

# Daily Seminars

Seminar rooms are located on the west end of the Convention Center

## **TUESDAY, JANUARY 31**

**10:45–11:30 a.m., Room 301**

**“Your Farm...Their Future: Proven Legacy Strategies to Weather Any Storm”**

*Myron Friesen and Mark McLaughlin, Farm Financial Strategies*

**11:30–12:15 p.m., Room 311**

**“Let’s Talk Water Quality”**

*Panel discussion featuring Iowa Secretary of Agriculture Bill Northey and two Iowa farmers sharing their expertise and experiences related to water quality, conservation practices and cover crops*

**12:15–1:00 p.m., Room 301**

**“A View from Above: Drones, Cameras and Farming”**

*Chris Beerman, Aerial Agronomics*

**1:00–1:45 p.m., Room 311**

**“Iowa Climate and Weather: Where We’ve Been, Where We Are Now and What Can We Say About the 2017 Growing Season”**

*Harry Hillaker, State Climatologist, Iowa Department of Agriculture & Land Stewardship*

**1:45–2:30 p.m., Room 301**

**“Effective Marketing for the Next Generation”**

*Mike Rusch, Sales Director/Consultant, Stewart-Peterson and Eric Fransen, Director of Market360 Grain Service*

**2:30–3:15 p.m., Room 311**

**“Keeping the Farm Land in the Family – Farm Session and Transition Strategies”**

*Jessman Smith, Geoff Stamp and Scott Bradbury, Principal Financial Group*

## **WEDNESDAY, FEBRUARY 1**

**10:45–11:30 a.m., Room 301**

**“Family Farm Succession Planning”**

*Jim Harvey, Heartland Financial Resource Group*

**11:30–12:15 p.m., Room 311**

**“Let’s Talk Water Quality”**

*Panel discussion featuring Dr. Larry Weber, Director of IHR – Hydrosience and Engineering, the parent organization of the Iowa Flood Center. He will be joined by two Iowa farmers sharing experiences with Iowa watershed projects and talking about how others can get involved.*

**12:15–1:00 p.m., Room 301**

**“New API Diesel Oil Category CK-4/FA-4: What does it mean for Agriculture Equipment?”**

*James Carroll, V.P. of Technical Services, Schaeffer Oil Company*

**1:00–1:45 p.m., Room 311**

**“Data Driven Decisions – Using UAVs and Variable Rate to Improve Profitability”**

*Adam Gittins, General Manager, HTS Ag*

**1:45–2:30 p.m., Room 301**

**“Effective Marketing for the Next Generation”**

*Mike Rusch, Sales Director/Consultant, Stewart-Peterson and Eric Fransen, Director of Market360 Grain Service*

**2:30–3:15 p.m., Room 311**

**“State of the Cattle Industry”**

*Dr. Phil Reemtsma, Past President of the Iowa Cattlemen's Association*

## **THURSDAY, FEBRUARY 2**

**10:45–11:30 a.m., Room 301**

**“Your Farm...Their Future: Proven Legacy Strategies to Weather Any Storm”**

*Myron Friesen and Mark McLaughlin, Farm Financial Strategies*

**11:30–12:15 p.m., Room 311**

**“Introducing Iowa’s Pest Resistance Management Plan”**

*Iowa State University Extension & Iowa Department of Agriculture and Land Stewardship*

**12:15–1:00 p.m., Room 301**

**“2017 Market Trends”**

*Nick Mueller, Senior Market Advisor and Mike Rusch, Sales Director/Consultant, Stewart-Peterson*

**1:00–1:45 p.m., Room 311**

**“Iowa Climate and Weather: Where We’ve Been, Where We Are Now and What Can We Say About the 2017 Growing Season”**

*Harry Hillaker, State Climatologist, Iowa Department of Agriculture & Land Stewardship*