



**TENTATIVE (4/7/2016)**  
**ARC 2016 Annual Meeting Agenda**  
**The Intercontinental Hotel/ St. Paul -- Riverfront**  
**St. Paul, Minnesota**  
**June 21-23, 2016**

**Tuesday, June 21**

- 2:00-5:00 p.m.           **Board Meeting** - *Governors Boardroom*
- 5:45 p.m.                Board members - Meet in hotel lobby to drive to dinner.
- 6:00-8:00 p.m.       **Board Dinner** at Forepaugh's Restaurant - *By invitation only.*

**Wednesday, June 22**

- 9:00-9:30 a.m.       **Welcome and Introductions** - *Kellogg Suite 3*  
Daren Williams, ARC President, NCBA
- 9:30-11:00 a.m.     **Crisis Communications/Case History: Avian Flu and Minnesota Turkeys**  
Moderator: Lara Durben, MTGA
- Representative of Minnesota Turkey Growers Association (MTGA)
  - Representative of Jennie-O Foods
  - Representative Turkey Producer
  - Minnesota State Department of Ag or Health
- 11:00-11:15 a.m.    **Break**
- 11:15-12:30 p.m.   **Ethanol Industry and Marketing Communications Challenges**  
Moderator: Adam Czech or Mitch Coulter, MCGA
- Bob Moffit, American Lung Association (Clean Air Choice)
  - Mark Hamerlinck, Minnesota Corn Growers Association
  - Randy Doyal (tentative), A1-Corn Clean Fuel, Claremont
- 12:30-1:30 p.m.     **Lunch/Annual Business Meeting** - *Kellogg Suite 2*
- 1:45-3:00 p.m.      **Drones and its Impact on Consumers/Farmer Attitudes**  
Moderator: Tom Rothman/Kristin Harner
- Jason O'Flanagan FUSE Technologies – AGCO (tentative)
  - Paul Lanoue
  - Farmer (who uses drones for his ag operation)
  - University of Minnesota Entomologists Ian MacRae and Bob Koch
- 3:00-3:15 p.m.      **Break**

- 3:15-4:30 p.m.           **“Communicating Agriculture’s Message – Who are we talking to? How are we doing?”**
- Moderator: Margaret Hart, Director of Communications, Minnesota Department of Agriculture
  - Panelists TBD

6:00 p.m.                   **ARC Hall of Fame Induction Ceremony and Dinner** – Mancini’s Char House

## **Thursday, June 23**

6:00 a.m.                   Meet in Hotel lobby. Board bus and depart Intercontinental Hotel for Stanton, MN

### **Tour Details:**

- 7:00-10:30 a.m.           **Syngenta Seeds expanded research facility, Stanton.**  
Breakfast, Research, Tour Seminar and additional details forthcoming.
- 10:30 a.m.                   Board bus and depart Syngenta Seeds.
- 11:30 a.m.-2:30 p.m.      **CHS Headquarters, Inver Grove Heights.**  
CHS is largest ag supply cooperative in the world.
- 11:30-12:00 p.m.          Lunch - *Securian Room*
- 12:00-12:30 p.m.          Welcome and introduction to CHS Enterprise Marketing Communications
- 12:30-1:10 p.m.           Case Study: CHS Media Forum event (includes 10-min. Q&A)  
A review of first-ever media forum where leading ag and business media hear from CHS leadership on relevance of cooperatives, finances and market outlooks from grain and energy experts. Will include measurements from the event and include follow-up contacts.
- 1:10-1:50 p.m.            Case Study: Cenex® Tanks of Thanks® (includes 10-min. Q&A)  
Review of successful five-year program where 100,000 people in more than 3,000 communities have been nominated to receive free fuel from Cenex. So far, \$500,000 has been awarded. The program, including advertising, comes to a close. Will get a peek at what’s next.
- 1:50-2:30 p.m.            Case Study: CHS Field and Saint Paul Saints (includes 10-min. Q&A)  
CHS secures naming rights to new CHS Field. What went into the negotiations and how and why it was important to CHS. Lots of successes and measurements to prove it. Will also have a St. Paul Saints representative describe their experiences working with CHS.
- 2:30 p.m.                   Board bus, depart CHS.
- 3:00-5:00 p.m.            **Land O’Lakes, Arden Hills (farm-table consumer focus).**  
Program TBD
- 5:00 p.m.                   Board bus, depart Land O’Lakes.

5:30-6:00 p.m. Return to Intercontinental Hotel, St. Paul.

7:00-7:30 p.m. **Golden ARC Awards Reception** - *Kellogg Suite 2*

7:30-9:00 p.m. **Golden ARC Awards Dinner** - *Kellogg Suite 1*  
Daren Williams, ARC President, presiding

9:30 p.m. Music by Little Chicago - *Kellogg Suite 1*