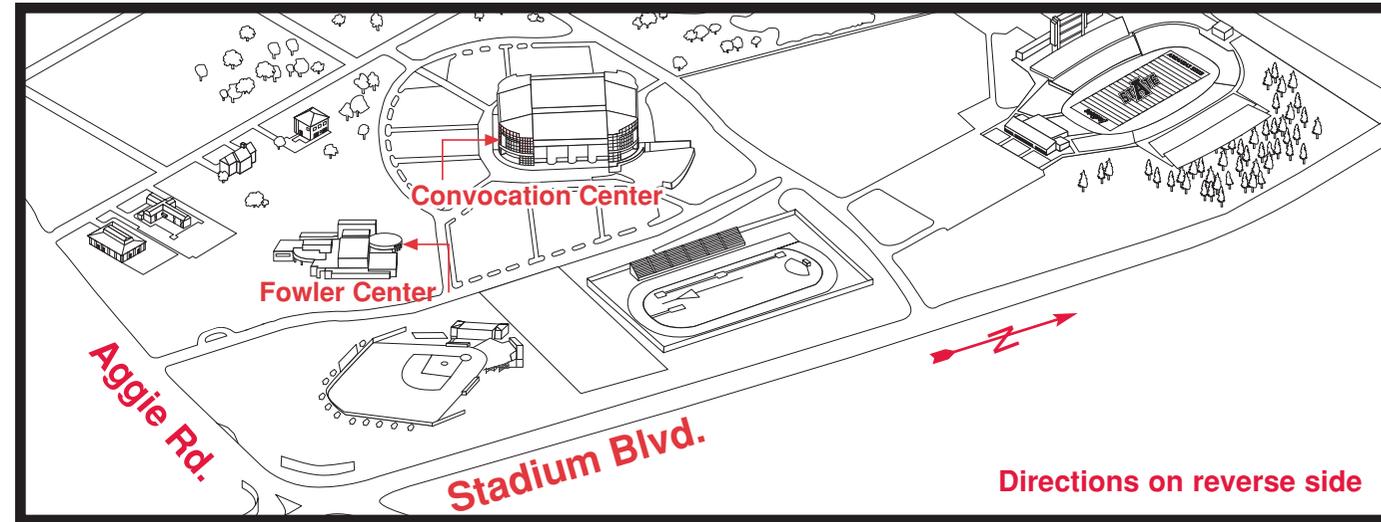
## CONTINUING EDUCATION CREDIT

**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 **five Personal Development CEU credits and one Crop Management CEU credit**. CCAs and ACCs must sign a registration form at the lobby registration desk.

**American Society of Farm Managers and Rural Appraisers:** The conference morning **General Session has been approved for four hours of continuing education credit** by the ASFMRA. The **afternoon sessions in the Auditorium have been approved for three hours**. The **afternoon sessions in Hames Room A-B have been approved for two and one-half hours**. 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 must sign a registration form at the lobby registration desk.



## 2013 CONFERENCE SPEAKERS

**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 48 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.

**James Bullard** was appointed President and Chief Executive Officer of the Federal Reserve Bank of St. Louis in 2008. He directs the activities of the Bank's head office in St. Louis and its branches in Little Rock, Louisville, and Memphis. Jim, the other 11 Fed district bank Presidents, and the seven-member Board of Governors participate in the Federal Open Market Committee, which is the monetary policy making arm of the Federal Reserve System. Jim joined the St. Louis Fed as an economist in 1990. A native of Forest Lake, Minnesota, Jim earned his Ph.D. in economics from Indiana University in Bloomington. He holds B.S. degrees in economics and in quantitative methods and information systems from St. Cloud State University in St. Cloud, Minnesota.

**Bart Chilton** was confirmed as a Commissioner of the Commodity Futures Trading Commission in 2007 and was reconfirmed in 2009. Created by Congress in 1974, the five-member CFTC is an independent agency with the mandate to regulate commodity futures and options markets in the United States. Prior to joining the CFTC, Bart served as Chief of Staff and VP for Government Relations at the National Farmers Union. His career also includes 25 years of government service including work on Capitol Hill in the House of Representatives and the Senate, and in the Executive Branch. Bart was born in Delaware and spent his youth in Indiana. He and his wife Sherry currently split their time between Washington D.C. and Arkansas.

**Thomas Erickson** is Vice President for Government and Industry Affairs for Bunge North America where he represents the company's interests in public policy matters. Previously, Tom served as a Commissioner of the Commodity Futures Trading Commission from 1999 to 2003. A native of Sioux Falls, South Dakota, Tom received his B.A. in government and international affairs from Augustana College and his J.D. from the University of South Dakota School of Law.

**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.

**Tim Hudson** was appointed Chancellor of ASU-Jonesboro in 2012. He previously served as Vice Chancellor of the Texas Tech University System and earlier as President of the University of Houston-Victoria. Tim received two Fulbright Fellowships to study in Germany and Mexico, and an ITT International Fellowship to study in Colombia, South America. A native of Mississippi, Tim earned his B.A. in history and Latin American studies, an M.A. in geography at the University of Southern Mississippi, and his Ph.D. in geography at Clark University in Worcester, Massachusetts.

**Jeff Johnson** is a Cotton Merchant with Allenberg Cotton Company in Memphis, TN. He has 22 years experience originating and merchandising U.S. cotton for the Louis Dreyfus Group. Jeff 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 B.S. in marketing management and M.S.A. in agriculture from Arkansas State University.

**Donald "Bud" Kennedy** is Interim Dean of the ASU College of Agriculture & Technology and a Professor of Animal Science. A native of Alvin, Texas, Bud earned his B.S. and M.Ed. in Agricultural Education from Sam Houston State University, and his Ph.D. in Animal Science from Louisiana State University. Bud joined the ASU faculty in 1993.

**Adam McClung** is Executive Vice President of the Arkansas Cattlemen's Association. Previously, he was Director of Industry Relations for the Oklahoma Beef Council. Reared on a cow-calf operation in central Arkansas, Adam earned his B.S. in Animal Science at Oklahoma State University where he served on the 2001 national championship livestock judging team. Adam and his wife Chantel currently live on a farm near El Paso, Arkansas.

**Joe Outlaw** is a Professor and Extension Economist and Co-Director of the Agricultural and Food Policy Center at Texas A&M University. His work with the center involves frequent interaction with members of Congress and agricultural committee staff to provide information on the likely consequences of agricultural policy proposals and changes. Joe and his colleagues received several awards for their 2002 farm bill education program. Originally from Devine, Texas, Joe received his B.S., M.S. and Ph.D. degrees in agricultural economics from Texas A&M University.

**Ronald Rainey** is a Professor of Agricultural Economics with the University of Arkansas Cooperative Extension Service where his work focuses on farm management and planning issues for specialty and horticulture crops. He is currently the project director for the Arkansas MarketMaker direct marketing project. Ron also works with farmers' markets and alternative agriculture including organic and agritourism enterprises. He serves on the board of directors of the Arkansas State Horticulture Society and the Arkansas Farmers' Market Association. Ron earned his B.S., M.S. and Ph.D. at the University of Arkansas.

**Jerry Roell** is the Director of John Deere FarmSight, John Deere WorkSight, and the John Deere Intelligent Solutions Group (ISG). ISG is a world wide group that designs, develops and supports technology used on John Deere agricultural and construction equipment. ISG's GreenStar product line provides guidance, data collection, variable rate application, and wireless communication capabilities. Jerry is a graduate of The Ohio State University and holds a B.S. in Agricultural Engineering.

**David Schweikhardt** is a Professor and Extension Agricultural Economist at Michigan State University where his research and extension program focuses on the economic impact of U.S. commodity and trade policies and legal issues involving wind and natural gas leases. Previously, David served on the agricultural economics faculty of Mississippi State University. A native of Indiana, David earned his B.S. and M.S. degrees at Purdue University and his Ph.D. and J.D. degrees at Michigan State University.

**Charles Welch** assumed office as President of Arkansas State University in 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.

# 2013

## AGRIBUSINESS CONFERENCE

Wednesday, February 13, 2013  
ASU Fowler Center and Convocation Center  
Jonesboro, Arkansas

### Presented and Sponsored by:

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

**ASU**  
ARKANSAS STATE  
UNIVERSITY  
JONESBORO

# 2013 AGRIBUSINESS CONFERENCE FOCUS

The 19th annual Arkansas State University Agribusiness Conference will focus on agricultural technology, macroeconomic issues, and the outlook for commodity markets and agricultural policy.

**Jerry Roell**, Director of John Deere's FarmSight and WorkSite programs will give a **report on innovations in agricultural technology**.

Texas A&M University economist, **Joe Outlaw**, will discuss the **2013 farm bill and its impact on Midsouth agriculture**.

**James Bullard**, President of the Federal Reserve Bank of St. Louis, will discuss **macroeconomic trends and the implications for agriculture**.

Michigan State University economist **David Schweikhardt** and a **panel of General Session Speakers** will discuss **current issues** and take questions from the audience.

**Bart Chilton**, Commissioner of the Commodity Futures Trading Commission, will deliver the **luncheon address**.

The **afternoon program features four special interest sessions**:

**Thomas Erickson**, Bunge North America Vice President for Government and Industry Affairs, and Riceland Foods Senior Vice President **Carl Brothers** will join CFTC Commissioner **Bart Chilton** to discuss **price risk management issues from the industry point of view**.

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

**Adam McClung**, CEO of the Arkansas Cattlemen's Association, will discuss **livestock and feed market issues**.

University of Arkansas economist **Ronald Rainey** will present information on **direct marketing in local food systems** and describe the **Market Maker** program.

# 2013 ASU AGRIBUSINESS CONFERENCE

Wednesday, February 13, 2013

*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 • Farm Credit Midsouth • Glaub Farm Management • Greenway Equipment, Inc.  
 Helena Chemical Company • Liberty Bank of Arkansas • Riceland Foods, Inc. • RiceTec, Inc. • USA Rice Federation**

<b>8:00</b>	<b>Registration: Fowler Center, Lobby</b>
<b>8:20</b>	<b>General Session I: Fowler Center, Riceland Hall</b> Dr. Bert Greenwalt, Professor of Agricultural Economics, Director of the ASU Agribusiness Conference
<b>8:30</b>	<b>Trends and Issues in Agricultural Technology</b> Mr. Jerry Roell, Director, John Deere FarmSight and John Deere WorkSight
<b>9:10</b>	<b>Implementation of the 2013 Farm Bill and its Impact on Midsouth Agriculture</b> Dr. Joe Outlaw, Professor of Agricultural Economics, Texas A&M University
<b>9:50</b>	<b>Break and Refreshments: Fowler Center, Grand Hall</b>
<b>10:10</b>	<b>General Session II: Fowler Center, Riceland Hall</b> <b>Macroeconomic Trends and Issues: Implications for Agriculture</b> Dr. James Bullard, President, The Federal Reserve Bank of St. Louis
<b>10:45</b>	<b>Lessons from the 2013 Farm Bill Debate</b> Dr. David Schweikhardt, Professor of Agricultural Economics, Michigan State University
<b>11:20</b>	<b>Panel Discussion</b> General Session Speakers
<b>12:00</b>	<b>Lunch: Convocation Center, Red Entrance, Arena Mezzanine</b>  <b>Welcome</b> Dr. Donald Kennedy, Interim Dean, Arkansas State University College of Agriculture & Technology Dr. Tim Hudson, Chancellor, Arkansas State University-Jonesboro Dr. Chuck Welch, President, Arkansas State University  <b>Luncheon Address:</b> Mr. Bart Chilton, Commissioner, Commodity Futures Trading Commission
<b>Concurrent Sessions: Convocation Center, Red Entrance, Lower Level Meeting Rooms</b>	
<b>1:30</b>	<b>Auditorium</b> <b>Price Risk Management Issues: Industry View</b>  Mr. Thomas Erickson, Bunge North America Mr. Carl Brothers, Riceland Foods, Inc. Mr. Bart Chilton, CFTC
<b>1:30</b>	<b>Hames Room A-B</b> <b>Livestock Markets: Issues and Outlook</b>  Mr. Adam McClung, Arkansas Cattlemen's Association Dr. Donald Kennedy, Arkansas State University
<b>2:45</b>	<b>Rice &amp; Cotton Markets: Issues and Outlook</b> Mr. Carl Brothers, Riceland Foods, Inc. Mr. Jeff Johnson, Allenberg Cotton Co.
<b>2:15</b>	<b>Local Food Systems and Direct Marketing: The Market Maker Program</b> Dr. Ronald Rainey, University of Arkansas
<b>3:45</b>	<b>Adjourn</b>

**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 17B (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 Friday, February 1, or register on the Internet at <http://agri.astate.edu> -----

## 2013 Arkansas State University Agribusiness Conference

Wednesday, February 13, 2013  
 ASU Fowler Center and  
 Convocation Center  
 Jonesboro, Arkansas

Will Not Attend Luncheon

Name: \_\_\_\_\_

ASU Alumnus?  Yes  No

Company: \_\_\_\_\_

Occupation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Attending Luncheon

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.