

AGENDA

Monday, Feb. 15, 2021

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
2:00 – 4:00 p.m.	Summit C-E Foyer	Registration	
3:00 – 3:10 p.m.	Summit Ballroom	Welcome	Sara Schafer, Editor, Top Producer
3:10 – 4:00 p.m.	Summit Ballroom	Business Focus: How to Analyze Opportunities and Threats and Make Smart Decisions	Mark Faust, Echelon Management
4:00 – 4:10 p.m.	Summit Ballroom	New Ideas, Insights and Lessons from Top Producers	
4:10 – 4:45 p.m.	Summit Ballroom	What Trips to 16 Countries Taught Me About Growing the Farm in Uncertain Times	Archie Griffin, Griffin Farms and 2018 Nuffield Scholar
5:00 – 6:00 p.m.		Break for Networking	
6:00 – 8:00 p.m.	Summit Ballroom	Dinner and Top Producer Awards Ceremony	

Tuesday, Feb. 16, 2021

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
7:30 – 8:30 a.m.	Summit Ballroom	Breakfast	
8:30 – 8:40 a.m.	Summit Ballroom	New Ideas, Insights and Lessons from Top Producers	
8:40 – 9:30 a.m.	Summit Ballroom	Outsourcing: Focus on Converting Fixed Costs to Variable Costs	Peter Martin, K-Coe Isom
9:30 – 10:00 a.m.	Summit Ballroom	Carbon Markets: Promises, Pitfalls and Preparation	Steve Cubbage, Record Harvest
10:00 – 11:00 a.m.	Summit Ballroom	What Should Be My Tax Strategy in 2021? Pick the Farm CPA's Brain	Paul Neiffer, CLA
11:00 a.m. – 12:00 p.m.		Break for Networking	
12:00 – 1:30 p.m.	Summit Ballroom	Lunch and Keynote Speaker Do Over: Investing in the 4 Things that Every Great Business Needs to Navigate Change	Jon Acuff, author and leadership expert
1:30 – 2:00 p.m.		Break for Networking	
2:00 – 3:00 p.m.	Summit Ballroom	Don't Waste Another Minute: Plan and Protect the Future of Your Farm	Rena Striegel, Transition Point Business Advisors and Todd Malecha, Malecha Enterprises
3:00 – 4:20 p.m.	Summit Ballroom	Alternative Income Streams for the Farm	Sarah Beth Aubrey, A.C.T.
4:20 – 4:30 p.m.	Summit Ballroom	New Ideas, Insights and Lessons from Top Producers	
4:30 – 5:00 p.m.	Summit Ballroom	Grain Marketing Mistakes You Can Avoid	Joe Vaclavik, Standard Grain with Q&A moderated by Chip Flory
5:00 p.m.		Networking and Dinner on Your Own	

Wednesday, Feb. 17, 2021

<u>Time</u>	<u>Room</u>	<u>Session</u>	<u>Speaker</u>
7:30 – 8:30 a.m.	Summit Ballroom	Breakfast	
8:30 – 9:00 a.m.	Summit Ballroom	Q&A with Top Producers	
9:00 – 9:45 a.m.	Summit Ballroom	Why Companies Should Focus on the "B" Players	Tom Gimbel, Founder and CEO, LaSalle Network
10:00 a.m.	Summit Ballroom	Adjourn	