

GROW BEYOND

ANAHEIM 2018



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Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

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COMMODITY CLASSIC HAS IT ALL!

- High-Powered Education
- Thought-Provoking Discussions
- Expert Speakers
- Top National Talent
- New Technology & Ideas
- Incredible Trade Show
- Opportunities to meet other farmers from across the nation



AMERICA'S LARGEST FARMER-LED, FARMER-FOCUSED CONVENTION & TRADE SHOW

Commodity Classic is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.

CommodityClassic.com



Where what's next in agriculture happens. Be there to experience it.

In times like these, every decision matters. That's why the 2018 Commodity Classic is especially important to your farm. In Anaheim, you'll gain the insight, education and innovation you need to GROW BEYOND and position your operation for long-term success.

You'll connect with other talented, passionate farmers from around the U.S. and other countries who are facing the same challenges you are—and discovering new solutions and practices they're happy to share with you.

Regardless of what you grow or how many acres you farm, Commodity Classic is where you can GROW BEYOND and raise your expectations for your farm.

REGISTER TODAY!

**This year's Commodity Classic is held on
Tuesday, Wednesday & Thursday**



That means you can spend some serious farmer time in Anaheim—and tack on a weekend after or before for a little family time before heading back home!

Powerful educational sessions on key issues, new solutions and the latest innovations

A huge trade show with the newest technology, products and equipment

Inspiring speakers and thought-provoking presentations from top ag leaders

Networking with like-minded **farmers from across America**

The chance to enjoy a little well-deserved **R&R**

What if
your crops
could
communicate?



They would ask for NACHURS® liquid fertilizer technologies

NACHURS Bio-K®

- A premium source of potassium fertilizer combined with a natural plant metabolite
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- Increased plant health and plant vigor resulting in maximum yield potential

NACHURS Rhyzo-Link®

- Proprietary Plant Growth Promoting Rhizobacteria (PGPR) technology paired with premium NPK fertilizer
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Commodity Classic: The one “can’t-miss” farm event of the year

Created by farmers, for farmers. Commodity Classic is farmer-led and farmer-focused. So you know that every presentation, every educational session, every experience is designed to help you get the answers, information, ideas and inspiration you’re looking for.

Education that will change the way you think about your farm. It doesn’t matter what you grow or how many acres you farm. With a powerful line-up of educational sessions, you’re sure to learn something that will impact your bottom line.



Where the best ag companies bring their best. Agribusinesses know that Commodity Classic attracts the nation’s leading farmers. So this is where they showcase their latest equipment, technology and innovation—and they bring their top people to talk with you one-on-one.

Be among the first to see what’s new. Discover the latest ideas, equipment and innovations well before others read about them in the farm magazines. Better yet, you’ll get a close-up, hands-on look at these new products—and the chance to meet the people who created them.

The new ideas you won’t find at your local farm show. This is where scores of smaller ag companies roll out emerging technology, groundbreaking ideas and never-before-seen products. And you just might find a few that will change the way you farm.

Hang out with thousands of great farmers. Meeting other farmers from across the nation is consistently one of the top-rated experiences at Commodity Classic. You’ll be energized by being among America’s top producers who share your passion for agriculture and your thirst for knowledge.



2018 Schedule at a Glance

MONDAY, FEBRUARY 26

Various Times	Optional Tours (See page 14)
8:00 a.m. – 7:00 p.m.	Registration Desk Open
5:00 p.m. – 7:00 p.m.	Welcome Reception

TUESDAY, FEBRUARY 27

Various Times	Optional Tours (See page 14)
6:45 a.m. – 5:30 p.m.	Registration Desk Open
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
8:15 a.m. – 9:30 a.m.	Education: Learning Center Session
8:15 a.m. – 9:45 a.m.	Education: Mini What’s New Sessions
9:45 a.m. – 11:00 a.m.	Education: Learning Center Session
10:00 a.m. – 11:30 a.m.	Education: Mini What’s New Sessions
10:00 a.m. – 11:30 a.m.	Media Only Trade Show Preview
11:15 a.m. – 11:30 a.m.	Trade Show Grand Opening Ceremony
11:30 a.m. – 4:30 p.m.	Trade Show Open (with Lunch 11:30 a.m. - 1:00 p.m.)
12:15 p.m. – 4:30 p.m.	Education: Main Stage on Trade Show Floor

WEDNESDAY, FEBRUARY 28

Various Times	Optional Tours (See page 14)
6:45 a.m. – 6:00 p.m.	Registration Desk Open
7:00 a.m. – 8:30 a.m.	Education: Early Riser Session
9:00 a.m. – 11:00 a.m.	General Session
11:00 a.m. – 4:30 p.m.	Trade Show Open (with Lunch 11:00 a.m. - 12:30 p.m.)
11:30 a.m. – 4:30 p.m.	Education: Main Stage on Trade Show Floor
12:30 p.m. – 4:00 p.m.	Education: Learning Center Sessions
12:30 p.m. – 4:10 p.m.	Education: What’s New Sessions
6:00 p.m. – 8:30 p.m.	NCGA Awards Banquet
6:00 p.m. – 9:00 p.m.	ASA Awards Banquet

THURSDAY, MARCH 1

Various Times	Optional Tours (See page 14)
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
7:00 a.m. – 12:30 p.m.	Registration Desk Open
8:15 a.m. – 9:15 a.m.	Education: Learning Center Sessions
8:30 a.m. – 12:00 p.m.	Trade Show Open (with Morning Snack 8:30 a.m. - 9:15 a.m.)
8:45 a.m. – 11:30 a.m.	Education: Main Stage on Trade Show Floor
9:30 a.m. – 10:10 a.m.	Education: What’s New Sessions
1:00 p.m. – 3:00 p.m.	Closing Learning Center Session
5:30 p.m. – 6:00 p.m.	Worship Service
8:30 p.m. – 9:45 p.m.	Evening of Entertainment

FRIDAY, MARCH 2

Various Times	Optional Tours (See page 14)
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Commodity Association Schedule

Schedule for business meetings, banquets and other activities involving the four commodity associations: American Soybean Association (ASA), National Corn Growers Association (NCGA), National Association of Wheat Growers (NAWG), and National Sorghum Producers (NSP).

MONDAY, FEBRUARY 26	
8:00 a.m. – 5:00 p.m.	NAWG Committee Meetings
12:30 p.m. – 2:45 p.m.	NCGA Issues Briefing, Open Forum & Policy Discussion
1:00 p.m. – 5:00 p.m.	ASA Resolutions Subcommittee Meetings
3:00 p.m. – 4:30 p.m.	NCGA State Caucuses
7:00 p.m. – 9:00 p.m.	NCGA CornPAC Auction & Hors d’oeuvres Reception

TUESDAY, FEBRUARY 27	
8:00 a.m. – 10:45 a.m.	ASA State Caucuses
8:00 a.m. – 11:30 a.m.	NCGA Corn Congress
8:00 a.m. – 12:00 p.m.	NAWG Board of Directors Meeting
8:00 a.m. – 12:00 p.m.	NSP Board of Directors Meeting
11:00 a.m. – 12:00 p.m.	ASA Open Policy Session

TUESDAY, FEBRUARY 27 (continued)	
6:00 p.m. – 7:30 p.m.	NWF National Wheat Yield Contest Reception
6:00 p.m. – 9:00 p.m.	ASA Soy Social & Auction
7:30 p.m. – 9:30 p.m.	NAWG President’s Reception & WheatPAC Auction

WEDNESDAY, FEBRUARY 28	
7:00 a.m. – 8:30 a.m.	National Corn Yield Contest State Award Winners Breakfast
6:00 p.m. – 8:30 p.m.	NCGA Awards Banquet
6:00 p.m. – 9:00 p.m.	ASA Awards Banquet
8:30 p.m. – 11:00 p.m.	Sorghum PAC Casino Night & Auction

THURSDAY, MARCH 1	
1:00 p.m. – 4:30 p.m.	NCGA Corn Congress
1:30 p.m. – 5:30 p.m.	ASA Voting Delegates Session

Anaheim Convention Center

Site of the 2018 Commodity Classic

Please note: Some events may be scheduled at nearby hotels.



You can attend the General Session, Trade Show, Evening of Entertainment and any of the educational sessions and association policy meetings at no extra charge. See page 16 for a list of everything included with your registration fee.

MONDAY, FEBRUARY 26

Welcome Reception

5:00 p.m. – 7:00 p.m.

Sponsored by Syngenta®
(Ticket required)



Syngenta is looking forward to Anaheim for the 2018 Commodity Classic. Join us for a welcome reception to kick off the week with tasty hors d'oeuvres, beverages and conversations with old and new friends. We look forward to seeing you!

This reception is a ticketed event for registered farmers and family members, state and national commodity organization staff and media. Your entry ticket and drink ticket - compliments of Syngenta - will be included with your registration badge. Anyone under the age of 21 must be accompanied by an adult.

TUESDAY, FEBRUARY 27

Early Riser Session

7:00 a.m. – 8:00 a.m.

Commodity Prices: There's a 100% Chance That No One Knows

Sponsored by Advance Trading Inc.

Speaker: Dave Fogel, *Ag Risk Management Consultant, Advance Trading Inc.*



A pivotal characteristic of this year's farming trends finds farmers letting their losses run against them before making a cash sale. At the same time, farmers miss out on the higher price opportunities by selling too quickly when emotions interfere with decision-making efforts. While it is human nature to hear what one wants to hear on price action, this session will address the differences between the real news, the fake news, the emotions involved and how each of those affect proper management of farming and production. This session teaches farmers how to build a simple-to-use plan to produce solid results in today's marketing environment.

Learning Center Session

8:15 a.m. – 9:30 a.m.

The Ag Economy Barometer: Lessons from 2017 and Strategies for 2018

Sponsored by Purdue University Center for Commercial Agriculture



Jason Henderson



James Mintert



Fred Seamon



Dave Widmar

Speakers: Jason Henderson, Ph.D., *Associate Dean and Director, Purdue Extension*; James Mintert, Ph.D., *Professor, Department of Agricultural Economics, and Director, Center for Commercial Agriculture, Purdue University*; Fred Seamon, *Managing Director, CME Group*; and David Widmar, *Senior Research Associate, Center for Commercial Agriculture, Purdue University*

Crop budgets and commodity prices in early 2017 were a near repeat of the tough financial conditions producers faced at the beginning of 2016. However, producers were more optimistic in early 2017. From attendance at land auctions to activity at equipment dealerships, anecdotal evidence early in 2017 hinted that producers were hopeful about what 2017, and beyond, had in store.

In this session, a panel of experts from Purdue University and CME Group will share the key lessons from 2017 and help producers plan for the financial realities of 2018. It will feature the latest data from the Purdue/CME Group Ag Economy Barometer, providing an update on producers' management plans and expectations for 2018.

Mini What's New Sessions

8:15 a.m. – 9:45 a.m.

During this fast-paced 90-minute window, exhibitors will provide brief, five-minute introductions to their newest innovations. Listen to their presentations and then be sure to visit these companies on the trade show floor to learn even more. Presenting companies will be listed on the Commodity Classic website in February.

Learning Center Session

9:45 a.m. – 11:00 a.m.

Locking in Your Legacy: What to Anticipate in Ag 2028

Sponsored by Syngenta



Aaron Deardorff



David Hollinrake



Jerry Welch



Vern Hawkins

Speakers: Aaron Deardorff, *Head of Digital Agriculture Solutions North America, Syngenta*; David Hollinrake, *President, Syngenta Seeds, LLC*; Jerry Welch, *Publisher of Commodity Insight*; Vern Hawkins, *President of Syngenta Crop Protection Inc.*

Growers have experienced significant changes in their farming operations over the years. From changing pest pressures and unpredictable weather conditions, to precision planting and new technologies, farming today isn't the same today as it was 10 years ago. Experts who study farming trends and technologies predict even more dramatic changes in agriculture in the next decade. What will the scope of farming look like in the future? This session will explore the factors — like weed resistance, ecological changes and high-tech solutions — and identify the key strategies and transformative technologies in the pipeline that growers can use to ensure their farms are set for a more long-term, successful future.

Mini What's New Sessions

10:00 a.m. – 11:30 a.m.

Repeat of 8:15 a.m. session.

TRADE SHOW GRAND OPENING

11:15 a.m. – 11:30 a.m.

Sponsored by Commodity Classic

Join us for the Trade Show Grand Opening Ceremony inside the Commodity Classic Welcome Center located inside Halls B and C.

TRADE SHOW OPEN

11:30 a.m. – 4:30 p.m.

The trade show features leading agribusiness decision makers and showcases state-of-the-art products and technology. You will see the latest innovations firsthand. When you visit the booths, be sure to share your thoughts with industry representatives. By asking questions and offering input today, you help influence the agricultural products, policies and services of tomorrow. (See page 10)

TRADE SHOW LUNCH

11:30 a.m. – 1:00 p.m.

Sponsored by Commodity Classic

Trade Show lunch is included with all full-conference registration packages and Tuesday one-day registration packages. No additional ticket required.

ASA Soy Social & Auction "Catch the Wave"



6:00 p.m. Dinner & Silent Auction

7:00 p.m. Live Auction Begins

Don't miss the boat – ASA members are invited to "Catch the Wave" at our 13th Annual Soy Social & Auction! Event ticket required. Casual attire. For more information and to purchase tickets, please visit www.SoyGrowers.com.

NWF National Wheat Yield Contest Reception

6:00 p.m. – 7:30 p.m.

The National Wheat Foundation (NWF) will recognize the 2016-2017 winners of the National Wheat Yield Contest with a cocktail hour beginning at 6:00 p.m. prior to NAWG's Presidents Reception and WheatPAC Auction. You won't want to miss the opportunity to interact with some of the best wheat growers in the nation!

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NAWG President's Reception & WheatPAC Auction

(Ticket required)



7:30 p.m. – 9:00 p.m.

Please join the National Association of Wheat Growers (NAWG) at the Hilton Anaheim for an evening of honoring NAWG's outgoing and incoming Presidents. The event will be combined with the 2018 auction and with countless great items up for auction, plenty of hors d'oeuvres, you won't want to miss this! Ticket required. For more information regarding sponsorship opportunities and tickets, please call Craig Berning at NAWG, (202) 547-7800 or cberning@wheatworld.org.

Register for
**COMMODITY
CLASSIC** by
January 11
and save \$\$\$!

The different ways to learn at Commodity Classic

Early Riser Sessions Eye-opening early morning sessions on market trends and key issues.

Learning Center Sessions In-depth discussions of current issues and topics that have a direct impact on your farm.

Closing Learning Center Session A 120-minute session that caps off the week's educational programming.

Mini What's New Sessions A quick overview of key innovations and products presented in back-to-back 5-minute presentations over a 90-minute period.

What's New Sessions Concurrent 40-minute presentations showcasing innovations and services from leading agribusinesses.

Commodity Classic Main Stage Located right on the trade show floor and featuring a great schedule of diverse programming and presentations. Presented by *Successful Farming*® and Commodity Classic.

See PAGE 10 for additional information on Commodity Classic Education!

COMMODITY CLASSIC MAIN STAGE TUESDAY, FEBRUARY 27

Presented by *Successful Farming*® and Commodity Classic

12:15 p.m. – 1:00 p.m.

Successful Farming® Talk: Positioning for Profit in 2018



Speaker: Al Kluis, Editor, *Successful Farming*® magazine and *Successful Marketing*® newsletter

Join Al Kluis, editor of "Your Profit" for *Successful Farming*® magazine and the *Successful Marketing*® newsletter, as he takes a look back at 2017 markets and presents his corn and soybean price outlook for 2018.

1:15 p.m. – 2:00 p.m.

Agricultural Executive Panel: The Infrastructure for New Technology

Sponsored by Association of Equipment Manufacturers

As part of its Infrastructure Vision 2050 policy-focused thought leadership initiative, the Association of Equipment Manufacturers (AEM) will host an important and timely discussion about the increased reliance on new and innovative agricultural technologies and solutions that depend on high-speed broadband.

2:15 p.m. – 3:15 p.m.

Learning Center Session: Power to the Plant-Set Record Yields For Your Farm

Sponsored by StollerUSA

Panelists: Kris Ehler, Ehler Brothers Company in Thomasboro, Ill.; JR Bollinger, farmer from Sikeston, Mo.

Focus on how growers can proactively direct crop development to reach record yields for their farms. Among the diverse group of panelists will be Kris Ehler, of Ehler Brothers Company in Thomasboro, Ill., a pioneer in early planted soybeans who has helped one of his growers achieve 100+ bushel soybeans the past two years; and JR Bollinger, of Sikeston, Mo., who has won six state corn and sorghum yield titles over the past three years. The session will feature audience participation and be moderated by Hall-of-Fame broadcaster Ken Root.

3:30 p.m. – 4:30 p.m.

Ag Keynote: Soybean Weed Control-Dicamba, Liberty & Why You Can't Skip the Pre



Speakers: Brian Hefty and Darren Hefty, Ag PhD in Baltic, S.D.

Dicamba has been the subject of more questions than any other single topic in 2017. During this session, you'll hear about Ag PhD research on this subject and how to minimize off-target movement, as well as new label changes for 2018. You'll also hear about Liberty, pre-emerge herbicides and how you can maximize on-farm profit when you have great weed control in soybeans. Whether you have weedy fields or not, learn how you can keep your fields clean for less money in 2018.

MAIN STAGE
Presented by

Successful
Farming® &



WEDNESDAY, FEBRUARY 28

Early Riser Session

7:00 a.m. – 8:30 a.m.

U.S. Farm Report

Sponsored by Farm Journal Media



Moderator: Tyne Morgan



Panelists: Chip Flory, *Farm Journal Media*; Mark Gold, *Managing Partner, Top Third Ag Marketing*; Mike North, *Senior Risk Management Advisor, Commodity Risk Management Group*; Arlan Suderman, *Chief Commodities Economist, INTL FCS*

Be a part of "U.S. Farm Report," the nation's longest-running, syndicated, agricultural news program, produced by Farm Journal Broadcast. See a television show in the making and guide the lively discussion by asking questions of host Tyne Morgan and a panel of commodity traders and analysts. Gain insight into futures, market trends and other agricultural issues as the experts debate topics you present. Highlights from this special television taping will air nationwide on "U.S. Farm Report."

General Session

9:00 a.m. – 11:00 a.m.

Sponsored by Dow AgroSciences



Dow AgroSciences



Moderator: Mark Mayfield

Keynote: Keni Thomas

ALSO INVITED: U.S. Secretary of Agriculture Sonny Perdue



The General Session is where you truly experience the importance of Commodity Classic. Throughout the session, there is a strong sense of common purpose with a combination of inspiration, information and insight. Comedian Mark Mayfield returns to the stage, along with commodity organization leaders, for a discussion of the hottest issues facing our nation's corn, soybean, wheat and sorghum farmers. Additionally, there will be an update from the Association of Equipment Manufacturers.

The session concludes with an appearance by Keni Thomas, a Staff Sergeant with the Army 3rd Ranger Battalion who was deployed to Mogadishu, Somalia in 1993 as part of the elite special operations package Task Force Ranger. Their mission was to find and capture a criminal warlord named Mohammed Farrah Aidid. On the 3rd of October, Keni and his fellow rangers distinguished themselves in an eighteen-hour firefight that would later be recounted in the highly successful book and movie "Blackhawk Down".

A powerful speaker, Keni captivates audiences from beginning to end as he tells the incredible story of extraordinary individuals and how they fought to bring each other home.

Don't miss this incredible event that embodies the spirit pushing farmers to "Grow Beyond."

TRADE SHOW OPEN

11:00 a.m. – 4:30 p.m.

Be among the first to hear about game-changing ideas, new products and technology directly from the people who created them. You will see the latest innovations firsthand and talk one-on-one with top agribusiness representatives at the incredible trade show. And while you are there, be sure to enter the many drawings and giveaways being offered.

TRADE SHOW LUNCH

11:00 a.m. – 12:30 p.m.

Sponsored by Commodity Classic

Trade Show lunch is included with all full-conference registration packages and Wednesday one-day registration packages. No additional ticket required.

What's New Sessions

12:30 p.m. – 4:10 p.m.

What's New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet and the mobile app for a list of the presenting companies and their topics.

COMMODITY CLASSIC MAIN STAGE WEDNESDAY, FEBRUARY 28

Presented by Successful Farming® and Commodity Classic

11:30 a.m. – 12:15 p.m.

Learning Center Session: Harnessing the Power of Digital to Solve Agriculture's Most Complex Challenges

Sponsored by DuPont

Speakers: Sid Gorham, *CEO, Granular, Inc. and Digital Agriculture Leader, DuPont*; Lane Arthur, *Director, Digital Solutions, John Deere*; Trey Hill, *Owner/Manager, Harborview Farms, Maryland*; Andy Seagren, *Vice President, Oil Trading, Ventura Foods LLC*

Discussion of the benefits of data-driven agriculture—connecting growers, input, technology, equipment and service providers, public and private data, and other stakeholders to improve the sustainability, productivity and livelihoods of those who produce food and agricultural products, as well as consumers and users of these products. Attendees will gain a better understanding of the digital landscape and opportunities for engagement.

12:30 p.m. – 1:15 p.m.

Successful Farming® Talk: Key Design Features to Farm Shops



Speaker: Dave Mowitz, *Executive Editor, Machinery & Technology, Successful Farming® magazine*

Where you place doors, work centers, storage areas, or electrical outlets has a huge impact on the capacity of a farm shop. Dave Mowitz, *Successful Farming®* magazine Executive Editor and host of the *Successful Farming® Show*, will offer key tips on shop design plus provide renovation recommendations for existing shops that will expand a structure's capacity.

1:30 p.m. – 2:15 p.m.

Successful Farming® Talk: Maximize Farm Profit by Minimizing Machinery Failures



Speaker: Ray Bohacz, *Engine Man, Successful Farming® magazine*

As a farmer, mechanic, and *Successful Farming®* magazine's Engine Man, Ray Bohacz will identify several key maintenance

and repair chores that you often overlook prior to planting. It's not too late to put his down-to-earth advice to use yet this winter to ensure a smooth spring season.

2:30 p.m. – 3:15 p.m.

Successful Farming® Talk: Successful Marketing



Speaker: Al Kluis, *Editor, Successful Farming® magazine and Successful Marketing® newsletter*

With over 40 years of experience in trading grain markets, Al Kluis will share his in-depth knowledge on how to put together a successful marketing plan for your crops in 2018 and beyond. Kluis, editor of "Your Profit" for *Successful Farming®* magazine and the *Successful Marketing®* newsletter, will also explain complex marketing concepts in a way that is easy to understand.

3:30 p.m. – 4:30 p.m.

Ag Keynote: What Your Fertilizer Dealer Won't Tell You



Speakers: Brian Hefty and Darren Hefty, *Ag PhD in Baltic, S.D.*

Other than cash rent, your biggest expense is likely fertilizer, but are you fertilizing correctly? Talk to any high yield farmer about big yields, and you'll likely spend 90 percent of the conversation on fertility. It's not about spending more. It's about spending your fertilizer dollars wisely. We'll help you understand soil and plant tissue tests yourself, so you don't need to rely solely on others to make your most valuable decisions.

Charity Partner



Help us Set the Table™ with this year's charity partner!

Commodity Classic is teaming up with Feeding America for a second year as our charity partner. Feeding America works with U.S. food banks to distribute food to more than 60,000 food pantries. America's family farmers produce grains and oilseeds that help provide an abundant and reliable food supply for our nation and the world. Help us reach our goal and together we can Set the Table™ for a hunger-free America. You can donate online at www.CommodityClassic.com or make a contribution on-site in Anaheim.

Learning Center Sessions

12:30 p.m. – 1:30 p.m.

Grain Markets and The Hotel California

Sponsored by DTN/The Progressive Farmer



Speaker: Darin Newsom, Senior Analyst, DTN/The Progressive Farmer

Grain markets seem to have checked into someplace they like. A place they can never leave. Increasing global stocks and tentative world trade agreements continue to hold grain prices near multi-year lows, looking for a passage back to the place they were before. Attendees to this session will gain a better understanding of market structure, market types, and how all of this intertwines with standard supply and demand information.

Ag Technology: Shaping the Now and the Future of Farming

Sponsored by WinField United



Speakers: Jim Hedges, *Ag Technology Insights and Partnerships, WinField United*; Joel Wipperfurth, *Ag Technology Applications Lead, WinField United*; Invited Farmer

Ag technology is an investment, but the risk of not adopting it could be more costly. Farmers have access to advancing technology such as in-season satellite imagery, tissue sampling data analysis, forecasting and modeling tools and spray drift monitoring, among other precision agriculture tools. Ag technology gives farmers complete access to a year-round look at their fields to help them develop precise, individualized crop management strategies and make in-season decisions to produce and protect maximum yield potential. This session will provide a state of the ag tech industry update and lend insight into how future innovations will shape the tools available to farmers and their operations.

Leaving a Legacy on Your Farm through the Soil

Sponsored by Certified Crop Adviser (CCA) Program; NACHURS; The Fertilizer Institute



Speakers: Tom Connors, *2016 4R Advocate and Grower from Shipman, Illinois*; and Dale Cowan, *2016 International Certified Crop Adviser of the Year, 4R Nutrient Management Specialist, Senior Agronomist for AGRIS and Wanstead Cooperatives from Ontario, Canada*

The intersection of soil health, 4R (Right fertilizer source, at the Right rate, at the Right time and in the Right place) nutrient management, and conservation practices: learn how these stewardship programs work together as a system. "Just one" is not the answer! You are not alone in this long-term process of ensuring your farm's future for generations to come. A Certified Crop Adviser can help you plan and implement the agronomic practices that keep nutrients in your field, improve crop yields, and increase on-farm profit. Learn more about the nutrient management specialty along with some nutrient management strategies. The 2018 recipient of the International Certified Crop Adviser (ICCA) of the Year Award will be recognized during this session. The award celebrates outstanding individual proficiency and industry leadership.

Learning Center Sessions

1:45 p.m. – 2:45 p.m.

Hot Topics from Our Nation's Capital 2018

Sponsored by John Deere



Speakers: Mary Kay Thatcher, *Senior Director of Congressional Affairs, American Farm Bureau Federation*; Rob Larew, *Senior Vice President of Public Policy and Communications, National Farmers Union*

Moderator: Sara Wyant, *President, Agri-Pulse Communications*

This panel of DC insiders will discuss what is certain to be a game-changing year in Washington. Will Congress finish the Farm Bill reauthorization before it expires in September? How will low commodity prices affect decision-making? What new issues will emerge and surprise us all? This highly ranked "hot topics" panel will cover all of the issues farmers are talking about and what decision makers are doing about them. Join us to hear about Washington policies that will affect your farming operation in 2018 and beyond!

Practical Approaches for Cover Crops and Soil Health

Sponsored by North Dakota Corn Council; North Dakota Soybean Council; North Dakota Wheat Commission



Panelists: Lee Briesse, *Independent Crop Consultant with Central Ag in North Dakota and 2017 International Certified Crop Advisor of the Year*; Dr. Caley Gasch, *Assistant Professor of Soil Health, North Dakota State University (NDSU)*; Mitch Hoenhause, *Farmer from North Dakota*; Terry Wehlender, *Farmer and North Dakota Corn Council Treasurer*

Moderator: Dr. Abbey Wick, *Assistant Professor of Soil Health-Extension, NDSU*

Practical approaches for incorporating soil health building practices need to consider climate, soil type, rotation, herbicide program, fertility, yield, timing and equipment – there is nothing simple about this system! This is why it can be overwhelming to get started with using some of these practices. North Dakota consultants and farmers along with NDSU research and extension will use a panel format to share how we are using these practices along with the thought process behind why we choose specific cover crop mixes or tillage practices. We'll also talk about ideas for equipment modifications.

Consider Corn Challenge

Sponsored by National Corn Growers Association (NCGA)

Speakers: Amie Gianino, *Chief Strategy Officer and Vice President of Market Development, NCGA*; Paul Bertels, *Vice President of Sustainability & Productivity, NCGA*; Jim Bauman, *Director of Market Development, NCGA*; Nathan Danielson, *Principal, BioCognito*



Discussion of NCGA's "Consider Corn Challenge," an open innovation contest designed to identify new ways to convert corn and/or existing products made from corn into economically viable bio-sustainable chemicals. The contest was open to U.S. and internationally based submissions to identify ideas with the most potential to add future incremental corn grind. NCGA will publicly announce winning submissions for the first time during this session, along with background information on each project. Learn about new and potential growth opportunities for corn within the bio-sustainable chemical industry.

Learning Center Sessions

3:00 p.m. – 4:00 p.m.

What's a Guy Gotta Do to Get a Drought Around Here?

Sponsored by DTN/The Progressive Farmer



Speaker: Bryce Anderson, *Senior Agriculture Meteorologist, DTN/The Progressive Farmer*

While some areas had rough weather events in 2017, crop conditions were generally favorable. Will we see a seventh

season of generally good weather, and high crop production, in 2018? Come hear the latest expectations for spring planting and the growing season, plus an update on weather conditions for grain production regions around the globe.

Anderson and the DTN weather team build crop forecasts based on public weather and commercially available data and the company's network of some 5,000 on-farm weather stations. They continue to lead the nation on discerning what early weather pattern signs spell for crop conditions, and market prices, in the U.S. and around the globe.

Around the World With U.S. Soy

Sponsored by U.S. Soybean Export Council



Speakers: Jim Sutter, *CEO, USSEC*; Rosalind Leeck, *Director, Market Access, USSEC*

Via video conference: Brent Babb, *Regional Director, European Union / Middle East - North Africa, USSEC*; Paul Burke, *Regional Director, North Asia, USSEC*; Vijay Anand, *Regional Director, Asia Subcontinent, USSEC*; Timothy Loh, *Regional Director, Southeast Asia, USSEC*; Kevin Roepke, *Regional Director, Americas, USSEC*

Learn about the importance of U.S. soy exports. What are the tactics and strategies that the U.S. soy industry uses to create a preference for U.S. soy? Sixty percent of the soybean crop goes overseas. This year, more than 68 million metric tons of U.S. soy from our 569,998 soybean farmers will reach international markets. Serving over 80 countries around the world, our customers choose U.S. soy for our exceptional composition, consistent supply, sustainable farming practices, and innovation. Join us on the journey of U.S. soy.

From Farm Field to Capitol Hill: Implementing and Advocating for the Right Practices

Sponsored by The Fertilizer Institute



Speakers: Grant Strom, *Producer from Dahinda, Ill.*; Alan Jones, *Producer from Parrish, Fla.*; Adam Dexter, *Certified Crop Adviser and 4R Advocate*; Clark Mica, *Vice President Legislative Affairs, The Fertilizer Institute*; Ashley Maybanks, *Government Relations Coordinator, Illinois Chapter of The Nature Conservancy*

Whether it is the Farm Bill, state legislation or local watershed plans, as constituents, farmers are the best advocates to ensure the right policies are in place for agriculture. But, to be a good advocate you need to walk the walk, not just talk the talk. Good advocates take action, both in the field by implementing the right practices and on Capitol Hill by working to educate policymakers. Join us to hear from a panel of experts on how pairing conservation and advocacy through 4R Nutrient Stewardship (Right fertilizer source, at the Right rate, at the Right time and in the Right place) can benefit your entire bottom line.

National Corn Growers Association Awards Banquet

Sponsored by John Deere, BASF Corporation and DuPont Pioneer

6:00 p.m. – 8:30 p.m.



NATIONAL
CORN GROWERS
ASSOCIATION

Join the excitement as NCGA celebrates the winners of the ever-popular annual National Corn Yield Contest, as well as all those who helped break membership records for the organization. You'll also get an update from NCGA leadership and industry representatives. Then, sit back and enjoy the humorous, interactive entertainment of The Oklahoma Kid, Marty Tipton.

American Soybean Association Awards Banquet

Sponsored by DuPont Pioneer, United Soybean Board/Soy Checkoff and John Deere. With support from Monsanto BioAg.

6:00 p.m. – 9:00 p.m.



Join ASA for dinner and a celebration of the soybean industry. Awards will honor achievements by volunteers, leaders and farmers from state soybean affiliates across the country. Hear from the president of ASA and key industry supporters. Enjoy an evening of celebration, great food, time with old and new friends, and entertainment to complete the evening.

SAVE YOUR
name
badge!

It's your ticket to the video library of educational sessions from the 2018 Commodity Classic after you get home!

Sorghum PAC Casino Night & Auction

8:30 p.m. – 11:00 p.m.



Back by popular demand! Join National Sorghum Producers (NSP) for a fun-filled evening at the annual Sorghum PAC Casino Night & Auction. The event will be held at the Hilton Anaheim. Tickets can be purchased in advance by calling NSP at (806) 749-3478, or on-site at the Sorghum PAC booth near Commodity Classic registration.

THURSDAY, MARCH 1

Early Riser Session

7:00 a.m. – 8:00 a.m.

The Great Grain Market Debate: Rising Tide or Everyone for Themselves?

Sponsored by Corn+Soybean Digest and Farm Futures magazines; Farm Progress; Channel Seed



Speakers: Bryce Knorr, *Senior Market Analyst, Farm Futures*; Ed Usset, *Grain Marketing Specialist, Center for Farm Financial Management, University of Minnesota*; Matt Bennett, *Marketing Consultant, Channel Seed*

Some years grain markets cut across party lines, moving grain prices higher and lower in tandem. Other years, individual fundamentals of supply and demand affect each market differently. What type of year will 2018 be, and how can you position your marketing plans for success? Three experienced grain market experts will debate marketing strategies in a format that is both educational and entertaining. Audience participation is encouraged to make sure key questions are explored from all sides and opinions. Our speakers' insights will address current market trends and future indicators, with a focus on corn, soybean, wheat and sorghum markets.

Learning Center Sessions

8:15 a.m. – 9:15 a.m.

The Rise of Rural America: What's on the Horizon

Sponsored by Farm Credit



Speakers: Brian Cavey, *Senior Vice President of Government Affairs, CoBank*; Gary Matteson, *Vice President of Young, Beginning, Small Farmer Programs and Outreach, Farm Credit Council*

The 2016 election shined a light on Rural America and the issues affecting it. What's it going to take to rebuild Rural America? How do we address the economic divide? This session will address how policy and public/private funding efforts can affect rural America now, while securing the future for agriculture and the rural communities it calls home. Our speakers will bring a unique perspective not only on policy, but also how rural America is impacting the future for young and beginning farmers. The session will focus on solutions and ways to impact the future of agriculture and rural America.

The Ultimate Watch List for 2018 Grain Marketing

Sponsored by Stewart-Peterson



Speaker: Naomi Blohm, *Senior Market Analyst, Stewart-Peterson*

Join veteran Senior Market Analyst Naomi Blohm as she explains the nine grain marketing fundamentals you need to watch as you prepare to price your corn, soybeans, sorghum and wheat. She'll incorporate various futures and options strategies you can use (and understand) to supplement your marketing plan, leaving you more confident than ever before regardless of which grain marketing scenarios unfold.

The Bee & Butterfly Habitat Fund: How Growers Can Support Honeybee Health and Monarch Recovery

Sponsored by National Corn Growers Association (NCGA)



Speaker: Peter Berthelsen, *President at Conservation Blueprint, LLC and Partnership Coordinator for the Bee and Butterfly Habitat Fund*

NCGA is working with The Bee & Butterfly Habitat Fund to recruit growers into conservation programs aimed at increasing habitat for pollinators and Monarchs—and helping mitigate criticism of production agriculture as an influence on colony collapse disorder and declines in Monarch populations. Early results of the Honey Bee Health Coalition's "Bee Integrated" program will be shared. Growers will learn about eligibility for pollinator pilot programs to enhance their Conservation Reserve Program.

Six Secrets to Producing High Yielding Soybeans

Sponsored by Illinois Soybean Association Checkoff Program



Speaker: Fred Below, Ph.D., Professor of Plant Physiology & Principal Investigator, University of Illinois

Dr. Fred Below will present research results on "The Six Secrets of Soybean Success", a concept focused on identifying strategies for producing high-yield soybeans. The results come from research he has conducted since 2012 with funding from the Illinois Soybean Association Checkoff Program and other industry partners. The Six Secrets approach demonstrates how growers can bring together technologies and management practices for increasing soybean yields based on which combinations deliver the greatest yield and return on investment. Additionally, Dr. Below will share key insights on variety selection and supplemental nitrogen application on soybeans.

TRADE SHOW OPEN

8:30 a.m. – 12:00 p.m.

Make the most out of your time at the trade show. Leading agribusiness decision makers and industry experts are eager to meet with you, take your questions and discuss your experiences with their products and services. Make sure your must-see exhibitor checklist has all the boxes marked! And don't forget to sign up for the many booth drawings that take place during these final hours of the trade show.

TRADE SHOW MORNING SNACK

8:30 a.m. – 9:15 a.m.

Sponsored by The Soy Checkoff and USA Poultry & Egg Export Council

Trade Show morning snack is included with all full-conference registration packages and Thursday one-day registration packages. No additional ticket required.

High oleic soybeans offer farmers the opportunity to grow a healthier bottom line. It has the potential to gain back lost food industry market share for you and offers restaurants and food companies a better frying experience and consumers a better-tasting product. High oleic soybean oil for the morning snack and the cooking demonstration are funded by the soy checkoff.

What's New Sessions

9:30 a.m. – 10:10 a.m.

What's New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Check the Commodity Classic website in February, your on-site program booklet and the mobile app for a list of presenting companies and their topics.

Closing Learning Center Session

1:00 p.m. – 3:00 p.m.

Learn From the Masters

Sponsored by AgriGold

Speakers: Randy Dowdy, Farmer from Ga., and NCGA Corn Yield Champion & current Soybean World Record Holder; Dan Luepkes, Farmer from Ill., and NCGA



Randy Dowdy



Dan Luepkes



Perry Galloway



Terry Vissing

Corn Yield Champion; Perry Galloway, Farmer from Ark., and NCGA Corn and Soybean Yield Champion; Terry Vissing, Farmer from Ind. and NCGA Corn and Sorghum Yield Champion

The most successful growers have more in common than just the high-yielding seed they use. That's because they all know maximizing their acres is a team effort. That it takes a combination of the best genetics, know-how, and true partnership to be a Yield Master. If you are interested and committed to trying something new and willing to be a student of the crop, you are invited to attend this Yield Master panel and learn from some of the nation's top growers and their approach to growing high-yielding crops. Join us for this Closing Learning Center Session that will leave you inspired, informed and ready to Grow Beyond!

Worship Service

5:30 p.m. – 6:00 p.m.

Sponsored by Commodity Classic

Fellowship of Christian Farmers nondenominational service. All are welcome.

COMMODITY CLASSIC MAIN STAGE THURSDAY, MARCH 1

Presented by Successful Farming® and Commodity Classic

8:45 a.m. – 9:45 a.m.

Cooking Demonstration

Sponsored by USA Poultry & Egg Export Council and The Soy Checkoff



Mark Patel

Back by popular demand, Chef Mark Patel of Simmons Prepared Foods, one of America's largest chicken producing companies, returns to the cooking stage to prepare fun and exciting kid-friendly chicken recipes. As a graduate of the prestigious Culinary Institute of America, Chef Mark's diverse culinary career has spanned 24 years including one-of-a-kind presentations focused around "What Kids Crave to Eat". His recipes will be sure to leave your kids and grandkids screaming for more! Brought to you with support from USA Poultry & Egg Export Council, Simmons Prepared Foods, AJC International, and the Soy Checkoff.

10:00 a.m. – 10:45 a.m.

Learning Center Session: Take Action on Pesticide Resistance—Management Strategies for 2018 and Beyond

Sponsored by United Soybean Board

Take Action is a farmer-focused education platform designed to help farmers manage herbicide, fungicide and insecticide resistance. Hear from the Take Action program on the latest strategies for technology stewardship and managing resistance development to herbicides, fungicides and insecticides.

10:45 a.m. – 11:30 a.m.

Ag Keynote: FarmHer—Shining a Light on Women in Agriculture



Marji Guyler-Alaniz

Speaker: Marji Guyler-Alaniz, President and Founder of FarmHer

Don't miss your chance to hear Marji Guyler-Alaniz, president and founder of FarmHer, as she shares her story of inspiration and passion for FarmHer. From the launch of FarmHer to where it is today, Guyler-Alaniz takes you along as she introduces you to the strong, amazing women she has met throughout her journey. Told through a mixture of still photographs and heartfelt videos, the women of FarmHer will make you laugh, shed a tear, but, more importantly, leave you inspired and proud to be a FarmHer.

Evening of Entertainment WORLD CLASSIC ROCKERS

Sponsored by Monsanto

8:30 p.m. – 9:45 p.m.

MONSANTO



Enjoy this Commodity Classic exclusive event at the Anaheim Convention Center as we close out another incredible convention. Visit the Monsanto booth during trade show hours for an opportunity to win front-row seats.

What happens when you bring together talent from such classic rock superstars as Journey, Boston, Santana, Steppenwolf and Lynyrd Skynyrd? The night explodes into an epic conclusion of Anaheim's all-star Commodity Classic — growing beyond all expectations. World Classic Rockers brings all your favorite hits from all of the biggest classic rock bands together for a night you are sure to remember. With an unparalleled lineup of talent, rock along to the tunes you love — played by the artists that first made them famous. The years may have passed, but these stars still shine. Light up the night with a Commodity Classic send-off for the ages.



Commodity Classic Trade Show



An exciting combination of iron, ideas and innovation.

The trade show at Commodity Classic is consistently one of the event's top-rated experiences. And no wonder. It's where the nation's top ag companies and the nation's top farmers get together to talk shop.

An early adopter's paradise You'll get a firsthand, hands-on look at the latest technology, equipment and advancements.

Conversations with the top people The world's leading agribusiness companies bring their best people to Commodity Classic, so you can have deep discussions about what you need from them and what they can do for your farm.

Big ideas in the small booths Be sure to browse among the smaller exhibitors. Just because they don't have a big footprint on the trade show floor doesn't mean they don't have a groundbreaking idea that could be just the answer you're looking for.

Home to the Commodity Classic MAIN STAGE Check the education schedule for the line-up of educational sessions and thought-provoking speakers on the Main Stage, presented by *Successful Farming*® and Commodity Classic.



Education that helps America's best farmers become even better!

The line-up of educational sessions at Commodity Classic is selected by a team of farmers just like you, so you can be assured that the content, presenters and information are relevant, current and essential to your success.

Many educational sessions are concurrent. You can walk into any session without pre-registering. All you need is your name badge. If a session isn't quite what you expected, don't be afraid to excuse yourself and attend another.

- Learn from other farmers you meet – how they deal with challenges, what they grow and how they grow it
- Hear from thought-provoking speakers and difference-makers in agriculture
- Be among the first to learn about new products, technology and innovation – well before other farmers read about them in a farm magazine
- Many farmers have called the Commodity Classic education sessions, "The one thing that you can't do without."



The different ways to learn at Commodity Classic

Here are quick descriptions of the types of educational sessions you'll enjoy at Commodity Classic:

Early Riser Sessions Set your alarm for these eye-opening early morning presentations on market trends and ag issues. Complimentary coffee and pastries are provided. *Offered on Tuesday, Wednesday and Thursday.*

Learning Center Sessions In-depth discussions of current issues and topics that have a direct impact on your farm. Sessions are led by industry experts and fellow farmers. Topics include production, soil health, new uses, policy, the future of farming, marketing, weather and more. *Offered on Tuesday, Wednesday and Thursday.*

Closing Learning Center Session Cap off the week's educational programming with an in-depth, 120-minute session focusing on a topic of key importance to today's farmers. Complimentary refreshments provided. *Held on Thursday afternoon.*

Mini What's New Sessions Commodity Classic's version of speed-dating: Back-to-back-to-back 5-minute presentations in a fast-paced 90-minute period. Get a quick overview of key innovations and new products. Then visit the exhibitors' booths in the trade show to get details. *Held on Tuesday morning.*

What's New Sessions Concurrent 40-minute presentations showcasing innovations and services from leading agribusinesses. Visit the presenters' trade show exhibits to learn even more. *Held on Wednesday and Thursday.*

Commodity Classic Main Stage Located right on the trade show floor offering a great schedule of keynote speakers, panel discussions and unique ag showcases. Presented by *Successful Farming*® and Commodity Classic. *Programming offered Tuesday, Wednesday and Thursday.*

Helpful TRAVEL & GENERAL Information

LOCATION

The 23rd annual Commodity Classic will take place at:

Anaheim Convention Center
800 W. Katella Ave.
Anaheim, CA 92802

Please note: Some ancillary events may be scheduled at nearby hotels.

About Anaheim

Centrally located in Southern California, between Los Angeles and San Diego, Anaheim offers a blend of attractions, vibrancy and hospitality. As exciting as a major city, Anaheim and Orange County has it all: dining, golf, beaches, sporting events, vibrant arts and culture, shopping and theme parks, just to name a few of its many charms. Anaheim is place you can come for a convention but also stay for a memorable experience.

Travel Information

Travel Leaders is the official travel agency of Commodity Classic. They are available to assist with your air transportation and car rental needs. Please call Debbie Marvin at Travel Leaders:

(800) 627-9258
Monday through Friday
8:30 a.m. to 5:00 p.m. (Central Time)
Email: debbiem@travellleaders.com

After-hours emergency contact information will be provided after tickets have been issued. Ticketing fees may apply.

Air Transportation

Anaheim offer four airports within 60 minutes serviced by several carriers with daily nonstop and connecting flights. Travel Leaders has access to discounts on several airlines on behalf of Commodity Classic attendees. Contact Travel Leaders for details.

Anaheim Area Airports

- [John Wayne Airport/Orange County \(SNA\)](#)
Approximately 20 minutes (13 miles)
- [Los Angeles International Airport \(LAX\)](#)
Approximately 50 minutes (34 miles)
- [Long Beach Airport \(LGB\)](#)
Approximately 30 minutes (18 miles)

- [LA/Ontario International Airport \(ONT\)](#)
Approximately 45 minutes (30 miles)

Ground Transportation

Taxi: Estimated taxi cab fares to Commodity Classic hotels from the following locations:

- [John Wayne Airport/Orange County \(SNA\)](#): \$45 - \$55
- [Los Angeles International Airport \(LAX\)](#): \$100 - \$120
- [Long Beach Airport \(LGB\)](#): \$60 - \$75
- [LA/Ontario International Airport \(ONT\)](#): \$60-\$75

Airport Shuttle: For a shared ride to or from an Anaheim area airport, make your reservation through [www.supershuttle.com](#). Provide the Commodity Classic discount code B4BVX to receive discounts on Shared Van Rides, Executive Cars, Sedans and SUV trips. Advance reservations are required to receive the discount.

Rideshare: Anaheim offers rideshare services from Uber and Lyft. Passengers can make a request once they are located on the terminal curbside. Always confirm that you are getting in the correct vehicle with the designated driver displayed in your mobile app.

- [John Wayne Airport/Orange County \(SNA\)](#): Meet drivers on the Arrivals Level
- [Los Angeles International Airport \(LAX\)](#): Meet drivers on the Upper/Departures Level
- [Long Beach Airport \(LGB\)](#): Meet drivers on the Main Level
- [LA/Ontario International Airport \(ONT\)](#): Meet drivers on the Arrivals Level

An airport fee applies to both a drop-off trip and to a pick-up trip. Look for signs designating "Ride Service Pick-Up" areas to facilitate meeting points.

Rental Car: There are several companies to choose from when renting a car in Anaheim. Discounts for several car companies are available for Commodity Classic attendees by booking through Travel Leaders.

Getting Around Town

Anaheim/Orange County's central Southern California location makes it easily accessible by several major freeways. You will find several unique, fun options for getting around Anaheim. The Anaheim Resort Transportation (ART) is the transportation system for the greater Anaheim Resort area, including the cities of

Anaheim, Garden Grove, Orange, Costa Mesa and Buena Park. ART's frequent service with sixteen routes allow for easy access and convenient connections. See the Commodity Classic website under Tours and Area Activities for information.

Hotel Shuttles

Commodity Classic, with sponsorship support from NACHURS, will run complimentary hotel shuttle transportation between the Convention Center and many Commodity Classic hotels. Check out the Housing Information on page 12 for more details.

Tours

Commodity Classic has arranged for several tours of unique destinations in Southern California. Be sure to check out these optional tours on page 14 as you plan your schedule. All tours require an additional fee and are not included with Commodity Classic registration fees.

Weather

Welcome to Orange County, where shorts and flip-flops are always in season. With an average temperature of 70 degrees and bright and sunny skies about 70 percent of the time, there are plenty of ways to enjoy the weather.

Commodity Classic Registration Desk

The Commodity Classic Registration Desk will be located in the Commodity Classic Welcome Center inside Halls B and C of the Anaheim Convention Center. Stop by the Commodity Classic registration area starting Monday, February 26, to pick up your registration packet and event program. If you have any questions, the registration staff will be happy to assist.

Kids Corner

This special place is designed for the youngest Commodity Classic attendees. Kids Corner is a parent and child resting area with activities and entertainment for children ages 2-7. Kids Corner is available Tuesday through Thursday during show hours and is located inside the Hall D of the Trade Show. An adult must accompany a child at all times.

Childcare Service

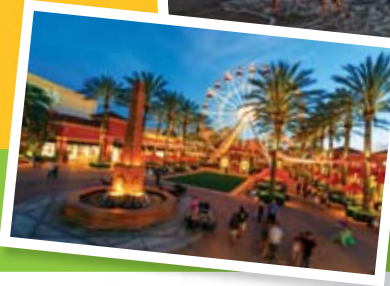
Please check with your hotel for local companies that provide in-room childcare services.

 [facebook.com/CommodityClassic](#)

 @ComClassic
#Classic18
#GrowBeyond

Add a family weekend to your stay!

This year's Commodity Classic takes place on Tuesday, Wednesday and Thursday. That means you can combine some serious farmer time with some fun family time by tacking on a weekend before or after Commodity Classic!



Enjoy the sun, water and attractions of the Anaheim/Southern California area—from theme parks to shopping to dining to simply relaxing. Log on to [visitanaheim.org](#) to discover more!

Disneyland® Resort Theme Park Tickets

Commodity Classic has arranged for special advance purchase pricing for Disneyland® Park and Disney California Adventure® tickets, including a unique Twilight Ticket, not available at the park box office. This exclusive opportunity is available to registered Commodity Classic attendees. See [www.CommodityClassic.com](#) for purchasing details. The online ticket store will be open until 9:00 p.m. PST, Saturday, February 24, 2018 for you to take advantage of these special prices. Tickets are valid from Thursday, February 22 through Monday, March 5, 2018. We recommend scheduling your Disneyland® Resort visit for pre- and post-convention days so you can take advantage of the Commodity Classic events scheduled Tuesday through Thursday.

HOTEL ACCOMMODATIONS

The 23rd annual Commodity Classic will be held at the Anaheim Convention Center in Anaheim, California. Make your reservations at www.CommodityClassic.com.

Support Commodity Classic and Win!

Win a two-night stay at next year's Commodity Classic!

You could win a two-night stay at one of the Commodity Classic hotels in Orlando, Florida, site of the 2019 Commodity Classic, and a gift inspired by the exciting Orlando location.

The one and only way to win:

Reserve your hotel room through Experient, Commodity Classic's official housing bureau, and your name will be entered into the drawing. One winner will be drawn on Tuesday, February 27, just before the Grand Opening of the Trade Show.

Booking your hotel through Commodity Classic is the smart thing to do!

- You receive discounted hotel rates negotiated exclusively for Commodity Classic attendees
- You keep the cost of registration affordable; Commodity Classic guarantees the number of room reservations in order to negotiate and reduce the costs of events for attendees
- You reduce the risk of financial penalties to the presenting commodity associations



A Maritz Global Events Company

Experient is the official housing services company for Commodity Classic. If any company other than Experient contacts you regarding your hotel accommodations, please inform show management immediately by email: ShowDirector@CommodityClassic.com.

Reservations

The hotel reservation process is managed by the Commodity Classic housing services company, Experient. Reserve your hotel room through Experient at www.CommodityClassic.com. Online reservations allow you to see up-to-the-minute hotel availability.

Housing availability is on a first-come, first-serve basis. Hotel group rates are guaranteed through January 29. Reservations received after January 29 will be accepted on a space-available basis and may be at the hotel's prevailing rate. Use your Commodity Classic Housing Bureau (Experient) confirmation upon check-in. Hotels will not send confirmations.

A valid credit card is required to complete your reservation. If you cancel after the cancellation deadline or if you fail to show up on your expected arrival date, your card will be charged one night's room and tax.

Changes, Cancellations and Cutoff Date

January 11: Hotel rooms cancelled after this date will be charged one night's room and tax

January 29: Hotel group rates guaranteed through this date

January 29: Reservations after this day based on availability and may be at hotel's prevailing rate

All hotel changes and cancellations must be made through the housing bureau until January 29.

After February 7: Hotel changes and cancellations must be made directly with the hotel

OFFICIAL HOTELS



Please note that transferring the reservation information from the housing bureau to the hotel system will take a few days and will be available after February 7. Rest assured, the hotel will honor the booking with a confirmation number from Experient.

Cancellation Policy

- Rooms must be canceled by **January 11** to avoid a charge of one night's room and tax.
- Guests must inform the hotel front desk upon arrival if departure date has changed to avoid possible early departure fee.

Questions?

(800) 465-0482

Email: CommodityClassic@experient-inc.com

Experient Office Hours:

9 a.m. - 6 p.m. Eastern Time, Monday - Friday

Reservations cannot be accepted by phone or email. Rates do not include tax. Amenities and fees are subject to change.

[facebook.com/CommodityClassic](https://www.facebook.com/CommodityClassic)

[#ComClassic](https://twitter.com/ComClassic)
[#Classic18](https://twitter.com/ComClassic)
[#GrowBeyond](https://twitter.com/ComClassic)

Convention Shuttles

Sponsored by NACHURS and Commodity Classic

Complimentary convention shuttle transportation, sponsored by NACHURS and Commodity Classic, will be provided between the Anaheim Convention Center and the following Commodity Classic hotels:

Shuttle service:

- Courtyard Anaheim Resort/Convention Center
- Disney's Grand Californian Hotel & Spa
- Disney's Paradise Pier Hotel
- Doubletree Suites by Hilton Hotel Anaheim Resort - Convention Center
- Homewood Suites at Anaheim Resort/Convention Center
- Hyatt House at Anaheim Resort/Convention Center
- Hyatt Regency Orange County

Walking hotels:

Due to proximity to the Anaheim Convention Center, shuttle service is not provided for these hotels.

- Anaheim Marriott
- Hilton Anaheim
- Hyatt Place at Anaheim Resort/Convention Center
- Sheraton Park Hotel at the Anaheim Resort

CONVENTION CENTER:

Anaheim Convention Center
800 West Katella Avenue
Anaheim, CA 92802

OFFICIAL HOTELS (CONTINUED)

20 WAYS

#	Hotel	Rates**	Amenities***
1	Anaheim Marriott 700 West Convention Way Adjacent to Convention Center* 100% smoke free	\$219 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking \$31/ overnight; Self-Parking \$25/overnight; with in/out privileges for both • Internet: Complimentary wireless in guest rooms & public area • Business Center/FedEx • Outdoor Pool • Fitness Center • Restaurant on property • Refrigerator in guest room
2	Courtyard Anaheim Resort/ Convention Center 2045 South Harbor Blvd. 0.4 miles to Convention Center* 100% smoke free	\$185 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Self-Parking \$15/ overnight with in/out privileges • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Restaurant on property • Refrigerator in guest room
3	Disney's Grand Californian Hotel & Spa 1600 South Disneyland Drive 1.0 miles to Convention Center* 100% smoke free	\$219 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking \$25/ overnight; Self-Parking \$15/overnight; with in/out privileges for both • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Spa Services • Restaurants on property • Refrigerator in guest room
4	Disney's Paradise Pier Hotel 1717 South Disneyland Drive 0.8 miles to Convention Center* 100% smoke free	\$184 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking \$25/ overnight; Self-Parking \$15/overnight; with in/out privileges for both • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Refrigerator in guest room • Restaurant on property
5	Doubletree Suites by Hilton Hotel Anaheim Resort- Convention Center 2085 South Harbor Blvd. 0.6 miles to Convention Center* 100% smoke free	\$199 Standard \$219 Suite <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking \$23/ overnight with in/out privileges • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Restaurant on property • Microwave and Refrigerator in guest room
6	Hilton Anaheim 777 West Convention Way Adjacent to Convention Center* 100% smoke free	\$219 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking \$22/ overnight; Self-Parking \$16/ overnight; with in/out privileges for both • Internet: Complimentary wireless in guest rooms & public area • Business Center/FedEx • Outdoor Pool • Fitness Center • Spa Services • Restaurant on property • Refrigerator in guest room • Enterprise Rent-A-Car on property
7	Homewood Suites at Anaheim Resort/Convention Center 2010 South Harbor Blvd. 0.4 miles to Convention Center* 100% smoke free	\$179 Single/Double \$199 Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Self-Parking \$18/ overnight with in/out privileges • Internet: Complimentary wireless in guest rooms & public area • All-Suite property • Business Center • Outdoor Pool • Fitness Center • Complimentary breakfast • Microwave and Refrigerator in guest room
8	Hyatt House at Anaheim Resort/Convention Center 1800 South Harbor Blvd. 0.6 miles to Convention Center* 100% smoke free	\$179 Single/Double \$189 Triple \$199 Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Self-Parking \$17/ overnight; with in/out privileges • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Complimentary breakfast • Restaurant on property • Microwave and Refrigerator in guest room
9	Hyatt Place at Anaheim Resort/Convention Center 2035 South Harbor Blvd. 0.4 miles to Convention Center* 100% smoke free	\$169 Single/Double \$179 Triple \$189 Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Self-Parking \$17/ overnight with in/out privileges • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Complimentary breakfast • Restaurant on property • Refrigerator in guest room
10	Hyatt Regency Orange County 11999 Harbor Blvd. 1.1 miles to Convention Center* 100% smoke free	\$199 Single/Double \$224 Triple \$249 Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Valet-Parking; \$36/overnight with in/out privileges; Self-Parking: \$28/ overnight • Internet: Complimentary wireless in guest rooms & public area • Outdoor Pool • Fitness Center • Restaurant on property • Microwave and Refrigerator in guest room • Enterprise Rent-A-Car on property
11	Sheraton Park Hotel at the Anaheim Resort 1855 South Harbor Blvd. 0.4 miles to Convention Center*	\$205 Single/Double/ Triple/Quad <i>Children under 18 stay free with an adult.</i>	• Parking: Complimentary Self-Parking • Internet: Complimentary wireless in guest rooms & public area • Business Center • Outdoor Pool • Fitness Center • Restaurants on property • Refrigerator in guest room

*HOTEL DISTANCE: The Registration Desk will be located inside the Commodity Classic Welcome Center inside Halls B and C of the Anaheim Convention Center.

**RATES: Rates do not include tax.

***AMENITIES: Hotel amenities and hotel amenities' prices are subject to change. Rates do not include tax.

To Make Your Commodity Classic Experience a Great One!

- 1) Register and make your travel plans early!
- 2) Sign up today for email updates so you can keep current on what's going to take place in Anaheim: visit CommodityClassic.com
- 3) Bring a fellow farmer, hired hand or family member so you can attend more educational sessions and compare notes.
- 4) If this is your first Commodity Classic, visit the "First Time Attendees" page at CommodityClassic.com to get the inside scoop.
- 5) Come into Anaheim a day early to join one of several unique tours of the area.
- 6) Bring some business cards so you can hand them to people you meet.
- 7) Download the Commodity Classic app to your smart phone or tablet for updates and information at your fingertips.
- 8) Use the floor plan in the program booklet or app to plan your attack on the trade show floor so you don't miss something important to you.
- 9) Go through the registration packet you get on-site to check on all the cool deals, special events and giveaways.
- 10) Set your alarm and attend an Early Riser Session.
- 11) Attend a What's New or Mini What's New session to be among the first to hear about the latest innovations.
- 12) Carry a notepad and pen. There's a lot of information to gather!
- 13) Wear comfortable shoes. The trade show is huge!
- 14) Get a good seat for the General Session on Wednesday morning.
- 15) Introduce yourself to a farmer from another part of the country—and share information and ideas.
- 16) Attend the live taping of *U.S. Farm Report* on Wednesday morning.
- 17) Raise your hand and ask a question at a Learning Center Session.
- 18) Sit in on one of the open sessions of your commodity membership association.
- 19) Enjoy the Evening of Entertainment on Thursday featuring World Classic Rockers.
- 20) Have some fun! You deserve it.

Commodity Classic has arranged optional tours to help you and your family experience Anaheim and southern California to the fullest! Check out the tour schedule below and visit CommodityClassic.com for more details about each tour and to make your reservations.

MONDAY, FEBRUARY 26

Agricultural Tour: Urban Farming Trends & Chocolate Education	9:00 a.m. – 1:00 p.m.
Dolphin & Whale Watching Tour	9:00 a.m. – 2:00 p.m.
Jewels of the Coast: Laguna Beach & Mission San Juan Capistrano	9:00 a.m. – 2:00 p.m.
Los Angeles City Tour	9:00 a.m. – 3:00 p.m.
The Queen Mary: The Haunted Ship	9:30 a.m. – 2:30 p.m.
Agricultural Tour: Cal Poly Pomona	10:00 a.m. – 4:00 p.m.

THURSDAY, MARCH 1

Robinson Helicopter Factory	12:00 p.m. – 4:00 p.m.
Agricultural Tour: Urban Farming Trends & Chocolate Education	12:30 p.m. – 4:30 p.m.
Battleship USS Iowa	12:30 p.m. – 5:30 p.m.
Jewels of the Coast Laguna Beach & Mission San Juan Capistrano	12:30 p.m. – 5:30 p.m.
Wings & Wheels: Lyon Air Museum & Marconi Automotive Museum	12:30 p.m. – 5:30 p.m.
Richard Nixon Presidential Library & Museum	12:30 p.m. – 5:30 p.m.

FRIDAY, MARCH 2

Deep Sea Fishing Private Charter	7:30 a.m. – 4:30 p.m.
Los Angeles City Tour	9:00 a.m. – 3:00 p.m.
Dolphin & Whale Watching Tour	11:00 a.m. – 4:00 p.m.

TOUR REGISTRATION INFORMATION Please visit CommodityClassic.com to register for tours. Tours may be reserved online, by mail, or via fax. Use the tour registration form on the Commodity Classic website.

Hello! California is the official tour provider for Commodity Classic. Tours are not included with convention registration. Tour prices include all local taxes. Reservations are confirmed on a first-come, space-available basis. All tours include transportation unless stated otherwise.

Deadline to pre-register for tours is February 5, 2018.

No refunds will be issued after February 5, 2018.

On-site registration will be accommodated subject to space availability. We encourage you to register early in case tours fill up. Hello! California reserves the right to cancel any tour if the required minimum number of participants is not met by February 5. Refunds for any tour cancelled by Hello! California will be mailed to registrants without penalty.

QUESTIONS? For questions pertaining to tours, please contact Hello! California at (619) 785-5828 Monday-Friday, 8:30 a.m. to 5:30 p.m. Pacific Time. Or email: cc2018tours@hello-dmc.com. Tours may not be reserved by telephone.

MONDAY, FEBRUARY 26

Agricultural Tour: Urban Farming Trends & Chocolate Education

Monday, February 26
9:00 a.m. – 1:00 p.m.

\$61 per person



Orange County Produce An “urban agriculture” revolution is happening across the nation. Discover more about it as Solutions for Urban Ag takes you on a different kind of farm tour.

In Orange County, California, citrus groves have given way to urban/suburban development. Now a resurgence of innovative agriculture is taking place—from edible landscapes to advanced indoor hydroponics to controlled environmental production systems. This is a fascinating look at the emerging urban agriculture trend.

Choc XO This 45-minute tour includes samples of the full chocolate making process from the bean to the bar. Learn how chocolate is fermented and dried—and view the entire production process. Sample raw cacao pulp, cocoa nibs, cocoa liquor—and enjoy three tastes of the final product.

Lunch not included. Chocolate tasting is provided.

Dolphin & Whale Watching Tour

Monday, February 26
9:00 a.m. – 2:00 p.m.

\$154 per person



One of nature's most awesome display occurs along California's coastline between December and April—the world's longest marine mammal migration. California gray whales migrate from the Chuckchi Sea in Alaska to the warm lagoons of Baja where they mate and have their young. Dana Point is considered a migration marker for these animals, so you'll see these magnificent creatures and newborn calves within just a mile of the harbor.

The 50-foot catamaran can accommodate 49 passengers for our 2.5 hour safari. The craft is equipped with underwater camera, underwater viewing pod, research hydrophone to hear the dolphins and much more technology and amenities (including two on-board bathrooms). Snacks are available for purchase before or after the tour. Mrs. Capt.'s legendary Triple Fudge Brownies are served after our excursion.

Jewels of the Coast: Laguna Beach & Mission San Juan Capistrano

Monday, February 26
9:00 a.m. – 2:00 p.m.

\$50 per person



Founded more than 200 years ago, Mission San Juan Capistrano is the birthplace of Orange County. Famous for the Annual Return of the Swallows, Mission San Juan Capistrano is considered the “jewel” among California missions. Originally built as a self-sufficient community by Spanish Padres and Native Americans, the chapel still stands where Saint Serra once celebrated Mass. Today, it is a monument to California's multicultural history—and you will have a docent-guided tour of this historic Mission.

Laguna Beach is Southern California's premier coastal destination located midway between Los Angeles and San Diego. While on the motorcoach, your guide will share the highlights and history of this beach town. You'll have the opportunity to explore the delightful beaches, shopping, art galleries and restaurants of Laguna Beach.

Los Angeles City Tour

Monday, February 26
9:00 a.m. – 3:00 p.m.

\$44 per person



A great way to see the City of Angels! You may see iconic Ferris Wheel on the Santa Monica Pier, watch bodybuilders pump iron on Venice Beach, catch a glimpse of the “rock star” lifestyle on the Sunset Strip, and shop (or window shop) along Rodeo Drive, L.A. cityscapes and sights from your favorite movies.

The tour will allow time to roam at Hollywood and Highland, the heart of Hollywood with famed shopping areas, the Dolby Theater (home to the Academy Awards), The Walk of Fame (stars on the sidewalk) and great views of the Hollywood sign on the hill.

The Queen Mary: The Haunted Ship

Monday, February 26
9:30 a.m. – 2:30 p.m.

\$67 per person



Explore the Queen Mary's mysterious and haunted past, from her days as a world-class ocean liner to her duty as a troop ship during World War II. Permanently docked in Long Beach, the Queen Mary has been voted one of the Top 10 Most Haunted Places by Time magazine. You'll get a detailed overview of the ship's most haunted areas and paranormal hotspots. Explore the ship inside and out while hearing stories of her fascinating history. Snacks available for purchase at the facility.

Agricultural Tour: Cal Poly Pomona

Monday, February 26
10:00 a.m. – 4:00 p.m.

\$110 per person



The College of Agriculture at Cal Poly Pomona owns more than 700 acres of land used for pastures, crops, groves and ornamental plantings. You'll tour the Kellogg House, a historic estate built in 1926 by cereal magnate W.K. Kellogg. You'll visit the Arabian Horse center, the country's oldest and fifth largest Arabian horse breeding program. You'll also see the college's innovative AGRIsclapes facility and impressive farm store, located on 40 acres. AGRIsclapes showcases farming and urban landscaping practices that are environmentally beneficial, economically viable and technologically sound. Tour includes buffet lunch at the campus Conference Center.

THURSDAY, MARCH 1

Robinson Helicopter Factory

Thursday, March 1
12:00 p.m. – 4:00 p.m.

\$53 per person



With manufacturing space of 617,000 sq. ft., Robinson Helicopter Company in Torrance is the world's leading manufacturer of civil helicopters. On this private guided tour of their state-of-the-art factory, you'll get an in-depth look at welding, high-tech machining, coordinate measuring machines (CMM) assembly, painting and flight testing. Lunch is not included.

Agricultural Tour: Urban Farming Trends & Chocolate Education

Thursday, March 1
12:30 p.m. – 4:30 p.m.

\$61 per person

Repeat, see Monday description.

Battleship USS Iowa

Thursday, March 1
12:30 p.m. – 5:30 p.m.

\$59 per person



Battleship USS Iowa is the West Coast's only battleship open to the public. Operated by the nonprofit Pacific Battleship Center (PBC), the Iowa opened on July 7, 2012 as an interactive naval museum. It is dedicated to "Celebrating the American Spirit" by sharing the accomplishments and sacrifices of American patriots. You will be engaged in unique and exciting ways as the ship is brought to life and connects the past with the future. Food options are available nearby at the L.A. Waterfront.

Jewels of the Coast: Laguna Beach & Mission San Juan Capistrano

Thursday, March 1
12:30 p.m. – 5:30 p.m.

\$50 per person

Repeat, see Monday description

Wings & Wheels: Lyon Air Museum & Marconi Automotive Museum

Thursday, March 1
12:30 p.m. – 5:30 p.m.

\$59 per person



The Lyon Air Museum includes authentic aircraft, rare vehicles and memorabilia with emphasis on the defining event of the 20th Century—World War II. Through captivating and thought-provoking exhibits, you'll gain a better understanding of the important role the United States plays in shaping world history. This is an awe-inspiring museum not to be missed.

Then enjoy a visit to the Marconi Automotive Museum where it's all about style, class and a touch of adrenaline! Wander among a collection of high performance street cars and race cars, including Lamborghinis, Ferraris and American muscle cars—and famous cars driven by famous drivers. The open wheel car collection features cars personally driven by the founder of the museum, Dick Marconi. Snacks are available for purchase at the facility during your visit.

Richard Nixon Presidential Library & Museum

Thursday, March 1
12:30 p.m. – 5:30 p.m.

\$60 per person



The 37th President of the United States, Richard M. Nixon was born in 1913 in a small farmhouse in Yorba Linda, California and raised in nearby Whittier. The all-new Richard Nixon Presidential Library and Museum features nearly 70 new major exhibits, 10 curated archival film sequences, more than 600 photographs, 8,000 square feet of murals and more than 300 artifacts. Enjoy a guided tour and get a glimpse of what life in the White House was like for one of our most memorable Presidents. Food available for purchase on-site at the café.

FRIDAY, MARCH 2

Deep Sea Fishing Private Charter

Friday, March 2
7:30 a.m. – 4:30 p.m.

\$209 per person



Enjoy a six-hour private fishing excursion on the majestic waters of the Pacific off the coast of Newport Beach. Boats are chartered and come equipped with skipper, crew, bait, licenses and all equipment you need to haul in "the big one." On this half-day fishing charter, try your hand at catching Rockfish, Red Snapper, Whitefish, Sheephead and Ling Cod. The timing is great: the popular Rockfish season for boat-based anglers starts on March 1. Book early to ensure your spot. Food available for purchase on-site in the galley.

Los Angeles City Tour

Friday, March 2
9:00 a.m. – 3:00 p.m.

\$44 per person

Repeat, see Monday description

Dolphin & Whale Watching Tour

Friday, March 2
11:00 a.m. – 4:00 p.m.

\$154 per person

Repeat, see Monday description

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Whether you're a veteran attendee or if you've never been to the show before, Commodity Classic offers exciting, new experiences for everyone. Register by January 11 to receive the early registration rate!

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