



## 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	<b>Welcome</b> Tim Shank, Chairman – OABA Industry Education Committee	<b>Dublin I-IV</b>
8:15 – 9:15	<b>Global Transitions and Weather Drive Agriculture Markets</b> Terry Barr, CoBank CEU Credits: CCA: 1 PD	<b>Dublin I-IV</b>
9:15 – 9:30	<i>Break</i>	
9:30 – 10:30	<b>Learning 4R Phosphorus Stewardship</b> Tom Bruulsema, International Plant Nutrition Institute CEU Credits: CCA: 1 NM	<b>Dublin I-IV</b>
	<b>Eastern Grain Market Outlook</b> Brian Burke, John Stewart & Associates CEU Credits: CCA: 1 CM	<b>Dublin V-VI</b>
	<b>On-Target Spray Academy</b> Mark Hanna, BASF CEU Credits: CCA: 1 PM; ODA Comm: CORE-1	<b>Franklin</b>
10:30 – 10:45	<i>Break</i>	
10:45 -11:45	<b>CRISPR Cas9: What Does Genome Editing Mean for Crop Improvement?</b> Leah McHale, Ohio State University CEU Credits: CCA: 1 CM	<b>Dublin I-IV</b>
	<b>The Customer Experience: Farmer Panel</b> Amy Sigg Davis Judy Neill Ron Neill CEU Credits: 1 PD	<b>Dublin V-VI</b>
	<b>Ask the Custom Application Panel</b> Don Lamb, Circleville Ag Products Don Schneider, BASF Chris Week, KOVA CEU Credits: CCA: 1 CM	<b>Franklin</b>

Updated: 01/18/2018

11:45 - Noon	<i>Break</i>	
Noon – 1	<b>Lunch &amp; Certified Crop Adviser Annual Meeting</b>	<b>Dublin I-IV</b>
1 – 2	<b>Beg, Borrow, and Steal: Round Table Discussion</b> <i>Moderator: Melanie Wilt, Shift-ology Communications</i> CEU Credits: CCA: 1 PD	<b>Dublin I-IV</b>
	<b>Do Cover Crops Increase Risk of Disease?</b> <i>Dr. Alison Robertson, Iowa State University</i> CEU Credits: CCA: 1 PM	<b>Dublin V-VI</b>
	<b>On-Target Spray Academy</b> <i>Mark Hanna, BASF</i> CEU Credits: CCA: 1 PM; ODA Comm: CORE-1	<b>Franklin</b>
2 – 2:15	<i>Break</i>	
2:15 – 3:15	<b>MyFields.info—Field crop Information When and Where You Need It!</b> <i>Brian McCornack, Kansas State University</i> CEU Credits: CCA: 1 PM; ODA Comm: CORE-1	<b>Dublin I-IV</b>
	<b>Free Trade Agreements: Why They Matter to U.S. Agriculture</b> <i>Ian Sheldon, Ohio State University CFAES</i> CEU Credits: CCA: 1 PD	<b>Dublin V-VI</b>
	<b>Grain Safety Training &amp; Industry Opportunities</b> <i>Moderator: Jed Bookman, Sunrise Cooperative</i> <i>Ron Digby, Legacy Farmers Cooperative</i> <i>Bill Harp, Safety and Technical Rescue Association</i> CEU Credits: CCA: 1 PD	<b>Franklin</b>
3:15 – 3:45	<i>Exhibitor Showcase</i>	
3:45 – 4:45	<b>Town Hall: Meet the New Faces of CFAES</b> <i>Dr. Cathann Kress, Ohio State University CFAES</i> CEU Credits: CCA: 1 PD	<b>Dublin I-IV</b>
4:45 – 6:30	<i>Exhibitor Showcase</i>	
5:30 – 6:30	<b>Industry Networking Reception</b>	
6:30 – 8:30	<b>Industry Dinner &amp; OABA Annual Meeting</b> <b>Keynote: The Power of Passion</b> <i>Dave Rife, White Castle Systems, Inc.</i> CEU Credits: CCA: 1 PD	<b>Dublin I-IV</b>



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### **Friday, February 2**

6:45-7:30	<i>Breakfast &amp; Registration</i>	
7:30-8:30	<b>Protecting Your Reputation in a Dynamic Environment</b> <i>Lani Jordan, Lani Jordan Communication</i> CEU Credits: CCA: 1 PD	Dublin I-IV
8:30 – 8:45	<i>Break</i>	
8:45 – 9:45	<b>Crisis Communication Planning</b> <i>Lani Jordan, Lani Jordan Communication</i> CEU Credits: CCA: 1 PD	Dublin I-IV
	<b>International Trade: Black Sea &amp; Brazil</b> <i>Moderator: Bailey Elchinger, INTL FCStone Inc.</i> CEU Credits: CCA: 1 PD	Dublin V-VI
	<b>Variable Rate Nitrogen: Components &amp; Challenges</b> <i>Brian Arnall, Oklahoma State University</i> CEU Credits: CCA: 1 NM	Franklin
9:45-10	<i>Break</i>	
10 – 11	<b>What is New in the World of Weed Management</b> <i>Bill Johnson, Purdue University</i> CEU Credits: CCA: 1 CM; ODA Comm: 2 C-1	Dublin I-IV
	<b>4 Hours vs 4 Days: Today's Timeline</b> <i>Moderator: Jeff Goetz, The Andersons, Inc.</i> <i>Kevin Berger, Centerra Co-op</i> <i>Rick Donald, The Andersons, Inc.</i> <i>Jim Schmidt, Area Energy &amp; Electric, Inc.</i> CEU Credits: CCA: 1 PD	Dublin V-VI
11 – 11:15	<i>Break</i>	

11:15-12:15	<b>Corn Replant Considerations: Emotions vs Cold, Hard Facts</b> <i>Bob Nielsen, Purdue University</i> CEU Credits: CCA: 1 CM	<b>Dublin I-IV</b>
	<b>The “How” of FSMA Technology</b> <i>Jim Voigt, JFV Solutions, Inc.</i> CEU Credits: CCA: 1 PD	<b>Dublin V-VI</b>
	<b>One Commodity That’s Worth \$Millions</b> <i>Mike Templeton, Michael T STC LLC</i> CEU Credits: CCA: 1 PD	<b>Franklin</b>
12:15 – 2:30	<b>Lunch &amp; Closing Session</b>	<b>Dublin I-IV</b>
	<b>Hiring Challenges in the Work Place – Where Have All the People Gone?</b> <i>Moderator: Ed Yuhas, Kincannon &amp; Reed</i> <i>Phil Farmer, FLM Harvest</i> <i>Brad Rivers, Novus Ag, LLC</i> <i>George Secor, Sunrise Cooperative</i> CEU Credits: CCA: 1 PD	