

PENNAG SPRING BANQUET & ANNUAL MEETING

GROW.

THRIVE. PROSPER.

A Guide to Navigating the New Reality

March 30-31, 2016

Pennsylvania Farm Show Complex, Harrisburg, Pennsylvania

Registration information for **SPONSORSHIP, ADVERTISING, & ATTENDANCE** OPPORTUNITIES enclosed. Registration Deadline: March 4



Sincere Thank You to Our 2015 Event Sponsors:

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AgChoice Farm Credit
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B & B Poultry Co.
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Lansing Vermont
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PA Dept. of Agriculture / PA Preferred
PCS Sales
Risser's Poultry
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Patrons

Albright's Mill
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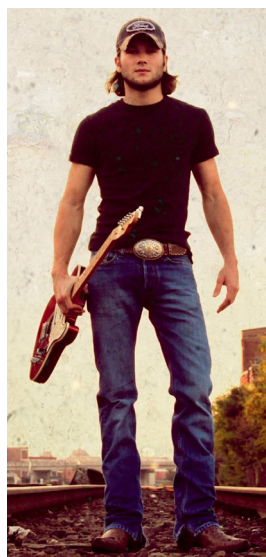
DSM Nutritional Products
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Meherrin Fertilizer
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Monsanto
Murray Securus
Northeast Agri Systems, Inc.
Novak Strategic Advisors
Old Mill-Troy
Perdue AgSolutions
SC Poultry Services
Wells Fargo Food & Agribusiness
York Ag Products
Zeiset Equipment

Preliminary Agenda

WEDNESDAY, MARCH 30

PENNSYLVANIA FARM SHOW COMPLEX

- 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 p.m. **Entertainment**
Ben Gallaher, Musician



MEET YOUR EVENING ENTERTAINER

After playing back woods bars and Pennsylvania prisons, Ben Gallaher came to Nashville, Tennessee with 12 songs, 6 strings, and 1 dream. In 2014, Gallaher signed a record deal with Sony Music Nashville and is currently touring, writing, and in the studio.

As a songwriter, Ben says, "I write about the common man, because those are the people I grew up with. In every song there's a story about life, and what we hope to become and the highs and lows on our journey."

The twenty three-year-old Pennsylvania-native has captured national media attention, built an adoring online community, and is proving himself as a singer, songwriter, lead guitarist, and entertainer. His live performance is full of an energy and enthusiasm that comes from deep within his DNA. With equal parts passion, heart, and hard work, he is building a loyal fan base one song and one town at a time.

When Ben is not singing, writing, or performing, you'll find him fishing at the nearest lake or stream, or counting the days until buck season. As an Eagle Scout, Ben has a passion for giving back to his community.

THURSDAY, MARCH 31

PENNSYLVANIA FARM SHOW COMPLEX

- 7:30 a.m. - 8:30 a.m. **Registration, Breakfast, Networking Opportunity**
- 8:30 a.m. – 10 a.m. **Annual Business Meeting**
- 10 a.m. – 10:30 a.m. **Networking Break**
- 10:30 a.m. – 11:15 a.m. **Humane Watch**
Will Coggin, Director of Research, Center for Consumer Freedom
- 11:15 a.m. – 12 p.m. **Veterinary Feed Directive**
Dr. David Wolfgang, VMD, Penn State University Field Studies Director (VFD)
- 12 p.m. – 1:30 p.m. **Luncheon**
- 1:30 p.m. – 2:15 p.m. **Stewardship and Sustainability Programs**
Peyton Harper, Stewardship and Sustainability Programs, The Fertilizer Institute
- 2:15 p.m. – 3 p.m. **The Importance of Succession Planning**
Rob Davidson, JG, Succession Planning, RHP Law Group LLC
- 3 p.m. **Adjournment**

MEET YOUR SPEAKERS

MR. WILL COGGIN

Will Coggin is the Director of Research at the Center for Consumer Freedom (CCF) where he focuses his research on animal rights and environmental issues. Coggin is a frequent critic of radical activists who seek to take choices away from Americans and put farmers out of business, such as the deceptively named Humane Society of the United States or People for the Ethical Treatment of Animals. In particular, he is irked by the arrogance of loud-mouthed ideological activists who claim to know animals' interests more than veterinarians, farmers, and others who have spent their entire lives around these animals.

Coggin has been a contributor to numerous print and broadcast media outlets, including *The Wall Street Journal*, *Los Angeles Times*, the Mark Levin Show, and others. He grew up in Northern Virginia and graduated from the College of William & Mary. As a spokesman on animal issues, he would like to state he is a cat person.

DR. DAVID WOLFGANG

Dr. David R. Wolfgang, VMD, MPH DABVP-Dairy is a Field Studies Director; Co-Director of the Center for Animal Care and Health; and an Extension Veterinarian for The Pennsylvania State University. His areas of expertise include: herd and flock diagnostics; biosecurity; emerging and zoonotic diseases; on-farm food safety; and animal emergencies and disasters.

In addition to his areas of expertise, Dr. Wolfgang is also interested in disease prevention and herd health promotion; farm based improvements to food quality and food safety; judicious antibiotic use and quality assurance programs; continuing education programs for large animal veterinarians; and the Dairy Production Medicine Course.

MR. PEYTON HARPER

Peyton Harper is the manager of stewardship and sustainability programs at The Fertilizer Institute (TFI). He assists with developing and directing TFI's stakeholder outreach programs to promote nutrient stewardship at the field level.

Peyton is a past Tennessee State FFA President and holds a bachelor's degree from the University of Tennessee at Martin in agricultural business.

MR. ROB DAVIDSON

D. Robert (Rob) Davidson, J.D. resides in Millville, Columbia County. After his graduation from Widener University School of Law in 2002, he joined the Pennsylvania Department of Agriculture where he served as Special Assistant to the Secretary of Agriculture and Chief of Land Use and Natural Resources. He developed and was the first Director of the Pennsylvania Center for Farm Transitions.

He brings his expertise to RHP Law Group after serving as corporate counsel for AgChoice Farm Credit where he provided legal support.

He is currently serving as vice-chair of the Pennsylvania Bar Association Agricultural Law Committee and along with his wife and daughters operates a small farm in Columbia County where they raise lambs and beef cattle.

Through his extensive experience with the various rules and regulations related to agriculture, he provides counsel to farmers on various real estate, zoning, land use, and permitting issues. With his unique perspective in farm and agribusiness succession and estate planning he provides services in these areas as well.

Opportunities

Registration for sponsorship, advertisement, scholarship fund donations and attendance. *Deadline: March 4*

ATTENDANCE *(Deadline: March 4)*

Daytime \$125 PennAg Member \$150 Non-Member

Includes: Annual Business Meeting, Luncheon, Keynote Presentations

President's Reception & Banquet \$125 / ticket

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

Absentee Banquet Ticket \$125

If unable to attend, please consider purchasing a ticket to have your name listed in the program.

Table of 8 (Banquet) \$1,000 *(If you have purchased a table, please send your company logo to kcaldwell@pennag.com.)*

TOTAL ATTENDANCE DUE: _____

SPONSORSHIP *(Deadline: March 4)*

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

• Opportunity to display a company banner	•				
• Opportunity to provide company information (brochure, etc.) for table placement during event	•				
• 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 <i>(value: \$125 per registration)</i>	4	2	1		
• Complimentary registration for Spring Banquet <i>(value: \$125 per registration)</i>	8	4	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!					•

TOTAL SPONSORSHIP DUE: _____

HANDBOOK ADVERTISEMENTS *(Deadline: March 4)*

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 March 4 to be included.

TOTAL ADVERTISEMENT DUE: _____

GRAND TOTAL DUE: _____

SCHOLARSHIP FUND DONATIONS

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 2014, award amounts were bolstered and eighteen scholarships were awarded, thanks to the support of members and friends of the industry.

If interested in donating to the PennAg Scholarship Fund, please note your donation amount on the registration form and send a check payable to *PennAg Scholarship Fund*. *(Payment must be separate from above items.)*

TOTAL SCHOLARSHIP DUE: _____

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A block of rooms has been reserved at Staybridge Suites, which is conveniently located next to the Farm Show Complex. If interested in booking a room for the event, please call 800-238-8000, press '0', and mention PennAg Industries Association Annual Banquet, or visit <http://bit.ly/1mBUFPw> (Enter check-in and check-out dates, then click on "Check Availability." Our group code is PAG. Please be sure to enter your phone # and credit card # to validate your reservation.) Prices per room start at \$114.99. Deadline to place a reservation is February 29.

REGISTER ONLINE AT
<http://www.cvent.com/d/5fq0lh>

Total Due for Attendance Opportunities: \$ _____

Total Due for Sponsorship Opportunities: \$ _____

Please send company logo to kcaldwell@pennag.com.

Diamond Level Sponsor - Four (4) complimentary Annual Meeting registrations to be used by:

Gold Level Sponsor - Two (2) complimentary Annual Meeting registrations to be used by:

Silver Level Sponsor - One (1) complimentary Annual Meeting registration to be used by:

Total Due for Advertisement Opportunities: \$ _____

All ads will be printed in full color!

_____ New Advertisement (must be submitted by March 4) OR _____ Renew Last Year's Ad

Total Due for PennAg Scholarship Fund Donations: \$ _____

Please make *separate check* payable to PennAg Scholarship Fund.

Company (as you would like it printed) _____

Contact Name _____

Address _____

Phone _____ Fax _____ Email _____

\$ _____ GRAND TOTAL DUE

1 • Fax form to:
717-651-5926

2 • Mail form to:
PennAg Industries Assoc.
2215 Forest Hills Dr., Ste. 39
Harrisburg, PA 17112

3 • Register Online at:
<http://www.cvent.com/d/5fq0lh>

_____ Please Invoice

_____ Check Enclosed Payable to PennAg Service Corporation and/or PennAg Scholarship Fund (for scholarship donation)

_____ Payment by Credit Card _____ Visa _____ MasterCard _____ Discover

Card # _____ Exp. Date _____ 3-Digit Security Code: _____

Name on Card _____

Address on Card (if different from above) _____

Signature _____

Per my signature, I authorize PennAg Industries Service Corporation to charge my credit card the total amount.