

CONFERENCE REGISTRATION INFORMATION

REGISTRATION BY FEBRUARY 2 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 Monday, February 2 to:**
A-State 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 AState.edu/CoAT**

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

Phone: 870-972-3221 or 870-972-2087
FAX: 870-972-3885
Email: rjoslin@AState.edu

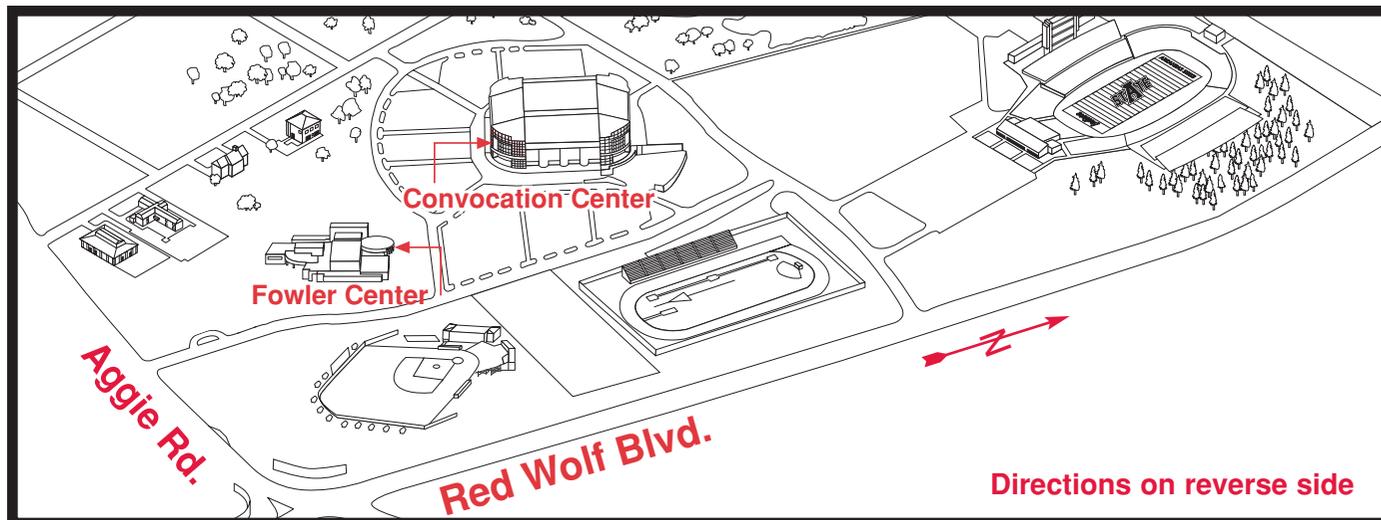
CONTINUING EDUCATION CREDIT

Certified Public Accountants: This conference meets the guidelines for up to **seven 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 and complete a CPE credit form.

Arkansas Certified Crop Advisers and Arkansas Crop Consultants: This conference has been approved for up to **seven Personal Development CEUs**. 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 up to **seven 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 up to **six hours of continuing in-service credit** by the Arkansas Department of Education. Agricultural educators must sign a registration form at the lobby registration desk.



2015 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 49 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.

Timothy N. Burcham was appointed dean of the A-State College of Agriculture and Technology in July 2013. He previously served two years as interim chair of the Department of Agriculture, Geosciences, and Natural Resources, was director of the Center of Excellence in Experiential Learning for Agricultural Sciences, and held the Parker Chair of Excellence at the University of Tennessee at Martin. Tim has also held teaching, research and extension positions at The University of Tennessee at Knoxville and Mississippi State University. A registered Professional Engineer, Tim has worked on livestock waste management, onsite wastewater remediation, water quality, biofuels and computer software design. He earned B.S. and M.S. degrees in agricultural engineering from Mississippi State University and his Ph.D. in agricultural engineering from Clemson University.

Ed Fryar is president of Ozark Mountain Poultry (OMP). Founded in 2000 and based in Rogers, Ark., OMP operates facilities in Arkansas that produce antibiotic-free chicken for national restaurants and retailers under the Forester Farmer's Market brand. A native Arkansan, Ed earned his B.A. and M.S. degrees at the University of Arkansas and his Ph.D. in Agricultural Economics from the University of Minnesota. Previously, Ed was an associate professor of Agricultural Economics at the University of Arkansas where he specialized in poultry marketing, price risk management and commodity futures trading.

Bert Greenwalt is a professor of Agricultural Economics at Arkansas State University, director of the A-State Agribusiness Conference, and farms with his family at Hazen, Ark. He currently serves on the Arkansas Agricultural Council Board of Directors and recently completed eight years of service on the Agribusiness Council of The Federal Reserve Bank of St. Louis. Bert previously

served six years on the Board of Directors of the St. Louis Fed. Bert earned his B.S.A. in Agricultural Business and Economics from Arkansas State University, his M.S. from the University of Arkansas, and his Ph.D. from Mississippi State University.

H.L. Goodwin, Jr. is a professor of Agricultural Economics at the University of Arkansas and a member of the Poultry Science Center of Excellence. Previously, he served on the agricultural economics faculty of Texas A&M University and as an agriculture and food policy adviser to Slovakia. H.L.'s current research and extension work deals with poultry industry issues including waste management, grower profitability and relations, and food safety. H.L. earned his B.S., M.S., and Ph.D. in agricultural economics from Oklahoma State University

Ruth Hawkins is executive director of Arkansas State University's Heritage Sites program, which develops and operates historic properties of regional and national significance in the Arkansas Delta. Her major projects include the Hemingway-Pfeiffer Museum in Piggott, the Southern Tenant Farmers Museum in Tyrnza, the Lakeport Plantation near Lake Village, and the Dyess Colony and boyhood home of Johnny Cash. Ruth has received numerous awards for her contributions to heritage tourism and is the author of "Unbelievable Happiness and Final Sorrow: The Hemingway-Pfeiffer Marriage." A native of Missouri, Ruth previously served as A-State's Vice President for Institutional Advancement.

Tim Hudson was appointed chancellor of Arkansas State University 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, Mass.

Robert Johansson is acting chief economist at the United States Department of Agriculture. Previous positions include USDA deputy chief economist, senior economist on the President's Council of Economic Advisers, and positions in the Office of Management and Budget and the Congressional Budget Office. His areas of research have included biofuels policy, water policy, regulatory economics, and food security. Robert earned his B.A. in economics from

Northwestern University and his M.S. and Ph.D. in agricultural economics from the University of Minnesota. Prior to graduate school, Robert served with the U.S. Peace Corps in several African countries.

Jeff Johnson is a cotton merchant with Allenberg Cotton Company in Memphis, Tenn. He has 23 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 professor of Animal Science and Associate Dean of the Arkansas State University College of Agriculture and Technology. 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 A-State faculty in 1993.

Jody Lefcourt is a market analyst at Bunge North America where she edits "The Grain Report" newsletter and writes the morning outlook and midday updates for the Bunge website. Previously she was a foreign currency futures trader and broker at the CME. Jody earned her bachelor's degree in English language and literature at Northwestern University.

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, Ark.

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, legal issues involving wind and natural gas leases, and most recently the economics of health care. David previously 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.

Kevin Spafford is a certified financial planner™ and the founder of Legacy by Design, LLC, a succession planning firm dedicated exclusively to helping famers and agribusiness owners. He is the author of "Legacy by Design: Succession Planning for Agribusiness Owners" and is the host of the nationally televised "Leave a Legacy" TV program. Kevin previously spent 20 years in the financial services industry. Born and raised in rural Northern California, Kevin spent summers on his uncle's dairy farm in Wisconsin. He earned his degree in Agricultural Management from California Polytechnic State University.

Sarah Wyant is president of Agri-Pulse Communications, Inc., a diversified communications company with offices in Washington, D.C. and Camdenton, Mo. The Agri-Pulse newsletter and website are known for providing the latest news on farm and trade policy, commodity and conservation programs, and environmental and regulatory issues. Sara has received awards for her service to agriculture from the United Soybean Board, the American Agricultural Editors' Association, and the Missouri Farm Bureau. She was reared on her family's farm near Margenco, Iowa, and is still involved in the farm business.



Wednesday, February 11th, 2015
Arkansas State University
Fowler and Convocation Centers
Jonesboro, Arkansas

Presented and Sponsored by:
Arkansas State University College of Agriculture & Technology
Judd Hill Foundation
AgHeritage Farm Credit Services
Alленberg Cotton Company
Arkansas Farm Bureau
Bunge North America
Busch Agricultural Resources, LLC
Farm Credit MidSouth
Glaub Farm Management
Greenway Equipment, Inc.
Helena Chemical Company
Heritage Bank | Bear State Bank
Mossy Oak Properties:
Stuttgart, North Little Rock, Searcy
Ozark Mountain Poultry
Riceland Foods, Inc.
RiceTec, Inc.
USA Rice Federation

2015 AGRIBUSINESS CONFERENCE FOCUS

The **21st annual Arkansas State University Agribusiness Conference** will focus on the agricultural economy, commodity market outlook, and farm business transition planning.

The **morning general session** features five speakers and a panel discussion.

Ed Fryar, CEO of Ozark Mountain Poultry, will describe the trends in animal agriculture and the implications for the Arkansas poultry industry and feed grain market.

Succession planning for Agribusiness owners will be discussed by **Kevin Spafford** of Legacy by Design. Kevin will speak in the morning general session and again in an afternoon special interest session.

Robert Johansson, USDA Acting Chief Economist, will discuss **the agriculture economy and outlook for 2015**.

Sara Wyant, Editor of Agri-Pulse Communications and Michigan State University economist **David Schweikhardt** will discuss **the political and economics trends which are affecting agriculture**.

The **luncheon program** will feature **Ruth Hawkins**, executive director of Arkansas State University's Heritage Sites. Ruth will describe how the heritage sites connect the Delta's agricultural history to tourism and economic development.

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

In the **poultry and beef industry session**, UA agricultural economist **H.L. Goodwin** and **Adam McClung** from the Arkansas Cattlemen's Association will discuss **poultry and beef market trends and issues**.

Riceland Foods senior vice president **Carl Brothers**, **Jeff Johnson** of Allenberg Cotton Co. and **Jody Lefcourt** of Bunge North America will discuss **commodity market trends and issues**.

Kevin Spafford of Legacy by Design will describe the **tools and techniques for farm family business succession planning** and discuss his experience with the process.

2015 A-STATE AGRIBUSINESS CONFERENCE

Wednesday, February 11, 2015

Presented and Sponsored by:

Arkansas State University College of Agriculture & Technology
**Judd Hill Foundation • AgHeritage Farm Credit Services • Allenberg Cotton Company • Arkansas Farm Bureau • Bunge North America
 Busch Agricultural Resources, LLC • Farm Credit Midsouth • Glaub Farm Management • Greenway Equipment, Inc. • Helena Chemical Company
 Heritage Bank | Bear State Bank • Mossy Oak Properties • Ozark Mountain Poultry • Riceland Foods, Inc. • RiceTec, Inc. • USA Rice Federation**

- 7:45 Registration and Refreshments: Fowler Center, Lobby**
- 8:20 General Session I: Fowler Center, Riceland Hall**
 Dr. Bert Greenwalt, professor of agricultural economics, director of the A-State Agribusiness Conference
- 8:35 Animal Agriculture Trends and the Impact on Arkansas Feed Grain and Oilseed Markets**
 Dr. Ed Fryar, CEO, Ozark Mountain Poultry and OMP Foods
- 9:05 Succession Planning for Agribusiness Owners**
 Mr. Kevin Spafford, certified financial planner™ and founder of Legacy by Design, LLC
- 9:40 Break and Refreshments: Fowler Center, Grand Hall**
- 10:00 General Session II: Fowler Center, Riceland Hall**
Outlook for the Agricultural Economy
 Dr. Robert Johansson, acting chief economist, United States Department of Agriculture
- 10:45 Demographic and Cultural Shifts: Impact on the Political Relevance of Agriculture**
 Ms. Sara Wyant, editor and publisher, Agri-Pulse Communications, Inc.
 Dr. David Schweikhardt, professor of Agricultural Economics, Michigan State University
- 11:30 Panel Discussion**
 General Session Speakers
- 12:00 Lunch: Convocation Center, Red Entrance, Arena Mezzanine**
- Welcome**
 Dr. Bert Greenwalt, professor of Agricultural Economics
 Dr. Timothy N. Burcham, dean, Arkansas State University College of Agriculture & Technology
 Dr. Tim Hudson, chancellor, Arkansas State University-Jonesboro
- Program: A-State Heritage Sites: History, Agriculture, and Economic Development**
 Dr. Ruth Hawkins, executive director, Arkansas State University Heritage Sites

Afternoon Sessions: Convocation Center, Red Entrance, Lower Level Meeting Rooms

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| 1:30 Auditorium Commodity Market Trends and Issues Mr. Carl Brothers, Riceland Foods, Inc. Ms. Jody Lefcourt, Bunge North America Mr. Jeff Johnson, Allenberg Cotton Company Dr. Bert Greenwalt, Arkansas State University | 1:30 Hames Room A-B Poultry and Beef Market Trends and Issues Dr. H.L. Goodwin, Jr., University of Arkansas Mr. Adam McClung, Arkansas Cattlemen's Assn. Dr. Donald Kennedy, Arkansas State University |
| | 2:45 Succession Planning Tools & Techniques Mr. Kevin Spafford, Legacy by Design, LLC |
| 3:00 Adjourn | 4:00 Adjourn |

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

Take US 167/67 North toward Newport. Take Exit 102. Proceed approximately seven miles on Hwy. 226 to Cash, Ark. At the stop sign in Cash, continue straight East toward Jonesboro another seven 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/Red Wolf Blvd. exit. Take the Red Wolf Blvd. exit, and turn left onto Red Wolf Blvd. Go approximately 2.5 miles on Red Wolf 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/Red Wolf Blvd. and then exit at Red Wolf Blvd. Turn right onto Red Wolf 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 A-State's athletic facilities. Please note that US 49 becomes Red Wolf 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 / Red Wolf Blvd. exit. Take the Red Wolf Blvd. exit and turn left onto Red Wolf Blvd.



Map on reverse side

----- Mail or FAX to the address on the reverse side by Monday, February 2, or register on the Internet at AState.edu/CoAT -----

2015 Arkansas State University Agribusiness Conference

Wednesday, February 11, 2015
 Arkansas State University
 Fowler and Convocation Centers
 Jonesboro, Arkansas

Attending Luncheon

Will Not Attend Luncheon

Name: _____

Arkansas State University Alumnus? Yes No

Company: _____

Occupation: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

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

Form required for each person. Form may be photocopied.