



**LEADING EDGE**  
**CONFERENCE**  
 PROFESSIONAL FARMERS OF AMERICA

**SEMINAR AGENDA**

*Pro Farmer Leading Edge 2009 Summer Conference*

**Keys to Profits 2009**

*July 12 - 15, 2009*

**MONDAY, JULY 13**

- 7:00 a.m.**      **Registration Opens**  
**Early Bird Session** — Hall of Cities, 3rd
- 8:00 a.m.**      **Breakfast** — Salons D & E, 2nd Floor
- General Session**  
                     Des Moines, 3rd Floor
- 9:00 a.m.**      **Welcome & Pro Farmer Update** — *Chuck Roth, Pro Farmer General Manager*
- 9:15 a.m.**      **What's Ahead for Interest Rates and the Economy** — *Dr. Vincent Malanga, President, LaSalle Economics, Inc.*
- 10:30 a.m.**     **Refreshment Break**
- 10:45 a.m.**     **How to Chart Uncharted Economic Waters** — *Panel Discussion and TV taping for U.S. Farm Report*  
                     Panel Moderator:  
                     *Chip Flory, Pro Farmer Editor*  
                     Panel Members  
                     *Dr. Vincent Malanga, LaSalle Economics*  
                     *Jim Wiesemeyer, Pro Farmer Washington Correspondent*  
                     *Brian Grete, Pro Farmer Senior Market Analyst*
- Noon**            **Lunch** — Salons D & E, 2nd Floor
- General Session**  
                     Des Moines, 3rd Floor
- 1:00 p.m.**      **Agribusiness Equities** — *Ann Duigan, J.P. Morgan*

- 2:00 p.m.**      **Break**
- 2:15 p.m.**      **Weather Outlook** — *Drew Lerner, World Weather, Inc.*
- 3:15 p.m.**      **Refreshment Break**
- 3:30 p.m.**      **South American Oilseed and Grain Outlook** — *Dr. Michael Cordonnier, Soybean and Corn Advisor, Inc.*
- 5:00 p.m.**      **Adjourn**

**TUESDAY, JULY 14**

- 7:00 a.m.**      **Early Bird Session** — Des Moines, 3rd
- 8:00 a.m.**      **Breakfast** — Salons D & E, 2nd Floor
- General Session**  
                     Des Moines, 3rd Floor
- 9:00 a.m.**      **Land Market Outlook** — *Mike Walsten, Editor, LandOwner Newsletter*
- 9:30 a.m.**      **Washington Farm Policy Briefing** — *Roger Bernard, Pro Farmer News Editor, and Jim Wiesemeyer, Pro Farmer Washington Consultant*
- 10:30 a.m.**     **Refreshment Break**
- 10:45 a.m.**     **Grain and Livestock Outlook** — *Chip Flory, Pro Farmer Editor and Publisher, and Brian Grete, Senior Market Analyst*
- Noon.**           **Lunch** — Salons D & E, 2nd Floor

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### TUESDAY, JULY 14 (CON'T)

#### — BREAKOUT SESSIONS —

You choose which session you wish to attend.  
Each will be offered three times

- 1:00 p.m.**      **Washington In-Depth** — Dubuque, 3rd  
*Roger Bernard and Jim Wiesemeyer*  
Get your questions answered in this  
unscripted, free-flowing discussion.
- Marketing 101** — Council Bluffs, 3rd  
*Julianne Johnston and Chip Flory*  
Sharpen your marketing skills in this  
comprehensive look at the mainstays of  
effective grain marketing
- Marketing 201** — Cedar Rapids, 3rd  
*Brian Grete* — Take your marketing skills to  
the next level in this look at the tools you  
can use to pocket extra dollars from your  
marketing
- Flexible Cash Leases That Work** —  
Davenport, 3rd Floor  
*Steve Johnson, Iowa State University Farm  
Management Specialist, and Mike Walsten*  
Broaden your perspective on how to write  
cash leases that work for both the landlord  
and tenant.
- 2:00 p.m.**      **Break**
- 2:30 a.m.**      **Breakout Sessions Repeat**
- 3:30 p.m.**      **Refreshment Break**
- 4:00 p.m.**      **Breakout Sessions Repeat**
- 5:00 p.m.**      **Adjourn**

### WEDNESDAY, JULY 15

- 7:30 a.m.**      **Breakfast** — Salons D & E, 2nd Floor
- General Session**  
Des Moines, 3rd Floor
- 8:30 a.m.**      **Leave A Legacy** — *Kevin Spafford, Legacy  
by Design*
- 10:00 a.m.**      **Refreshment Break**
- 10:30 a.m.**      **Leave A Legacy Resumes** — *Kevin Spafford*
- 11:45 a.m.**      **Adjourn**

### THANK YOU FOR COMING!

Please fill out the evaluation form. We do take  
your feedback seriously and will use it in plan-  
ning next year's *Leading Edge Conference* in  
January. Any further questions or comments,  
feel free to call us at 800-772-0023.

**PLEASE DRIVE CAREFULLY!**