

Thinking Locally IN Global Market

SPONSORSHIP, ADVERTISING, & ATTENDEE INFORMATION

March 25-26, 2014

LANCASTER COUNTY CONVENTION CENTER, LANCASTER

REGISTRATION INFORMATION FOR **SPONSORSHIP, ADVERTISING, & ATTENDANCE** OPPORTUNITIES ENCLOSED.

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(Listing includes sponsors registered prior to November 29, 2013)

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Preliminary Agenda

LANCASTER COUNTY CONVENTION CENTER -

Tuesday, March 25

- 4:30 p.m. – 6 p.m. **President's Reception**
6 p.m. – 6:45 p.m. **Banquet**
6:45 p.m. – 7:15 p.m. **Program** - Recognition of Distinguished Service Recipients
7:15 p.m. – 8:15 p.m. **Entertainment**
Dr. Lance Fox, Motivational Speaker

Wednesday, March 26

- 7:30 a.m. - 8:30 a.m. **Registration & Networking**
8:30 a.m. – 10 a.m. **Annual Business Meeting**
10 a.m. – 10:45 a.m. **General Session: Selling Value in a Commodity World**
David Parker, Adayana
10:45 a.m. – 11 a.m. **Break**
11 a.m. – 11:45 a.m. **Breakout Sessions - Round 1**
1. Agribusiness Trends/Strategies: Now What?
David Parker, Adayana
2. Developing Human Capital / Creating Synergies
Dr. Larry Firkins
11:45 a.m. – 12 p.m. **Break**
12 p.m. – 1 p.m. **Luncheon**
1 p.m. – 2:30 p.m. **Breakout Sessions - Round 2**
1. Future Expectations of the Seed Industry
Jane DeMarchi, American Seed Trade Association
(hosted by the PennAg Agronomic Products Council / Seed Council)
2. Lancaster County Manure to Energy Projects
Don McNutt, Lancaster County Conservation District
(hosted by the PennAg Manure Haulers/Applicators Council)
3. Study Results: Sustainability of Egg Production
Coalition for Sustainable Egg Supply
(hosted by the PennAg Poultry Council)
4. Managing Generational Differences
Dr. Larry Firkins, Uni. of Illinois, College of Vet. Medicine
5. Pennsylvania Energy Opportunities
Keystone Energy Forum / API
2:30 p.m. - 2:40 p.m. **Break**
2:40 p.m. – 3:40 p.m. **General Session: How Food Gets Onto Your Table - Our Evolution: 1890 to 2050**
Bob Gray and Mike Oscar, Gray & Oscar, LLC
3:45 p.m. – 4:30 p.m. **Closing Session: Laying Groundwork for a Sustainable Future**
Catherine Campbell, Field to Market
4:30 p.m. **Adjournment**

FOR TICKET AND EVENT DETAILS, CONTACT A MEMBER OF THE ANNUAL MEETING PLANNING COMMITTEE

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Presentation Topics

Selling Value in a Commodity World

When choices are plentiful and prices are competitive, how do you persuade a customer to do business with you – by providing value, of course! Many make claims to deliver value, but is it value that is truly meaningful to the customer? Having a clear understanding of what your customer's value and then having the means to deliver it will give you opportunities that your competitors may have a hard time competing against.

Agribusiness Trends/Strategies: Now What?

The answer to most business problems can be determined by the answers to three simple (yet complex) questions:

- What is going on in the marketplace?
- So what impact will this have on the industry, and my business?
- Now what do I need to do to optimize my position?

The "what" and "so what" are easy to identify – but the "how what" is the million dollar question that every aspiring market leader is trying to answer. When we think of the term Market Leader, a number of companies immediately spring to mind. They are usually big, profitable and have substantial market share. However, any such company did not start out this way. In this session, we will use insights on market place trends and implications to help discover what it will take to be a market leader in the ever changing world of agribusiness.

Developing Human Capital / Creating Synergies

In general, no one makes progress – much less succeeds – alone. Yet most teams do not function as well as they could and are many times a source of frustration for all those involved. What would the impact be if you could get everyone in an organization going in the same direction at the same time? This session will provide strategies on: 1) increasing engagement levels, 2) improving communication and compliance, 3) providing a crystal clear vision of your expectations, and 4) acknowledging outstanding performance.

Future Expectations of the Seed Industry

Safety and labeling of GMO's, as well as the importance of contacting local representatives and senators on the subject.

Lancaster County Manure-to-Energy Projects

Managing Generational Differences

Every generation that enters the workforce causes stress, frustration, and criticism from the generations already employed. The current generation is no exception, but that does not have to be the case for your organization. An understanding of the characteristics of Generation Y will be provided while enhancing your knowledge of the other generations. Strategies will be explored for bridging disconnects that exist in the workplace between the generations.

Pennsylvania Energy Opportunities - Keystone Energy Group / API

How Food Gets Onto Your Table – Our Evolution: 1890 to 2050

Mr. Gray and Mr. Oscar will speak, followed by a panel of several agribusiness representatives who currently utilize essential labor.

Topics envisioned include:

1. What is our current labor situation
2. Why is now the time for change?
3. Recruitment of labor
4. Food security/safety connection
5. Skill set needed to work in agriculture
6. Cost of un-prepared labor (injuries, lost time in training; benefits)

Laying Groundwork for a Sustainable Future

Across the entire agriculture supply chain – from the farm gate to the restaurant counter – the challenge of meeting demand for a rapidly growing population, while conserving natural resources, has become increasingly complex. With the world population estimated to reach 9 billion by 2050, the entire food chain must work together to efficiently and responsibly lay the groundwork for the future.

Meet Your Evening Entertainer

Exposure to dairy farming at an early age manifested a desire for Dr. Lance Fox to become a veterinarian, and several years of private clinical practice in Wisconsin, Lance became a technical service veterinarian in the dairy feed industry. It was during his son Jordan's 1997 premature birth that Lance's dream to climb Mount Everest sparked.

On May 21, 2009, twelve years after that vision sparked, Lance became one of less than 2,000 westerners in the world to stand on top of the world. The Discovery Channel filmed Lance for the third and final installment of a reality show called which aired on television in late 2009.

Since his return from Everest, Lance has written a book titled No Place but UP! This trademarked phrase is also the centerpiece for his motivational presentation, an engagement that allows his audiences to not only experience the climb to the highest point on our planet but also challenge those who dare to dream, as well as overcome life's obstacles.

Opportunities

Registration for sponsorship, advertisement, scholarship fund donations and attendance.

Attendance

Daytime \$125 PennAg Member; \$150 Non-Member
Includes: Annual Business Meeting, Luncheon, Keynote Presentations, Breakout Sessions, Council Specific Breakout Sessions

A block of rooms has been reserved at the Marriott, which is conveniently connected to the Convention Center. If interested in booking a room for the event, please call 717-239-1600. The price per room is \$149. Deadline to place a reservation is March 4.

President's Reception & Banquet \$125 / ticket

Includes: President's Reception, Banquet, Program, Entertainment. (Please note: A cash bar will be available throughout the evening.)

Sponsorship

Sponsorship of the PennAg Annual Meeting is a great way to support the association, while promoting your business! Please review the below information to determine the best option for you and your business.

Please select a level(s):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500	Student Sponsor \$300

BENEFITS OF SPONSORSHIP

	Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500	Student Sponsor \$300
• Opportunity to display a company banner	•				
• Opportunity to provide company information (brochure, etc.) for table placement during event	•				
• Company name mentioned in all event press releases	•				
• Public recognition of sponsorship during Annual Meeting and Spring Banquet	•	•			
• Complimentary full color ad in an upcoming edition of the PennAg Journal	1/2 page	1/4 page			
• Complimentary full color ad in program handbook	1/2 page	1/4 page			
• Complimentary registration for Annual Meeting (value: \$125 per registration)	4	2	1		
• Complimentary registration for Spring Banquet (value: \$125 per registration)	10	6	2		
• Your logo/company name featured on Annual Meeting & Spring Banquet printed materials, video loop displayed during Spring Banquet and on Annual Meeting portion of the PennAg website	•	•	•	•	
• Signage displayed throughout the entire day, including handbook recognition	•	•	•	•	
• Sponsor a Penn State University, Delaware Valley College or University of Pennsylvania student for the event. Sponsorship includes a student's access to annual meeting and banquet activities. A great way to network with potential employees and show students the importance of agriculture in Pennsylvania!					•

Handbook Advertisements

Advertisements will adorn the pages of the event handbook, distributed to daytime and banquet guests. Don't miss this opportunity to display your business in front of hundreds!

Full Page Ad \$2,000

• 7.5" wide by 10" high

Half Page Ad \$1,000

• 7.5" wide by 5" high

Quarter Page Ad \$500

• 3.75" wide by 5" high

Please note: Ads are printed in full color. Ads must be received in Microsoft Word, InDesign or PDF format. Images must be TIF or JPG.

Email ads to kcaldwell@pennag.com by February 21 to be included.

Scholarship Fund Donations

The PennAg Annual Meeting Committee and Membership Committee are once again accepting donations to the PennAg Scholarship Fund. If interested in donating to this worthwhile cause, please note your donation amount on the registration form and send a check payable to [PennAg Scholarship Fund](#).

Each year, the PennAg Scholarship fund provides scholarships to students who are employed by or have a parent employed by a member of PennAg. Awards must be used in the pursuit of post-secondary education at an accredited institution. In 2013, thirty scholarships were awarded, thanks to the support of members and friends of the industry.

PENNAG SPRING BANQUET & ANNUAL MEETING



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Register online at
www.cvent.com/d/g4ql4n/1Q

Attendance

- _____ Entire Event (Daytime & Banquet): PennAg Member \$250; Non-Member \$275
 - _____ Daytime Only: PennAg Member \$125; Non-Member \$150
 - _____ Banquet Only: Ticket \$125
 - _____ Absentee Banquet Ticket: \$125 (If unable to attend, please consider purchasing a ticket to have your name listed in the program.)
 - _____ Table of 10 (Banquet) \$1,250 _____ Table of 12 (Banquet) \$1,500
- (If you have purchased a table, please send your company logo to kcaldwell@pennag.com.)*

Sponsorship

_____ *Diamond Level Sponsor \$5,000 - Four (4) complimentary Annual Meeting registrations to be used by: _____ _____ _____ *Gold Level Sponsor \$2,500 - Two (2) complimentary Annual Meeting registrations to be used by: _____ _____ _____ *Silver Level Sponsor \$1,000 - One (1) complimentary Annual Meeting registration to be used by: _____ _____ _____ Event Patron \$500 _____ Student Sponsor \$300	Attention sponsors: Please send company logo to kcaldwell@pennag.com to ensure proper recognition.
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Ads

_____ Full Page Ad (7.5" wide by 10" high) \$2,000 _____ Half Page Ad (7.5" wide by 5" high) \$1,000 _____ Quarter Page Ad (3.75" wide by 5" high) \$500	_____ New Advertisement (must be submitted by February 21) OR _____ Renew Last Year's Ad	All ads will be printed in full color!
<input type="checkbox"/> I would like to donate to the PennAg Scholarship Fund. Donation Amount: \$ _____		Please make separate check payable to PennAg Scholarship Fund.

Contact Info

Company (as you would like it printed) _____

Contact Name _____

Address _____

Phone _____ Fax _____ Email _____

Method of Payment

\$ _____ TOTAL _____ Please invoice _____ Check/Money Order Enclosed (<i>Payable to PennAg Service Corporation</i>) _____ Payment by Credit Card _____ Visa _____ MasterCard _____ Discover Card # _____ Exp. Date _____ Name on Card _____ Address on Card (if different from above) _____ Signature _____ <p style="font-size: small; text-align: center;"><i>Per my signature, I authorize PennAg Industries Service Corporation to charge my credit card the total amount.</i></p> Salesperson _____	1 • Fax form to: 717-651-5926	2 • Mail form to: PennAg Industries Assoc. 2215 Forest Hills Dr., Ste. 39 Harrisburg, PA 17112	3 • Online: www.cvent.com/d/g4ql4n/1Q
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