

*Tap into  
the expertise  
of some of  
America's  
top farmers  
at the 2009*



July 12-15, 2009  
Des Moines, Iowa  
Marriott Hotel

The decisions you make during the **critical months** ahead will impact you for years to come. Join the staff of Pro Farmer, other industry experts and your peers as we discuss ways to **secure the success of your family farm** for 2009 and beyond.

Join us for two and a half days while we discuss topics including:

- Marketing Strategies That Work
- The Future of Land Prices
- New Technology
- What's Next With Farm Policy
- And More!

#### Expanded Conference Format

- Even more focus on the economy and commodity markets.
- Extra half-day devoted to the "Plan Success" workshop with Kevin Spafford. Discuss the defining steps on the road to multigenerational success.



**Pro  Farmer**

*Information to help you  
make great decisions.*

For registration information call 800.772.0023  
or visit [www.profarmer.com](http://www.profarmer.com)



**LEADING EDGE  
CONFERENCE**  
PROFESSIONAL FARMERS OF AMERICA

## Conference Agenda

### Sunday, July 12

4:00 p.m. - 6:00 p.m. Registration

### Monday, July 13

7:00 a.m. Early Bird Session and Registration  
 8:00 a.m. Breakfast  
 9:00 a.m. Opening General Session - Economic Outlook - Dr. Vincent Malanga, LaSalle Economics, Inc.  
 10:45 a.m. General Session - "How to Chart Uncharted Economic Waters" Panel Discussion  
 Moderator - Chip Flory  
 Panel - Dr. Vince Malanga, Jim Wiesemeyer and Brian Grete  
 12:00 p.m. Lunch  
 1:00 p.m. General Session - Technology Update  
 2:15 p.m. Weather Outlook - Drew Lerner, World Weather, Inc.  
 3:30 p.m. General Session - South American Oilseed and Grain Outlook  
 Dr. Michael Cordonnier, Soybean and Corn Advisor, Inc.  
 5:00 p.m. Adjourn



### Tuesday, July 14

7:00 a.m. Early Bird Session  
 8:00 a.m. Breakfast  
 9:00 a.m. General Session - Land Market Outlook - Mike Walsten, Editor, LandOwner Newsletter  
 Washington Farm Policy Briefing - Roger Bernard and Jim Wiesemeyer  
 10:45 a.m. General Session - Grain and Livestock Outlook, Brian Grete and Chip Flory  
 12:00 p.m. Lunch  
 1:00 p.m. Breakout Sessions (each session will be offered three times)  
 Washington In-depth - Roger Bernard and Jim Wiesemeyer  
 Marketing 101 - Julianne Johnston and Chip Flory  
 Marketing 201 - Brian Grete  
 Flexible Cash Leases That Work - Steven D. Johnson, Farm & Ag Business Management  
 Iowa State University Extension  
 - Mike Walsten, Editor, LandOwner Newsletter  
 2:30 p.m. Breakout Sessions Repeat  
 3:30 p.m. Refreshment Break  
 4:00 p.m. Breakout Session Repeat  
 5:00 p.m. Adjourn



### Wednesday, July 15

7:30 a.m. Breakfast  
 8:30 a.m. General Session - Succession Planning  
 Kevin Spafford, Legacy By Design  
 11:45 a.m. Adjourn





## Join us and chat in person with your Pro Farmer Team of Advisors



Chip Flory  
Editor & Publisher



Julianne Johnston  
Senior Markets Editor



Brian Grete  
Senior Analyst



Roger Bernard  
Senior News  
Editor



Mike Walsten  
Editor  
LandOwner  
Newsletter



Jim Wiesemeyer  
Washington  
Correspondent

**Three intense days of ways to boost your operations. Make the right personal and professional decisions NOW!**

- Fine tune your grain marketing strategies for the next 3 years.
- Learn the latest on the new farm bill and policies from Washington.
- Where is land headed?
- Learn to sell your crops when the time is right.
- Marketing, marketing, marketing.

## Hear from these respected speakers:



Michael Cordonnier  
Pro Farmer  
Crop Consultant



Dr. Vincent Malanga  
President,  
LaSalle Economics, Inc.



Drew Lerner  
World Weather, Inc.



Kevin Spafford  
Owner, Legacy By Design



Steven D. Johnson  
Farm Management  
Specialist  
Iowa State University  
Extension

Special  
Wednesday session on  
**Succession Planning**

## Hotel Information

**Marriott Downtown**  
**700 Grand Avenue**  
**Des Moines, IA 50309**  
**515-245-5500**

### First Class Accommodations

As one of the premier luxury hotels near Wells Fargo Arena, Des Moines Marriott Downtown offers so much more than a convenient address in America's Heartland. The Marriott hotel is connected to the Iowa Events Center and Wells Fargo Arena via a skywalk in the heart of the Des Moines business district, close to shopping, restaurants and entertainment. This hotel has 415 hotel guest rooms, 6 luxury hotel suites and 15 meeting rooms totaling 25,000 square feet.

*Pro Farmer Leading Edge Conference* attendees enjoy a special discounted room rate of \$103 per night, one to four people. To take advantage of this special rate, please call 515-245-5500.

**You must reserve your room by June 29, 2009.**

## Registration Prices

Full Registration	Early Bird	After June 22
Member	\$339	\$389
Non-Member	\$389	\$439
Spouse	\$199	\$249

  

Wednesday Only		
Member	\$89	\$119
Non-Member	\$119	\$149

VIP and Preferred Members please call 800-772-0023 to receive your special discounted seminar rate.

### Full registration includes:

Admission to all sessions and materials Monday-Wednesday  
Breakfast Monday, Tuesday and Wednesday  
Lunch Monday and Tuesday  
Refreshment Breaks

### Refund Policy

Pro Farmer offers a full refund of registration fees paid if written notice is received by June 22, 2009. Half refund will be given for cancellation between June 22 and July 2, 2009. No refund will be given after July 2, 2009.

## Leading Edge Conference Registration

Copy this form if you are registering more than two people.

**CALL 800.772.0023 to register by telephone**

NAME(S): \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PRO FARMER MEMBER:  YES  Preferred or VIP

Full Registration  
Includes all sessions Monday and Tuesday

Credit Card Number: \_\_\_\_\_ Expires \_\_\_\_\_

Signature: \_\_\_\_\_

(Enclose check or provide credit card information)

**Mail to Pro Farmer, PO Box 36, Cedar Falls, IA 50613 or by fax to 319.277.7982**

**Pro  Farmer**