

CONFERENCE REGISTRATION INFORMATION

REGISTRATION BY FEBRUARY 3 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 3 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 AState.edu/CoAT**

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

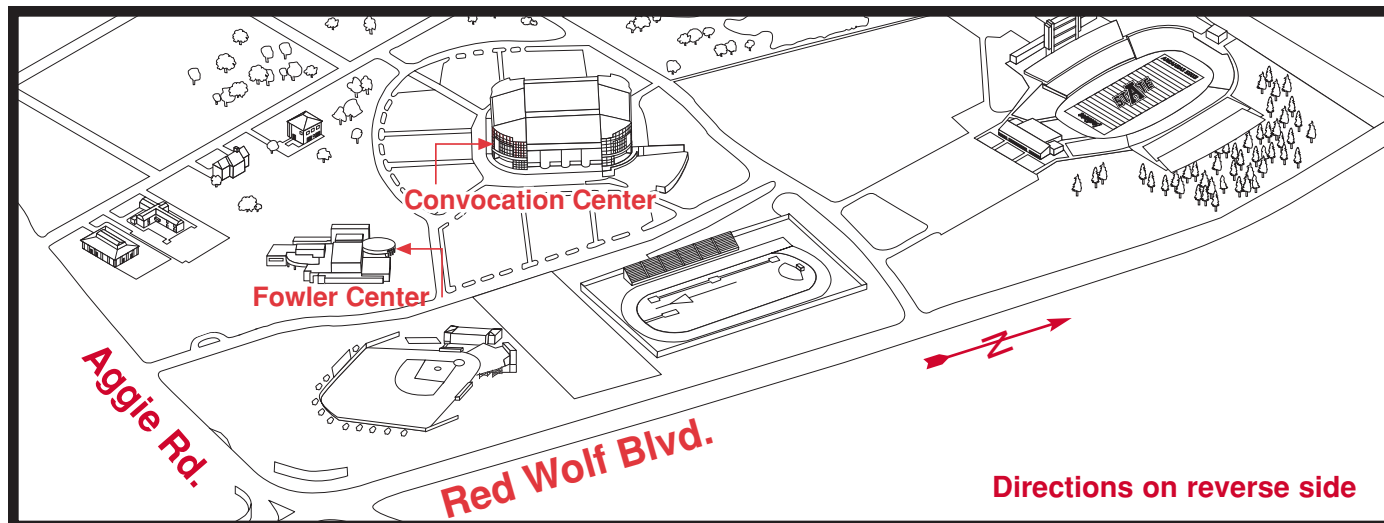
CONTINUING EDUCATION CREDIT

Certified Public Accountants: This conference meets the guidelines for up to **six 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 Advisers and Arkansas Crop Consultants: This conference has been approved for up to **four Personal Development CEU credits and two 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 up to **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 **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.



2014 CONFERENCE SPEAKERS

Dana Brooks is director of U.S. and Canada Government Relations for Elanco and is based in Washington, D.C. Owned by Eli Lilly and Company, Elanco is one of the leading companies in the animal health industry and has offices in 50 countries around the world. A native of Portland, Ark., Dana became interested in agricultural policy while an agribusiness student at Arkansas State University. After beginning her career in grain merchandising, Dana moved to Washington D.C. to work as a legislative assistant to Arkansas Congressman Marion Berry during the 2002 Farm Bill debate. After later serving on Congresswoman Jo Ann Emerson's staff, Dana left Capitol Hill to work on government relations and public policy for the American Farm Bureau Federation and the Florida Farm Bureau. Prior to joining Elanco in 2013, she was vice president of government relations for the National Milk Producers Federation. Dana recently completed her M.S. in agribusiness at Kansas State University.

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.

Timothy N. Burcham was appointed dean of the ASU 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, or 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.

Butch Calhoun was appointed as the second Secretary of Agriculture for the State of Arkansas on July 1, 2012. Previously, he served six years as the director of the Arkansas Department of Rural Services; was elected to five terms as Prairie County Judge; and served four terms in the Arkansas House of Representatives. A native of DesArc, Ark., where he still resides, Butch farmed and operated a trucking company for more than 30 years.

Ed Fryar is president of Ozark Mountain Poultry (OMP). Founded in 2000 and based in Rogers, Ark., OMP operates two facilities in Arkansas that produce antibiotic-free chicken for national restaurants and retailers under the Forester Farmers'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.

Steve Green is associate professor of soil and water conservation in the Arkansas State University College of Agriculture & Technology, where his research currently focuses on soil sustainability and bioenergy crop production. Previously, Steve was a research soil scientist at the USDA Sustainable Agricultural Systems Laboratory in Beltsville, Md. A native of California, Steve earned his B.S. in conservation biology and ecology at Brigham Young University and his M.S. and Ph.D. in agronomy and soil management at Purdue University. Steve joined the Arkansas State University faculty in 2006.

Bert Greenwalt is professor of agricultural economics at Arkansas State University, director of the ASU Agribusiness Conference, and farms with his family at Hazen, Ark. He currently serves on the Arkansas Agricultural Council Board of Directors and recently completed seven 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.

Billy Herrington is president of Little Rock-based Price Risk Management Group, a company that specializes in assisting buyers and sellers of agricultural commodities in managing their price risk. The company was founded in 1988, and Billy has been with the company since 1994. Previously, Billy was employed by the University of Arkansas Cooperative Extension Service where he taught agricultural marketing seminars in conjunction with the Arkansas Farm Bureau Federation.

Elizabeth Hood is distinguished professor of plant biotechnology in the Arkansas State University College of Agriculture & Technology. Her research focuses on the production of enzymes useful for deconstructing cellulosic biomass for biobased fuels and other products. Her career has included work on plant-production of vaccines and pharmaceutical proteins as well as industrial enzymes. Elizabeth received her B.A. at the University of Oklahoma, her M.S. at Oklahoma State University, and her Ph.D. at Washington University in St. Louis. She joined Arkansas State University in 2004.

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, a M.A. in geography at the University of Southern Mississippi, and his Ph.D. in geography at Clark University in Worcester, Mass.

Kevin Humphrey is associate professor of agricultural education in the Arkansas State University College of Agriculture & Technology where his research currently focuses on biofuel production. A native of Florida, Kevin earned his B.S. and M.A.Ed. at Western Kentucky University and his Ph.D. in agricultural education at the University of Missouri. Kevin joined Arkansas State University in 1993.

Jeff Johnson is a cotton merchant with Allenberg Cotton Company in Memphis, Tenn. He has 22 years of 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 Arkansas State University faculty in 1993.

David Kohl is professor emeritus of agricultural finance and small business management and entrepreneurship at Virginia Tech University where he taught 25 years in the Agricultural and Applied Economics Department. David has traveled over 8 million miles and has conducted more than 6,000 workshops and seminars for agricultural audiences. A writer for many agricultural publications, he has published more than 1,300 articles. David's personal involvement in agribusiness and his regular interaction with industry leaders gives him a unique perspective on the economy and agricultural industry trends.

J.B. Penn is chief economist for Deere & Company, a position he has held since 2006. J.B. heads the office that helps guide the company's policy development and corporate growth initiatives worldwide by analyzing global trends in economics, business conditions and governmental policies. Prior to joining John Deere, J.B. served more than five years as undersecretary for farm and foreign agricultural services at the USDA. Before appointment to the USDA, J.B. had an extensive career in the private sector including serving as senior vice president and manager of Sparks Companies, Inc.'s Washington office for more than 12 years. J.B.'s former government experience includes service as deputy administrator for economics of the USDA's then Economics and Statistics Service and as senior staff economist for the President's Council of Economic Advisers. A native of Lynn, Ark., J.B. earned his B.S.A. in agriculture from Arkansas State University, a M.S. in agricultural economics from Louisiana State University, and a Ph.D. in agricultural economics from Purdue University.

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.

Charles Welch assumed office as president of the Arkansas State University System 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, Ark., and earned his B.A. at the University of Arkansas, a M.S. in political management from George Washington University, and an Ed.D. from the University of Arkansas at Little Rock.



Wednesday, February 12th, 2014
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
Riceland Foods, Inc.
RiceTec, Inc.
USA Rice Federation

2014 AGRIBUSINESS CONFERENCE FOCUS

The 20th annual Arkansas State University Agribusiness Conference will focus on global agriculture, farm policy, commodity market outlook and biofuel research.

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

David Kohl will discuss **Global Agriculture Trends** and the issues involved in **Family Farm Transition Management**.

John Deere's Chief Economist **J.B. Penn** will discuss **Global Agricultural Markets: Another New Era?**

Dana Brooks, director of U.S. and Canada Government Relations, Elanco, and Michigan State University economist **David Schweikhardt** will discuss **the politics and economics of the farm bill**.

Bert Greenwalt and **Dana Brooks** will moderate the luncheon program.

The afternoon program features a report from the **Arkansas Secretary of Agriculture, Butch Calhoun**, and three special interest sessions.

Ed Fryar, CEO Ozark Mountain Poultry, will discuss **animal agriculture trends and issues**.

Riceland Foods Senior Vice President **Carl Brothers, Jeff Johnson** of Allenberg Cotton Co., and **Ed Fryer** of Ozark Mountain Poultry will discuss **commodity market trends and issues**.

College of Agriculture & Technology faculty members **Steve Green, Kevin Humphrey** and **Elizabeth Hood** will discuss **Arkansas State University's bioenergy research program**.

2014 ASU AGRIBUSINESS CONFERENCE

Wednesday, February 12, 2014

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 • 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 ASU Agribusiness Conference
8:30	Global Agriculture: Trends and Issues Dr. David Kohl, professor emeritus of agricultural economics, Virginia Tech University
9:15	Global Agricultural Markets: Another New Era? Dr. J.B. Penn, chief economist, Deere & Company
9:45	Break and Refreshments: Fowler Center, Grand Hall
10:00	General Session II: Fowler Center, Riceland Hall Farm Business Transition Planning – Preparing the Next Generation Dr. David Kohl, professor emeritus of agricultural economics, Virginia Tech University
10:45	Lessons from the 2013 Farm Bill Debate Ms. Dana Brooks, director of U.S. and Canada Government Relations, Elanco 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. Timothy N. Burcham, dean, Arkansas State University College of Agriculture & Technology Dr. Tim Hudson, chancellor, Arkansas State University Dr. Charles Welch, president, Arkansas State University System
	Luncheon Program Dr. Bert Greenwalt and Ms. Dana Brooks
	Afternoon Sessions: Convocation Center, Red Entrance, Lower Level Meeting Rooms
1:30	Auditorium Report from the Arkansas Agriculture Department Mr. Butch Calhoun, secretary, Arkansas Agriculture Department
2:00	Auditorium Commodity Markets & Farm Management Mr. Carl Brothers, Riceland Foods, Inc. Mr. Jeff Johnson, Allenberg Cotton Company Mr. Billy Herrington, Price Risk Management Group Dr. Ed Fryer, Ozark Mountain Poultry
2:00	Hames Room A-B Poultry Market Trends and Issues Dr. Ed Fryar, Ozark Mountain Poultry Dr. Donald Kennedy, Arkansas State University
2:30	Hames Room A-B Arkansas State University Bioenergy Research Dr. Elizabeth Hood Dr. Steve Green Dr. Kevin Humphrey
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 ASU'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 3, or register on the Internet at AState.edu/CoAT -----

2014 Arkansas State University Agribusiness Conference

Wednesday, February 12, 2014
 Arkansas State University
 Fowler and Convocation Centers
 Jonesboro, Arkansas

Attending Luncheon

Will Not Attend Luncheon

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

Name: _____ **Arkansas State University Alumnus?** Yes No

Company: _____

Occupation: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____

Email: _____

Form required for each person. Form may be photocopied.