



FOCUS 2020

Ohio AgriBusiness Association
Industry Conference

Columbus Renaissance Westerville
January 29-31, 2020

GET DIGITAL!

DOWNLOAD THE APP!

The 2020 Industry Conference in the palm of your hand!

Download the 2020 Industry Conference app to view the agenda, read speaker bios, connect with other attendees, provide in-the-moment session feedback and so much more.

To access the full app features, log in with the email you used at registration. If you have any questions or are unable to access the app, visit with OABA staff.

WEB APP URL

<http://app.resultsathand.com/oaba2020>

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The ConferenceBeat Event App hosts multiple event apps. To access the OABA event, tap **Current Events**, find the **OABA logo** and tap to read the event details. To open the event, tap the **Go to Event** button at the bottom.

CONNECT WITH OABA!

Are you connected to OABA on social media? Follow us at the links below and tag us in your conference posts!



/OhioAgriBusinessAssociation



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Ohio AgriBusiness Association

WIFI: Renaissance_Conference
PASSWORD: January

#OABAFocus2020

Welcome to the 2020 OABA Industry Conference!

We are pleased to have our members, industry professionals and industry experts convening to network, share and learn together as we explore a variety of topics in the agronomy, grain, feed, safety and risk management sectors, and more within our industry.



With a challenging year behind us, this conference offers agribusinesses like yours the chance to come together to discuss the exciting opportunities ahead of us. Together, we'll examine issues and themes that have brought us to where we are today and investigate trends shaping our future. With the guidance of industry experts, general and breakout sessions will increase the effectiveness of your business and expand your knowledge and expertise to have you ready and poised for greater success in 2020 and beyond.

Attendees tell us the ample networking opportunities this conference provides are invaluable; take time to meet with your fellow agribusiness professionals to share ideas, strategies and recent innovations. Through collaboration, we can continue to strengthen the agricultural industry and advance the interests of all agribusinesses.

Thanks to all of our hard-working committee, board and staff members for making the 2020 Industry Conference possible. Your careful planning and preparation continue to grow the success of this event each and every year.

On behalf of the OABA board of directors and our staff, thank you for being engaged in the 2020 OABA Industry Conference.

Sincerely,

A handwritten signature in black ink that reads "Nathan Louiso". The signature is fluid and cursive, with the first name "Nathan" and last name "Louiso" clearly distinguishable.

Nathan Louiso
OABA Board Chairman

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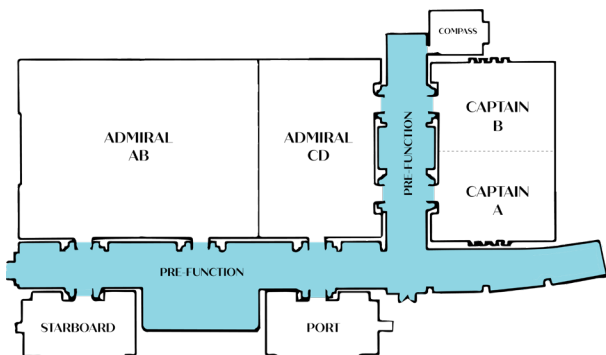
**Take
ACTION**
Pesticide-Resistance Management

EXHIBITORS

MAKE SURE TO CHECK OUT OUR 2020 EXHIBITORS IN THE PRE-FUNCTION AREA

Bushel
3Bar Biologics
AdvanSix
Ag Resource
Management
Agra Liners, LLC
AgWorld
Asmark Institute
Association Benefit
Planners
CompManagement
Doyle Manufacturing
EFC Systems
Elevator Services &
Storage, Inc.
FarmChem
Garrco Products, Inc.
Gerald Grain Center

Greene Stairs
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Interoceanic Corp.
Kahler Automation
La Crosse Seed
Marcus Construction
Murray Equipment
Oakley Fertilizer
Precision Tank
Razor Tracking
Sackett Waconia
Steve Peters Co.
Stueve Construction
Timac Agro USA, Inc.
Verdesian Life Sciences



DINNER SPEAKER

SHIRLEY BROOKS-JONES



*Re-boarding Delta Flight 15
@ Gander, Newfoundland Airport
9-14-01*



FROM LIFE-CHANGING TO WORLD-CHANGING: THE POWER OF GIVING BACK

Shirley Brooks-Jones' life was forever changed when her plane was diverted to Newfoundland, Canada on September 11th. She and her fellow passengers experienced the boundless hospitality of the locals, which in turn inspired the passengers to launch a scholarship initiative for the youth of the community. Shirley will share her story and inspire attendees to look for ways to give back to their own communities.

A native of Vinton County, Ohio, Shirley Brooks-Jones was a staff member at The Ohio State University for nearly 35 years, retiring with Emeritus status. Following her retirement, a good deal of Shirley's time has been devoted to volunteer activities, both long- and short-term. In addition, she has served as delegation leader for numerous international exchanges to dozens of countries on six continents. She has been inducted into the Ohio Agricultural Hall of Fame, the Farm Science Review Hall of Fame and the Vinton County 4-H Hall of Fame .

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GENERAL SESSIONS

MICHAEL SWANSON

Wells Fargo Bank

The Renormalization of U.S. Agriculture and Its Impacts on Ohio

For the last ten years or so, biofuels have shaped U.S. agriculture. With slowing growth in biofuels, protein production and exports will reemerge as the drivers of U.S. agriculture and agribusiness. Ohio should position itself for this development.



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JANETTE BARNARD

Entrepreneur

The Amazon Era in Agriculture

The food value chain is transforming as data unlocks value from farmer to consumer. This session will explore the key drivers, risks and opportunities for value chain participants.



GENERAL SESSIONS

JIM CANTERUCCI

Constituent Hub

Strategically Innovating Through Turbulence

In this session, participants will discuss the catalysts of Personal Brilliance (Innovation) Awareness, Curiosity, Focus, and Initiative in order to break through the overwhelm that can occur in these turbulent times.



SCOTT CAINE

Aimpoint Research

Farmer of the Future

Propelled by a perfect storm of market dynamics, innovation, demographic shifts and new management philosophies, the farmers of the future will quite simply defy conventional wisdom and conventional business models.

Some estimates indicate just 5% of farms will produce 75% or more of America's agricultural output by 2040. While the forces of consolidation and transformation are well known to industry leaders, what will this truly mean for Ohio agriculture?



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CONGRATULATIONS!

2020 OABA INDUSTRY EXCELLENCE AWARDS



Karie Staley
Central Ohio Farmers Co-op
**Achievement as an
Emerging Leader**

Cindy Ridzon
Witmer's Feed & Grain, Inc.
**Excellence in
Safety & Stewardship**



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ABOUT THE AWARDS

OABA accepts nominations for three award opportunities: Achievement as an Emerging Leader, Excellence in Customer Service and Excellence in Safety & Stewardship. Nominations may be submitted by any industry professional and the nominee is required to work for an OABA member company. Recipients are recognized at the OABA Industry Conference, receive complimentary registration and a \$1,000 cash award.

Do you know a deserving individual? Nominations for 2021 Awards open this summer at oaba.net/awards!

- 11 **Ohio Risk Coordinators Meeting** | Captain B
Ohio Department of Agriculture Updates
 Matt Beal, Ohio Department of Agriculture
 Ryan King, Ohio Department of Agriculture
 CCA: 1 PD
- 12 **Lunch & Networking** | Captain B
- 1 *Break*
- 1:15 **Safety & Risk Management Day**
How to go from Effective to Impressive Safety Training | Captain B
 Brad Weber, Sheakley Workforce
 CCA: 1 PD
- 2:30 *Break*
- 2:45 **Transportation Updates** | Captain B
 John Huffman, PUCO
 CCA: 1 PD
- 3:45 **Occupational Safety and Health Administration – Things to Know** | Captain B
 Kim Nelson, DOL-OSHA
 CCA: 1 PD
- 4:45 *Break*
- 5 **Impact of Medical Marijuana on the Workforce** | Captain B
 Anthonio Fiore, Kegler, Brown, Hill + Ritter
 CCA: 1 PD
- 6 **Welcome Reception** | Pre-function Area
- 7 *Conclude*



JANUARY 30

JAN 30

- 7 *Breakfast & Registration*
- 8 **Welcome** | Admiral AB
Al Holdren, Industry Education Committee Chairman
- 8:15 **The Renormalization of US Agriculture And Its Impact on Ohio** | Admiral AB
Michael Swanson, Wells Fargo Bank
CCA: 1 CM
Session Sponsor: Wells Fargo
- 9:15 *Break*
- 9:30 **Breakout Sessions**
- Tri-State Fertilizer Recommendations and Implementation** | Admiral AB
Steve Culman, Ohio State University
Kurt Steinke, Michigan State University
CCA: 1 NM
- Grain and Oilseed Market Outlook** | Admiral CD
Brian Burke, John Stewart & Associates
CCA: 1 CM
- Product Update for 2020: Enlist Weed Control System** | Captain AB
Scott Pringnitz, Corteva AgriScience
CCA: 1 CM; ODA Comm: CORE-2C
- 10:30 *Break*
- 10:45 **Breakout Sessions**
- Soil Health: Approaches in Fertility Management** | Captain AB
Kurt Steinke, Michigan State University
CCA: 1 SW
Session Sponsor: Conservation Tillage & Technology Conference
- Trade & Tariffs - Collateral Damage and Unintended Consequences** | Admiral CD
Ian Sheldon, Ohio State University
CCA: 1 CM
- 11:45 *Break*
- 12 **Lunch** | Admiral AB
Certified Crop Adviser Annual Meeting
CCA: 0.5 PD

- 1 **Breakout Sessions**
- How to Recover from Spring 2019 - Getting Your Soil Back in Shape*** | Admiral AB
 Sjoerd Duiker, Penn State University
 CCA: 1 SW
Session Sponsor: Conservation Tillage & Technology Conference
- African Swine Fever - Outlook and Impact*** | Admiral CD
 Jess Campbell, Farm Credit Mid-America
 CCA: 1 CM
Session Sponsor: Ohio Pork Council
- Glyphosate Update*** | Captain AB
 Bill Reeves, Bayer Crop Science
 CCA: 1 Sustainability; ODA Comm: CORE-2C
- 2 **Break**
- 2:15 **Breakout Sessions**
- Getting the Best Bang for Your Buck Out of Manure Nutrients*** | Admiral AB
 Josh McGrath, University of Kentucky
 CCA: 1 NM
- Focus on the Farmer - Retailers and Crop Insurance*** | Admiral CD
 Nate Boerger, ABIS/J.H. Ward Agency
 Brian Smith, Lund & Smith Agency
 Randy Barclay, Rain & Hail
 CCA: 1 Sustainability
- Custom Application Training Technologies*** | Captain AB
 Erik Wilcox, GROWMARK
 CCA: 1 Sustainability
- 3:15 **Exhibitor Showcase**
- 3:45 **The Amazon Era in Agriculture** | Admiral AB
 Janette Barnard, Entrepreneur
 CCA: 1 PD
- 4:45 **Exhibitor Showcase**
- 5:30 **Industry Networking Reception** | Pre-function Area
Refreshments and putting contest available in Captain AB
- 6:30 **Industry Dinner & OABA Annual Meeting** | Admiral AB
Keynote: From Life-Changing to World-Changing: The Power of Giving Back
 Shirley Brooks-Jones
 CCA: 1 PD
- 8:30 **Conclude**

JANUARY 31

JAN 31

- 6:45 *Breakfast & Registration*
- 7:30 **Strategically Innovating Through Turbulence** | Admiral AB
Jim Canterucci, Constituent Hub
CCA: 1 PD
- 8:30 *Break*
- 8:45 **Breakout Sessions**
- Emerging Crops –** | Admiral CD
Malting Barley and Hemp Production
Larry Smart, Cornell University
Laura Lindsey, Ohio State University
CCA: 1 CM
- Tackling the Challenges** | Admiral AB
Jim Canterucci, Constituent Hub
CCA: 1 PD
- 9:45 *Break*
- 10 **Breakout Sessions**
- Do More with Less:** | Admiral CD
Managing Corn Insects in a Non-Bt World
Kelley Tilmon, Ohio State University
CCA: 1 PM; ODA Comm: CORE-2A
- The Amazon Era in Agriculture –** | Admiral AB
Influence Upon Grain & Feed
Janette Barnard, Entrepreneur
CCA: 1 PD
- The New Era in Herbicide Resistance** | Captain A
Aaron Hager, University of Illinois
CCA: 1 Sustainability; ODA Comm: CORE-2C
- AMPT: The Voices in our Head:** | Captain B
The Perspective Needed to Grow as a Leader
Marlene Eick, Leadership Consultant
CCA: 1 PD
Session Sponsor: OSU Leadership Center
- 11 *Break*

11:15

Breakout Sessions

Thinking Differently About Amaranthus

| Admiral CD

Aaron Hager, University of Illinois

CCA: 1 CM; ODA Comm: CORE-2C

Session Sponsor: Take Action - USB

Ethanol: Where We Are and Where We Are Heading

| Admiral AB

Tadd Nicholson, Ohio Corn & Wheat Growers Association

CCA: 1 CM

AMP'T: You Can't Go It Alone:

| Captain B

The Community Needed to Grow as a Leader

Marlene Eick, Leadership Consultant

CCA: 1 PD

Session Sponsor: OSU Leadership Center

12:15

Lunch & Closing Session

| Admiral AB

Farmer of the Future

Scott Caine, Aimpoint Research

CCA: 1 Sustainability

Session Sponsor:

Nationwide & Ohio Farm Bureau Federation

2:30

Conclude



AMP'T PROGRAM SPONSORED BY THE OSU LEADERSHIP CENTER

6:45	<i>Breakfast & Registration</i>	
7:30	Strategically Innovating Through Turbulence Admiral AB Jim Canterucci, Constituent Hub CCA: 1 PD	
8:30	<i>Break</i>	
8:45	Tackling the Challenges Admiral AB Jim Canterucci, Constituent Hub CCA: 1 PD	
9:45	<i>Break</i>	
10	The Voices in our Head: Captain B The Perspective Needed to Grow as a Leader Marlene Eick, Leadership Consultant CCA: 1 PD	
11	<i>Break</i>	
11:15	You Can't Go It Alone: Captain B The Community Needed to Grow as a Leader Marlene Eick, Leadership Consultant CCA: 1 PD	
12:15	Lunch & Closing Session Admiral AB Farmer of the Future Scott Caine, Aimpoint Research CCA: 1 Sustainability	
2:30	<i>Conclude</i>	

WHAT IS AMP'T?

Building on the principles of the LAUNCH program, but open to all OABA members, the Advancing Modern Professionals for Tomorrow Program helps prepare emerging leaders to take the next step in their professional careers.

ABOUT LAUNCH

Tomorrow's agribusiness leader will need to be nimble and lead change in addressing workforce pressures, consumer demands, and governmental challenges, all while fostering networks and collaborative work styles. Emerging agribusiness leaders can build their skills through LAUNCH – Leaders Achieving Unexpected New Career Heights – to rise to the challenges and opportunities facing agribusinesses today and tomorrow. 2021 LAUNCH class applications will be available in Summer 2020.

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THANK YOU

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#OABAFocus2020

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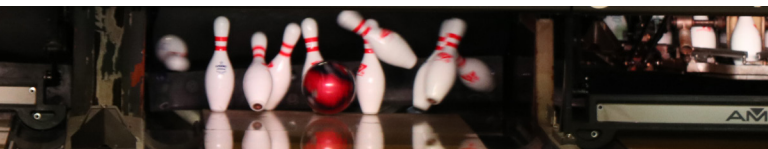
Chris Williams
Rosen's Inc.

EDUCATIONAL TRUST

More than **\$45,000** in scholarships is distributed annually to support students enrolled in an agriculture-related field attending The Ohio State University and Ohio State ATI, Central State University, Clark State Community College and Wilmington College.

SUPPORT OHIO'S AG STUDENTS!

Mark your calendars for these 2020 Educational Trust events.



BOWLING FOR SCHOLARSHIPS

March 13 | Timbers Bowling Lanes, Maumee, Ohio



GOLF FOR SCHOLARSHIPS

June 17 | Deer Ridge Golf Club, Bellville, Ohio

August 19 | Shelby Oaks Golf Course, Sidney, Ohio



TARGET: SCHOLARSHIPS

September 11 | Cardinal Center, Marengo, Ohio

TEST YOUR PUTTING SKILLS!

During the Networking Reception on Jan. 30, visit Captain AB for your shot at a free registration for our 2020 golf outings.

SUPPORT AG STUDENTS

Looking for a way to give back? Contribute to the OABA Educational Trust! Donations can be made on an individual or company level. Visit bit.ly/OABAEducationTrust for more information.

UPCOMING EVENTS

LEARN ABOUT THESE EVENTS AND
MORE AT [OABA.NET/EVENTS](https://oaba.net/events).



FEBRUARY 26/27

ANHYDROUS AMMONIA SAFETY TRAINING *Sunrise Cooperative, South Charleston, OH* *Luckey Farmers, Inc., Bradner, OH*

Featuring an interactive, hands-on format, the Anhydrous Ammonia Safety Workshops will give participants access to the most up-to-date information for working safely with anhydrous ammonia. The training features experts from both within and outside the industry.



MARCH 5 & 17

GRAIN MERCHANDISING 101 COURSE *Heritage Cooperative, Marysville, OH* *Kalmbach Feeds, Upper Sandusky, OH*

The two-session Grain Merchandising Course provides practical information on the grain industry to grain merchandisers who are new to their role or people new in supporting the merchandiser function. Participants will gain a deeper understanding of grain merchandising and how it connects with different aspects of the industry.

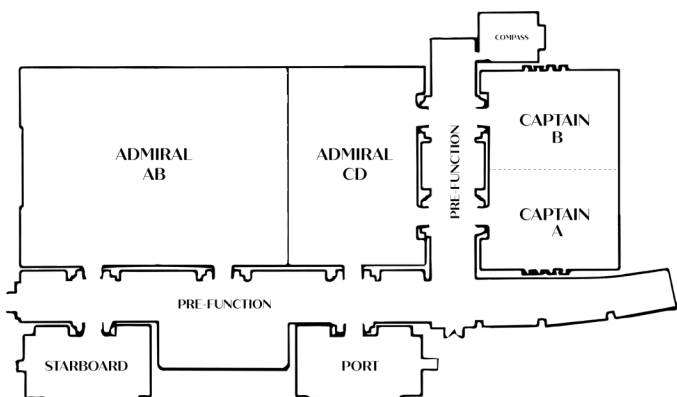


SEPTEMBER 23

FSR CAREER EXPLORATION FAIR *Molly Caren Agricultural Center, London, Ohio*

Special opportunity for OABA members and FSR exhibitors! OABA and FSR are partnering to host a Career Fair on Wednesday of the 2020 show. Member companies will have the opportunity to network with those seeking career opportunities in agriculture: from high school and college students to professionals seeking a career change.

HOTEL LAYOUT



QUICK REFERENCE:

Admiral AB: *Meals, General Sessions, Breakout Sessions*

Admiral CD: *Breakout Sessions*

Captain AB: *Breakout Sessions, Golf Putting (Reception only)*

Pre-Function: *Exhibitors, Networking, Break Refreshments*

Starboard *Buffet Lines (when applicable),*
/Port: *Break Refreshments*

WiFi: Renaissance_Conference
PASSWORD: January

DID YOU KNOW?

OABA MEMBERS CAN ACCESS HIGH-CALIBER LEADERSHIP SEMINARS through a new partnership with the **OSU Leadership Center**. These professional development opportunities are open to current and aspiring leaders interested in increasing their leadership knowledge and skills. Columbus-based and virtual sessions are available, or schedule a session near you. Information on upcoming offerings, including details and registration, is available at **leadershipcenter.osu.edu/events**.





• FUTURE DATES •

OABA INDUSTRY CONFERENCES



at the

COLUMBUS RENAISSANCE WESTERVILLE