



2018 OABA Industry Conference Agenda

**Agenda is Subject to Change*

**Continuing education units will be available for both Certified Crop Advisers and state licensed pesticide applicators (OH and PA) and will be listed when approved.*

Wednesday, January 31

6:30 – 7:30 *Welcome Reception*

Thursday, February 1

7 – 8 *Breakfast and Registration*

8 – 8:15 **Welcome**

Tim Shank, Chairman – OABA Industry Education Committee

8:15 – 9:15 **Economic Outlook**

Terry Barr, senior director for CoBank's Knowledge Exchange Division

CEU Credits: CCA: 1 PD

9:15 – 9:30 *Break*

9:30 – 10:30 **Learning 4R Phosphorus Stewardship**

Tom Bruulsema, IPNI

CEU Credits: CCA: 1 NM

Eastern US Cash Grain Market

Brian Burke, John Stewart & Associates

CEU Credits: CCA: 1 CM

On-Target Spray Academy

Mark Hanna, Sponsored by BASF Spray Academy

CEU Credits: CCA: 1 PM

10:30 – 10:45 *Break*

10:45 -11:45 **CRISPR CAS9**

Leah McHale

CEU Credits: CCA: 1 CM

The Customer Experience: Farmer Panel

Panelists tba

CEU Credits: 1 PD

Ask the Panel

Don Lamb, Circleville Ag Products

Chris Weed, KOVA

Mark Hanna, Sponsored by BASF Spray Academy

CEU Credits: CCA: 1 CM

11:45 - Noon	<i>Break</i>
Noon – 1	Lunch & Certified Crop Adviser Annual Meeting
1 – 2	Manage Insects/Pathogens/Cover Crops <i>Dr. Alison Robertson, Iowa State</i> CEU Credits: CCA: 1 IPM Beg, Borrow, Steal <i>Moderator: tba</i> CEU Credits: CCA: 1 PD On-Target Spray Academy <i>Mark Hanna, Sponsored by BASF Spray Academy</i> CEU Credits: CCA: 1 PM
2 – 2:15	<i>Break</i>
2:15 – 3:15	IPM Decisions and Tools <i>Brian McCornack, Kansas State University</i> CEU Credits: CCA: 1 IPM NAFTA & Trade <i>Ian Sheldon, OSU CFAES</i> CEU Credits: CCA: 1 pd Risk Management (Grain rescue, et.al.) <i>Moderator: Jed Bookman, Sunrise Cooperative</i> CEU Credits: CCA: 1 PD
3:15 – 3:45	<i>Exhibitor Showcase</i>
3:45 – 4:45	Town Hall: Meet the New Faces of CFAES <i>Dr. Cathann Kress, Vice President & Dean</i> CEU Credits: CCA: 1 PD
4:45 – 6:30	<i>Exhibitor Showcase</i>
5:30 – 6:30	Industry Networking Reception
6:30 – 8:30	Industry Dinner & OABA Annual Meeting Keynote: The Power of Passion <i>Jamie Richardson, VP, Gov't & Shareholder Relations, White Castle System, Inc.</i> CEU Credits: CCA: 1 PD

Friday, February 2

- 6:45-7:30 *Breakfast & Registration*
- 7:30-8:30 **Protecting Your Reputation in a Dynamic Environment**
Lani Jordan, Lani Jordan Communication
CEU Credits: CCA: 1 PD
- 8:30 – 8:45 *Break*
- 8:45 – 9:45 **Nitrogen Management**
Brian Arnall, Oklahoma State University
CEU Credits: CCA: 1 NM
- International Trade**
Moderator: Bailey Elchinger, F.C. Stone
CEU Credits: CCA: 1 PD
- Crisis Communication Planning**
Lani Jordan, Lani Jordan Communication
CEU Credits: CCA: 1 PD
- 9:45-10 *Break*
- 10 – 11 **Herbicide Technology**
Bill Johnson
CEU Credits: CCA: 1 CM
- 4 Hours vs 4 Days**
Moderator: TBA
CEU Credits: CCA: 1 PD
- 11 – 11:15 *Break*
- 11:15-12:15 **Replant Considerations**
Bob Nielsen
CEU Credits: CCA: 1 CM
- The “How” of FSMA Technology**
CEU Credits: CCA: 1 PD
- Fleet Management/DOT/Driver Files**
CEU Credits: CCA: 1 PD
- 12:15 – 2:30 **Lunch & Closing Session**
Hiring Challenges in the Work Place (panel)
Moderator: Ed Yugas, Kincannon & Reed