

2019 KANSAS SEED & CROPS CONFERENCE
Manhattan Convention Center, Manhattan, Kansas

Tuesday, February 19

- TBD KCIA Board of Directors Meeting – *Blue River Room*
- 11:00 Registration opens – *Central Foyer*
- 11:00 Exhibitor Setup – *Kaw Nation Room*

General Session – McDowell, Tuttle, Alcove

- 12:00 Tradeshow exhibits open
- 1:00 AGSECO Associates meeting
- 2:00 Kansas Wheat Alliance Associates meeting
- 3:00 *The Dirty Little Secret About Value* – David Dam, Alterrain, Inc. *Sponsored by United Ag Solutions*
- 5-7:00 Trade Show/Social Mixer – *Kaw Nation Room Drinks sponsored by Kansas Wheat Alliance*
- 7-11:00 Hospitality Room - *Suite 222, hosted by The Manchester Co*

Wednesday, February 20

Morning Session – McDowell, Tuttle, Alcove

- 6:30 am Breakfast buffet until 9:00 am– *Big Basin*
- 7:00 Registration –*Central Foyer*
- 7:00 Exhibits Open – *Kaw Nation Room*
- 8:00 *Latest Developments in Precision Technologies for Agriculture* - Dr. Ray Asebedo, ,
- 9:00 *Industrial Hemp* – Rick Novak, Director of Colorado Seed Programs, Colorado Seed Growers Association
- 10:00 Break – *Kaw Nation Room* *sponsored by Ambrose Company*
- 10:30 KSIA Annual Business Meeting
- 11:30 KCIA Annual Business Meeting
- 12:30 Lunch - *Big Basin Sponsored by CoAxiom Wheat Production Systems*

Afternoon Session - McDowell, Tuttle, Alcove

- 1:45 Limagrain Cereal Seeds meeting
- 2:45 *Emerging Vulnerability to Wheat Stem Rust in Kansas and Southern Great Plains* – Dr. Erick DeWolf, Professor, KSU Dept of Plant Pathology

About Our Speakers

David Dam is a business, sales, and leadership consultant who has worked with farmers, small independent, and corporate businesses across the United States and Canada. Dam has spent over 10,000 hours coaching salespeople and leaders and has conducted over 750 workshops and keynotes. Dam is unique having sat in nearly every seat in a business, working with farmers directly, selling seed, chemicals, fertilizer, and precision services. He has led the largest independent seed company in the United States to its largest sales increase in its 118-year history.

Value has become the most over used and least understood word for businesses and sales people. David Dam is known for his energy and straightforwardness that he brings to his workshops. If you answered “no” to any of the questions below, attending the “The Dirty Little Secret About Value” will provide you lessons to reshape your thinking and your business moving ahead! *Sponsored by United Ag Solutions*

Place an “X” in the correct column for your response

	Yes	No	Not Sure
1. Are you, your company, or your salespeople effective at selling in economically challenging times?			
2. We have defined a consistent message that differentiates our product, our services and our people.			
3. We can articulate the impact we have on our customer as a result of doing business with us.			
4. Our customers most often view us as proactive and unique problem solvers rather than a commodity business driven by low price.			

Ray Asebedo Dr. Asebedo is a Kansas native and received his Ph.D. in Soil Fertility from Kansas State University. He has spent the past 10 years conducting research with sensor technologies such as satellites, drones, and ground based sensors for improving nutrient management. Dr. Asebedo served as the assistant professor at precision agriculture at Kansas State University until recently becoming an agronomy technology consultant in the private sector. Dr. Asebedo currently works with Topcon Agriculture in research and development of sensors and IoT platforms. He will give attendees an overview of new sensor technologies and digital platforms for improving farm management

Rick Novak is the Head of CSGA. Rick has been a part of the state’s industrial hemp industry since its inception. He will offer his insight into both the production of industrial hemp and production of seed under the certification program.

Erick DeWolf is a wheat disease specialist for Kansas State University where he has served the wheat producers of Kansas for more than a decade. Dr. DeWolf travels extensively monitoring for disease, evaluating wheat varieties for disease resistance and providing management advice for growers. His research interests include plant disease epidemiology and predicting disease outbreaks based on weather.