



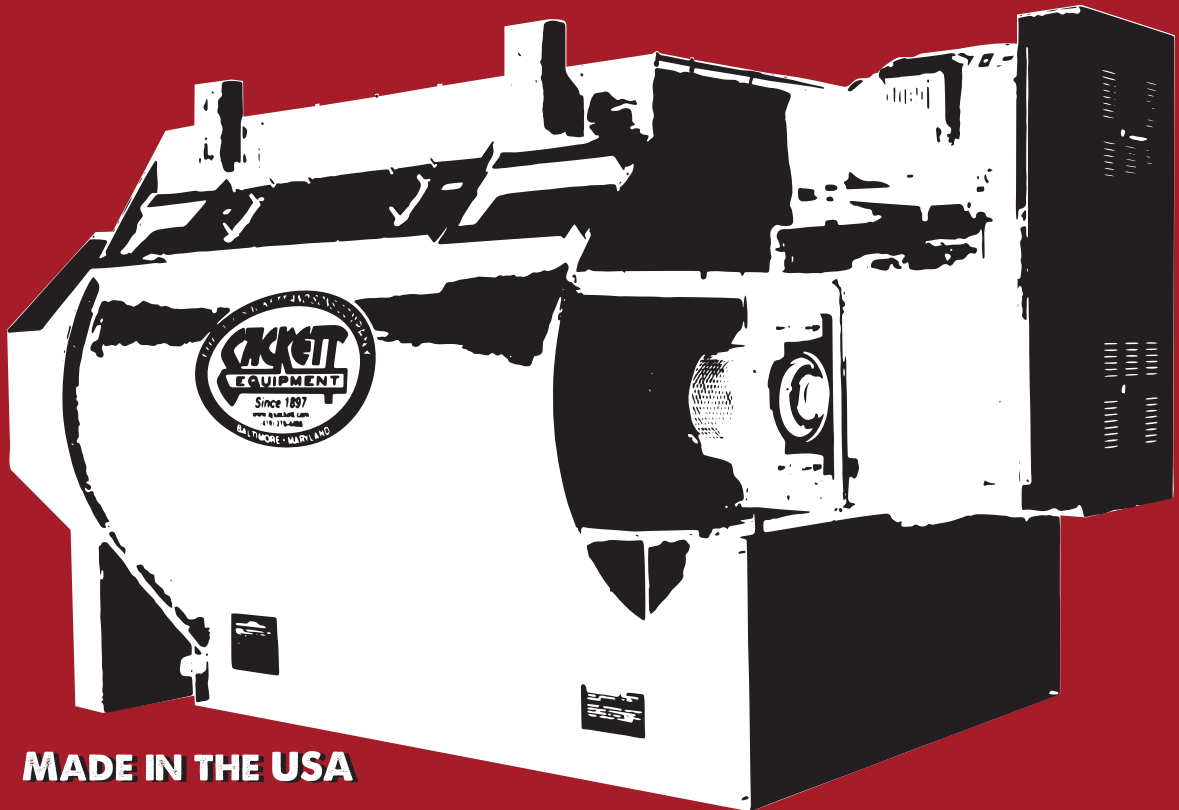
2016 ARA Conference and Expo

November 29 - December 1
Hilton Bonnet Creek
Orlando, Fla.

Register online: www.aradc.org/ARA2016

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Dear Ag Retailers, Distributors and Suppliers,

Ag retailers often talk about striving for continuous improvement—in customer service, precision application, technology utilization or facility safety. For the last few years, I have had the pleasure to serve as chairman of the ARA Conference & Expo Planning Committee. One reason I continue to volunteer in this role is that the conference continues to get better and better each year.

For 2016, I am excited for attendees to hear great keynote presentations, participate in informative breakout sessions, network with peers and enjoy special events at what's become an essential conference for retailers, distributors and suppliers.

From the ARA Invitational Golf Tournament to the final keynote presentation, attendees have opportunities to meet, be informed by and engage with key leaders from across the agribusiness industry.

Those of you who arrive early can participate in the ARA Invitational on Tuesday, Nov. 29. Hosted at one of the best golf courses in Orlando—the Waldorf Astoria Golf Club, adjacent to the Hilton Bonnet Creek, the conference hotel—it promises to be a fun, yet challenging 18 holes.

For those not interested in golf, there's a backstage tour of the Disney Animal Kingdom! And Tuesday afternoon will feature a pre-conference session on biopesticides led by a panel of industry trailblazers.

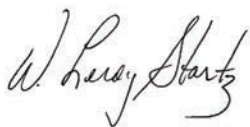
Matthew Phillips, director of Crop Protection and Seed for Phillips McDougall, will officially kick off the conference on Wednesday, Nov. 30, with his presentation on the economic and practical impacts of China's investment and involvement in U.S. agribusiness.

Following our keynote speaker, attendees will hear from experts and leaders in several breakout sessions, which will feature diverse topics such as recruiting and retaining operations staff, demystifying social media and using lean business practices to improve profitability.

The conference will close Thursday, Dec. 1, with a presentation and in-depth discussion on leadership, company culture and customer service by retired Walt Disney World executive Lee Cockerell.

Receptions, tours and the always enjoyable ARA dinner and auction round out the conference experience. Enticing activities to explore the magic of Orlando and Central Florida are planned during and after the conference, as well. I hope you will join us!

Sincerely,



W. Leroy Startz
Director, ING Capital
Chairman, ARA Conference & Expo Planning Committee



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Monday, November 28

- 5 - 7 p.m. Board of Directors Meeting
- 7 - 7:30 p.m. Board of Directors Reception *Sponsored by Helena*
- 7 - 8:30 p.m. Board of Directors Dinner *Sponsored by EFC Systems*

Tuesday, November 29

- 7 a.m. - 2 p.m. ARA Invitational Golf Tournament
- 9 a.m. - 4:30 p.m. Exhibitor Set-up
- 9 a.m. - Noon Disney Animal Kingdom Backstage Safari (Registration Required)
Sponsored by FMC
- 2 - 4 p.m. Pre-conference Workshop *Sponsored by Biopesticide Industry Alliance*

LEVERAGING BIOPESTICIDES TO BUILD BUSINESS FOR AG RETAILERS

Keith Jones, Executive Director, BPIA
Tim Damico, Executive Vice President, Certis USA
Rick Melnick, Global Brand and Communications
 Manager, Valent BioSciences Corporation

- 4 p.m. VIP Reception: First-time Attendees, Rising Stars,
New Members and Invited Guests *Sponsored by El Dorado Chemical Company*
- 4:30 - 7 p.m. Opening Reception *Sponsored by Dow AgroSciences, Mosaic and WinField*
- 7 p.m. Customer Appreciation Night

Wednesday, November 30

- 6:45 - 8:15 a.m. Breakfast in Tradeshow *Sponsored by Bayer*
- 8:30 a.m. - 12:30 p.m. General Session *Sponsored by CF Industries*

WELCOME AND OPENING REMARKS

Daren Coppock President & CEO Agricultural Retailers Association
 ARA Educational and Training Programs
 AGCO Operator of the Year
 ARA President's Report
 ARA Awards

Refreshment Break *Sponsored by New Leader, Aligned Ag Distributors
and Marcus Construction*

CHINA, INC.—PLANS AND IMPLICATIONS FOR U.S. AGRICULTURAL RETAILERS

Matthew Phillips, Director, Crop Protection and Seeds
 Phillips McDougall

- 9 a.m. - Noon Winter Park Boat Tour and Morse Museum *(Spouse Registration Required)*
- 12:30 - 2 p.m. Lunch *Sponsored by BASF and Legacy Building Solutions*

EXECUTIVE TRACK

AG ECONOMIC OUTLOOK
Terry Barr
 Senior Director, Knowledge
 Exchange Division, CoBank

OPERATIONS TRACK

ATTRACTING AND RETAINING OPERATIONS STAFF
Bob Broeckelman
 Vice President Recruiting and
 Selection (Retired) FCC Services

- 3 - 3:30 p.m. Break *Sponsored by American Plant Food Corporation and Koch Industries*

| | EXECUTIVE TRACK | OPERATIONS TRACK |
|-------------------------|--|--|
| 3:30 - 4:30 p.m. | STOP GIVING IT AWAY! GETTING PAID FOR SERVICES Bryan Dodge Speaker, Author Dodge Development, Inc. | PSM COMPLIANCE: WHAT YOU NEED TO DO AND WHEN Mike Hazzan Technical Manager AcuTech |
| 5 - 6:30 p.m. | Networking Reception in Tradeshow <i>Sponsored by Case IH, Valent and Wilbur-Ellis</i> | |
| 6:30 - 10 p.m. | ARA Dinner & Auction benefiting ARAPAC <i>Sponsored by AGCO, International Raw Materials and Syngenta</i> | |

Thursday, December 1

| | | |
|-------------------------|---|--|
| 7 - 8 a.m. | Breakfast <i>Sponsored by Crop Production Services and Environmental Tillage Systems</i> | |
| 8 a.m. | Exhibitor Tear Down | |
| 8 - 9 a.m. | DEMYSTIFYING SOCIAL MEDIA Hank Campbell, President American Council on Science & Health | LEAN PRACTICES TO OPTIMIZE PRODUCTIVITY Steve Shaffer General Manager Yargus Manufacturing |
| 9 - 9:30 a.m. | Break <i>Sponsored by United Suppliers and Yara</i> | |
| 9:45 a.m. - Noon | General Session <i>Sponsored by CoBank</i> Environmental Respect Award <i>Sponsored by DuPont</i> AgPro Precision Impact Award <i>Sponsored by AgProfessional, Agricultural Retailers Association and SST Software</i> Outgoing Chairman Recognition New Chairman Installation | |
| | YOU CAN CREATE DISNEY MAGIC TOO Lee Cockerell, Executive Vice President (retired), Walt Disney World | |
| Noon - 1:30 p.m. | Lunch | |
| 1:45 - 5 p.m. | Central Florida Agricultural Tour <i>Sponsored by AMVAC</i> | |

Registration and Fees

REGISTRATION FEES

Save \$50! Early registration extended until October 14. After Oct. 14:

| | |
|-------------------|-------|
| ARA Members | \$460 |
| Non-Members | \$920 |
| Spouses..... | \$100 |

SPECIAL EVENT FEES

| | |
|---|-----------------------------------|
| ARA Dinner & Auction | \$125 |
| Disney Animal Kingdom Backstage Tour..... | \$50 |
| Central Florida Agricultural Tour..... | \$30 |
| Winter Park Tour and Morse Museum..... | Included with Spouse Registration |

8 ARA INVITATIONAL GOLF TOURNAMENT



ARA Invitational Golf Tournament participants will be treated to one of the finest courses in the Orlando area when they tee off at 8 a.m. on Nov. 29.

Amidst the Bonnet Creek nature preserve is *Golf* magazine's prestigious "Top Courses You Can Play"—The Waldorf Astoria Golf Club.

Using the land's natural contours as a canvas and a fertile imagination as a palette, this meticulously designed course was created by acclaimed golf course architect Rees Jones. The 18-hole masterpiece pulls in elements from several of the world's classic courses—some designed a century ago. The layout ingeniously blends its traditional character with endless subtleties for a challenging experience. Mindful of the natural elements and in homage to the game's storied history, Jones created a course of great integrity and environmental consciousness that seamlessly folds into the terrain, so it appears to have been here forever.

Visually stunning and immensely playable, this Par 72 course is enhanced by natural elements such as majestic cypress trees lining the fairways and features a five-tee system to accommodate golfers of every caliber. The Waldorf Astoria Golf Club measures an impressive 7,108 yd from the professional tees and maintains a course rating of 74.6 and slope of 139.

Greens fees are \$150. To qualify for awards and prizes, players must pay a \$100 tournament fee using personal funds. Golfers may rent clubs from the Waldorf Astoria Golf Club for \$50.

Proceeds from the tournament support ARAPAC, the ARA Political Action Committee, and candidates for federal office whose views and voting records align with the interests of agricultural retailers and distributors.

For more information or to register, go to www.aradc.org/ARA2016/Golf.

Greens Fee:\$150
Tournament Fee:\$100*
Rental Rates—Clubs:\$50

*To comply with Federal Election Commission rules, the tournament fee must be paid separately with personal funds.

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Opening **Keynote** Presentation

Wednesday, Nov. 30,
11:30 a.m.-12:30 p.m.

Bonnet Creek Ballroom

China, Inc.: Plans and Implications for U.S. Agricultural Retailers

Matthew Phillips

Director, Crop Protection and Seed

Phillips McDougall

Matthew Phillips, founding partner of Phillips McDougall, will open the conference by examining the role China plays in the U.S. agricultural retail sector, and the implications for retailers and farmers as China invests in the agricultural industry globally.

Phillips, Director Crop Protection and Seeds, has more than 30 years of experience in analysis of agricultural input companies and markets. He holds a Ph.D. in animal biochemistry from the University of Reading in the United Kingdom, and before pursuing a career in industry analysis, he led a team that investigated the metabolic fate of agrochemicals and animal-health products at both Inveresk Research and Schering Agrochemicals. From there he joined Wood Mackenzie. After 10 years, having become a senior director, he left to set up Phillips McDougall.

Phillips McDougall, established in 1999, has become a leading independent consultancy providing analysis of global crop protection, seed and biotechnology industries. Analysis by Phillips McDougall is regularly quoted by all the major agrochemical companies and investment banks. Phillips McDougall also operates a global market research database, known as Amis Global.

In October 2013, Phillips McDougall became part of the Informa Group.



Closing **Keynote** Presentation

Thursday, Dec. 1
10-11:45 a.m.

Bonnet Creek Ballroom

You Can Create Disney Magic Too

Lee Cockerell

Executive Vice President (retired), Walt Disney World

Author, speaker and retired Disney executive Lee Cockerell will present the closing keynote focused on leadership and delivering world-class customer service.

In this deep-dive keynote, Cockerell will discuss what it looks like for small businesses and entrepreneurs to create magic. He says it's easier than you think: create a great website, answer your phone, return calls and look professional are just some of the simple methods he offers to create magic.

For 10 years, Cockerell led a team of 73,000 Walt Disney World cast members whose daily challenge was to create magic for the millions of people who visited the parks and resorts. Cockerell will take the audience on a leadership adventure—not just in theory, but an actual real-life journey along which you will learn how to build a passionate team whose members believe: “It’s not the magic that makes it work; it’s the way we work that makes it magic.”

10 KEYNOTE SPEAKERS

He will deliver common sense lessons about making magic that you can translate into your own career, company culture, or vision for the future. Cockerell will show how, at Disney, leadership starts with respect for all people—guests and cast members (not “employees”) alike.

Cockerell retired as Executive Vice President of Operations for the Walt Disney World Resort. His responsibilities encompassed a diverse mix of operations, which included 20 resort hotels with over 24,000 guest rooms, four theme parks, two water parks, five golf courses, shopping village and nighttime entertainment complex, sports and recreation complex, and the ancillary operations support functions.

He joined the Disney organization in 1990 as Director of Food and Beverage and Quality Assurance for the Disneyland Paris hotels. Before joining the Walt Disney World, he spent 17 years in various executive positions with the Marriott Corporation and eight years with Hilton Hotels.

Cockerell has published three books on customer service, leadership and time management. He also developed an app, *Creating Magic Leadership and Coaching on the Go*, and produces a regular podcast and blog dubbed *Lessons in Leadership*.

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Agricultural Retailers Association
Conference & Expo**



Pre-Conference **PanelDiscussion**

Tuesday, Nov. 29, 2-4 p.m.

Leveraging Biopesticides to Build Business for Ag Retailers

Sponsored by **Biopesticide Industry Alliance**

Keith Jones, Executive Director, **Biopesticide Industry Alliance**

Tim Damico, Executive Vice President, Certis USA

Rick Melnick, Global Brand and Communications Manager, Valent BioSciences Corporation

With consumer demand for sustainable products at an all-time high and increasing regulatory pressure on conventional crop production products, the biopesticide segment has flourished. The industry has posted compound annual growth rates in the mid-teens for several years, outpacing most other pesticide products.

So how do ag retailers respond to customer inquiries about biologicals? What is the best approach for product evaluation? How have biopesticides evolved to improve product shelf life, availability, quality and field support? How can your ag retail business grow by gaining knowledge and expertise in this burgeoning category? Members of the Biopesticide Industry Alliance Board of Directors answer these questions and more in this special pre-conference educational session.

Executive Track **BreakoutSession**

Wednesday, Nov. 30, 2-3 p.m. Salon IX

Economic and Political Uncertainty Driving Agriculture

Terry Barr, Senior Director, Knowledge Exchange Division, CoBank

Terry Barr, a nationally recognized economist, will discuss the outlook for the ag economy and the role political uncertainty is playing in the market. His breakout session will examine input prices (particularly fertilizer), commodity prices and economic trends that may have financial impacts on ag retail businesses.

He will also touch on a recent report released by CoBank, which noted accounts receivable at farm supply co-ops and other ag retailers are growing. After an extended run of impressive financial performance, the report suggests retailers are slowly adjusting to a tougher economic environment accompanying this down-phase of the current ag commodity cycle.

Current headwinds in the ag retail sector are directly related to a sharp decline in commodity prices that have reduced farm income and tightened cash flows. A downturn in fertilizer prices and a spate of mergers and acquisitions in the seed and fertilizer industry have aligned to create adversity for ag retailers going forward, according to CoBank.



Operations Track **BreakoutSession**

Wednesday, Nov. 30, 2-3 p.m. Salon XII

Attracting and Retaining Operations Staff

Bob Broeckelman, Director of Business Development, Dale Carnegie Training

One business concern tops the list for many agricultural retailers: people.

During the past three conferences, ARA has featured breakout sessions on becoming a destination employer; building partnerships with local high schools and community colleges; and preparing for the time when the millennial generation takes over.

This breakout session will focus on attracting and retaining essential skilled employees: applicators, warehouse personnel, mechanics, clerks, salespeople, agronomists, and other key employees—and provide them meaningful career paths to stay within the business.

Bob Broeckelman, former vocational ag teacher, human resources executive and now speaker, will lead the hour-long presentation packed with actionable strategies and tactics.

Broeckelman will demonstrate conceptually how to determine specific traits required for success, and how to evaluate the fit of applicants through well-developed evaluation tools. Then, after fit is established, to focus on determining if there is sufficient “drive and determination” for the employee to work out over time.

Through stories and experiences, Broeckelman will also illustrate how the best recruiting tool is a happy current employee who can recruit others with whom he or she would like to work.



12 BREAKOUT SESSIONS

Operations Track **BreakoutSession**

Wednesday, Nov. 30, 3:30-4:30 p.m. Salon XII

PSM Compliance: What You Need to Do and When

Mike Hazzan - Technical Manager, AcuTech

The Occupational Safety and Health Administration is vigorously pursuing process safety management (PSM) through formal rulemaking—and the wheel of government bureaucracy is consistent and heavy. Better to operate under the Scout motto: Be prepared.

Traditionally, PSM standards have applied to oil refineries and food processors. However, broadening definitions and regulations now mean that ag retailers will also fall under these requirements.

In this breakout session, Michael Hazzan, Technical Manager at AcuTech, a process risk-management expert, will help ag retailers better understand what they need to do and when to be in compliance with PSM.

He will cover how to get started, along with critical aspects of the standard such as management of change; Process Safety Information and Process Hazard Analysis; mechanical integrity; and adhering to Recognized and Generally Accepted Good Engineering Practices and Standard Operating Procedures.

Hazzan has more than 35 years of experience in process safety and risk analysis, process security, engineering and plant operations. He has authored and extensively taught training courses in process safety and risk analysis, as well as security/SVA for the chemical/process and power industries.



Executive Track **BreakoutSession**

Wednesday, Nov. 30, 3:30-4:30 p.m. Salon IX

Stop Giving It Away! Getting Paid for Services

Bryan Dodge

Speaker, Author, Dodge Development, Inc.

The common pricing model in ag retail has been to bundle services like scouting and agronomic recommendations into the cost of the product. When the farmer buys fertilizer or pesticides from the retailer, the cost of the scouting and recommendations is recouped. However, this becomes a problem when the retailer's agronomist goes out to scout a field and makes a recommendation, but the farmer then buys a product from another source.

Using examples of how other industries unbundled services from product sales, Bryan Dodge, author of *The Good Life Rules: 8 Keys to Being Your Best at Work and at Play* and co-author of *Becoming the Obvious Choice*, will help you clarify your thinking processes to help you make a successful transition.

As one of the nation's leading communicators, Dodge is dedicated to empowering people to be their best. He has delivered thousands of presentations to Fortune 500 corporations, community organizations and small family-owned businesses. In every presentation, he gives participants an inspiring, educational and actionable experience. Dodge blends an engaging, energized approach with practical techniques and tools that empower attendees to immediately start tapping their full potential.



Executive Track **BreakoutSession**

Thursday, Dec. 1, 8-9 a.m. Salon IX

Demystifying Social Media

Hank Campbell, President, American Council on Science & Health

For Boomers and Gen Xers—not digital natives—in management the idea of investing significant company resources in social media space may be difficult to grasp. This session will look at why ag retailers should dedicate time to social media, the potential gains and possible losses from failing to engage, appropriate goals and evaluation metrics, strategies and tools most likely to achieve goals.

Hank Campbell, President of the American Council on Science and Health, will lead the discussion.



Before joining the council, he founded the Science 2.0 website and social media movement, which brought science literacy to tens of millions of people since its inception in 2006. Along with Science 2.0, his articles have appeared in the *Wall Street Journal*, *USA Today*, *Wired* and many more. Campbell has appeared on Fox News Channel and the Blaze Network. Campbell graduated from Duquesne University in Pittsburgh, Pa., in 1983 and graduated in 1987 with a double major in psychology and journalism. Following graduation, he was commissioned as a Second Lieutenant in the U.S. Army Reserves.

Operations Track **Breakout Session**

Thursday, Dec. 1, 8-9 a.m. Salon XII

Lean Practices to Optimize Performance

Steve Shaffer, General Manager, Yargus Manufacturing

Generating higher productivity and continuous improvement are business principles that have stood the test of time.

This breakout session will examine lean management techniques to help facility managers improve productivity, inventory turns, return on capital, asset utilization and other metrics.

Steve Shaffer suggests retailers can double or triple margins, if they fully commit to creating a lean culture.

Shaffer will explain lean practices and core values to minimize waste, including "creative waste," which is found when employees aren't encouraged to recommend changes, act on ideas or revise processes. Creating a lean culture, Shaffer says, requires empowerment, team building and buy-in at all levels, from the CEO to the forklift operator.

Shaffer, a 20-year veteran of the automotive industry, joined Yargus in 2014 after leading lean transformations with Dana, Inc., a tier-one automotive supplier; Ford Motor Company; and General Motors. He grew up in Washington, Ind., on a large grain and watermelon farm. He earned a business degree from Ohio State University and received his Lean Practitioner Certification at the University of Kentucky.



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14 EXHIBITOR LIST

| Company | Booth List | Description |
|-----------------------------------|--------------------|---|
| A&B Welding, LLC | 415 | Turnkey solutions for your liquid tank investments. API 650 tanks and piping |
| Adams Fertilizer Equipment | 216 | Manufacturer of fertilizer equipment (blending, handling and spreading) |
| AGCO Corporation | 401, 403, 405, 407 | Rogators, Terragators, Challenger and HHP Tractors |
| AgGateway | 100 | Non-profit association which promotes, enables and expands eBusiness in ag |
| Ag Professional | 110 | Publications, reference book |
| Agrian | 602, 604 | Precision, agronomy, compliance and label look-up in one unified solution |
| Agworks, LLC | 417 | AgOS is a comprehensive unified agronomy software for the ag retail space. |
| Waconia Mfg., Inc. | 410, 412 | Dry fertilizer blending and handling equipment |
| Alliance Tank Service, LLC. | 616 | API 650 Tank Construction and API 650 tank repair |
| American Plant Food Corporation | 601 | Ammonium sulfate |
| American Society of Agronomy | 315 | Providing professional benchmarks and continuing education in agri-business |
| ARAPAC | Tables | Proceeds to benefit ARAPAC |
| Asmark Institute | 411, 413 | Provides risk management services and products to the agricultural industry |
| Calcium Products | 203 | Manufactures and markets pelletized lime and gypsum. |
| Calhoun Super Structure | 513, 515 | Industry leader in fabric structure manufacturing and engineering |
| Case IH | 501, 600 | Full-line manufacturer of SP sprayers, floaters and fertilizer toolbars |
| CDMS | 210 | Agricultural data, integrations and software for leading companies |
| CF Industries | 505, 507 | A global leader in fertilizer manufacturing |
| Charah Agricultural Products | 217 | Granular calcium sulfate with zinc and boron micronutrient options |
| Compass Minerals | 711 | Leader in delivering essential minerals and premium plant nutrition products |
| Meister Media Worldwide | 204 | Media, awards and events, serving the ad industry |
| CropMetrics | 614 | Precision water management |
| Dome Corporation of North America | 200 | Fertilizer storage buildings |
| Doyle Equipment Manufacturing Co. | 514 | Manufacturer of fertilizer blending, conveying, tending and spreading equipment |
| Drexel Chemical Company | 107 | Manufacturer of a comprehensive line of over 500 agricultural chemicals |
| DTN/The Progressive Farmer | 510 | Leading provider of business-critical information |
| EFC Systems | 307 | EFC Systems provides innovative software solutions for agribusiness. |
| EuroChem Trading USA Corporation | 311 | Top 10 mineral fertilizer producer/ world wide distributor |
| FarmChem | 302 | Liquid handling equipment and seed handling equipment |
| FMC Agricultural Solutions | 306 | Crop protection |
| Gavilon Fertilizer, LLC | 512 | Enhanced efficiency fertilizers, stabilized nitrogen fertilizers |
| Green Markets | 103 | Transparent fertilizer pricing and industry market intelligence |
| Greystone Construction | 511 | Design-build general contractor of dry and liquid fertilizer facilities |
| GVM, Inc. | 316 | The Prowler provides efficiency in running all season long. |
| H.J. Baker & Bro., Inc. Tiger-Sul | 202 | Import / Export |
| Heartland Tank Services | 317 | API 650 tank builds, internal flexible PVC liners, API 650 inspections |
| Huma Gro | 610 | Crop nutrition and crop protection products |
| Iteris | 314 | Weather, water, soil and crop health advisory services for precision farming |
| John Deere | 201, 300 | World leader providing advanced products and services |
| Junge Control, Inc. | 105 | Manufacturer of automated systems for precise blending and crop care products |
| Kahler Automation | 416 | Leading systems integration company in bulk material handling |
| Legacy Building Solutions | 500, 502 | Construction, custom fabric structures and manufacturing |
| Marcus Construction | 305 | Storage solutions for bulk dry and liquid fertilizer |
| Meridian Mfg. | 205 | Custom smoothwall storage bins |
| Mid-State Tank Co., Inc. | 404, 406 | Manufacturer of stainless steel sprayer, applicator, nurse and storage tank |
| Murray Equipment, Inc. | 517 | Liquid and dry handling equipment |

| Company | Booth List | Description |
|------------------------------------|------------|--|
| Highway Equipment Company | 504, 506 | Crop nutrient applicators |
| Nutrients for Life Foundation | 113 | An educational non-profit that provides soil nutrient resources to educators |
| PotashCorp | 206 | World's largest fertilizer company by capacity |
| PrecisionHawk | 207 | A leading provider of aerial data and safety platforms for drones |
| Purdue University | 102 | Professional development for food and agribusiness |
| Ranco Fertiservice, Inc. | 603 | Dry fertilizer blending and handling equipment |
| Raven | 211, 310 | Precision agriculture, data management, UAV, sprayer controls |
| Responsible Ag | 115 | Non-profit |
| ScoutPro Inc. | 613 | Mobile application for crop scouting and other field observations |
| Secure Locating Technologies, Inc. | 304 | Asset tracking software subscription service for the agriculture industry |
| Software Solutions Integrated, LLC | 611 | Advance accounting, blending, planning, mapping and grain |
| SST Software | 212, 214 | Summit Pro, Sirrus, FarmRite |
| Stueve Construction LLC | 414 | Dry fertilizer storage |
| Syngenta | 516 | Crop protection and seed care |
| The Andersons, Inc. | 301, 303 | Formulates, stores and distributes nutrient and specialty inputs |
| The Sulphur Institute | 703 | Global advocate for sulphur representing all industry stakeholders |
| Total Fertilizer Construction | 213 | Design-build fertilizer facilities based on knowledge and integrity |
| USC, LLC | 313 | Seed treating equipment—treators, conveyors, hoppers, bulk site solutions |
| VALENT U.S.A. Corporation | 215 | Crop protection serving agricultural and non-crop products in North America |
| Willowood USA | 312 | Develops and formulates generic crop protection products |
| Yara North America, Inc | 615, 617 | Crop nutrition / fertilizers |
| Yargus Manufacturing, Inc. | 400,402 | Fertilizer blending and conveying equipment |

TRADESHOW HOURS

Tuesday, Nov. 29

9 a.m.-4:30 p.m.: Exhibitor Set Up
4:30-7 p.m.: Opening Reception

Wednesday, Nov. 30

6:45-8:15 a.m.: Breakfast
12:30-2 p.m.: Lunch
5-6:30 p.m.: Networking Reception

Thursday, Dec. 1

7-8 a.m.: Breakfast
8 a.m.: Exhibitor Tear-down

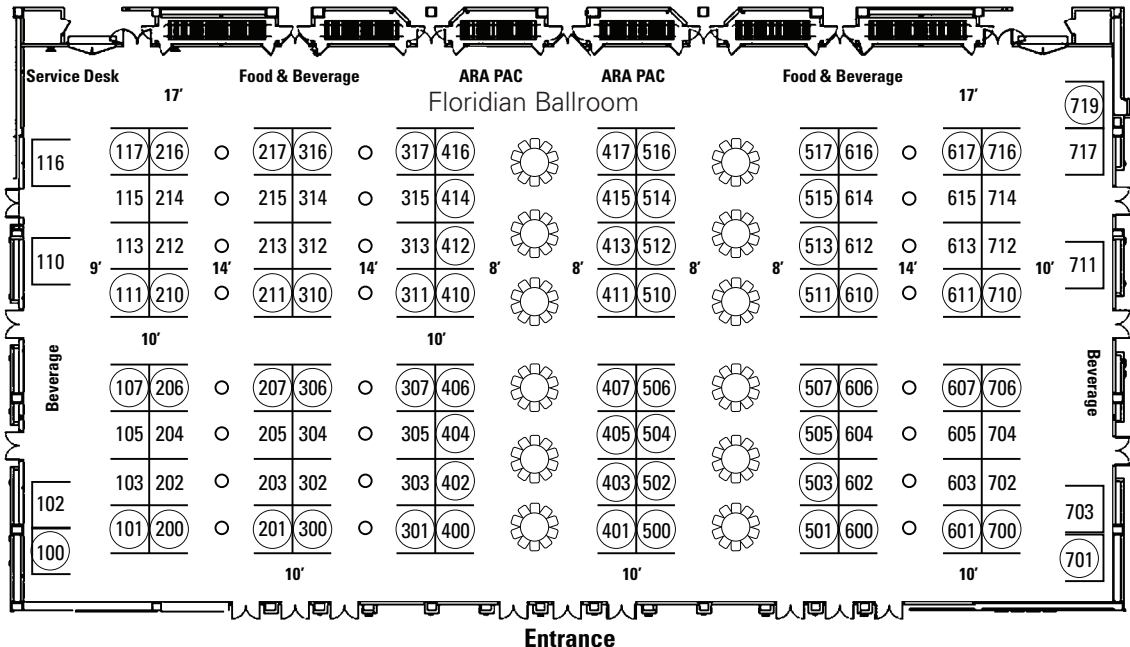
REGISTRATION DESK HOURS

Monday, Nov. 28: 4-7 p.m.

Tuesday, Nov. 29: 7 a.m.-6 p.m.

Wednesday, Nov. 30: 7 a.m.-6 p.m.

Thursday, Dec. 1: 7-8:30 a.m.



16 SPECIAL EVENTS

DISNEY'S ANIMAL KINGDOM BACKSTAGE SAFARI

Tuesday, Nov. 29, 9 a.m.-Noon



Take a journey to find out what happens behind the scenes at Walt Disney World's Animal Kingdom!

During this in-depth program, you will get an insider's look at conservation, animal nutrition and medicine, animal care and behavioral studies. Highlights include visits to a backstage animal housing area, the animal nutrition center, and the veterinary hospital.

Attendees will also get to take a ride on the Kilimanjaro Safari, an open-air safari vehicle providing an incredible journey through more than 100 acres of African savanna, forest, rivers and rocky hills where hundreds of animals roam free. Tickets are \$50 and must be purchased in advance.

Please note: Photography is prohibited in behind-the-scenes areas. Participants must be 16 years of age or older. Lunch is not provided.



WINTER PARK BOAT TOUR & MORSE MUSEUM

Wednesday, Nov. 30, 9 a.m.-Noon



Downtown Winter Park's charm is magnified in its details: hidden gardens and side streets that are home to unique stores. The scenic boat tour cruises through three of the city's lakes that border the area's most prestigious homes. The relaxing, narrated, one-hour cruise through the lakes and canals is really the only way to see the true beauty of Winter Park.

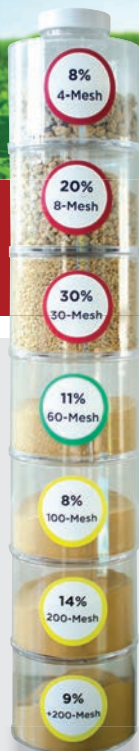
The Morse Museum houses the world's most comprehensive collection of works by Louis Comfort Tiffany (1848-1933), including the artist and designer's jewelry, pottery, paintings, art glass, leaded-glass lamps and windows; his chapel interior from the 1893 World's Columbian Expo in Chicago; and art and architecture objects from his Long Island country estate, Laurenton Hall. The museum's holdings also include American art pottery, late 19th and early 20th century American painting, graphics and decorative art.

Spouse registration is required. Lunch is not provided. Sponsored by FMC.



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ARA Dinner & Auction

Wednesday, Nov. 30,
6:30-10:00 p.m.



Pack your cocktail attire for Casino Night at #ARA 2016! With lively table games and a raucous live auction, the ARA Dinner and Auction will be an event you don't want to miss.

Hosted at the Waldorf Astoria Central Park Ballroom and Gardens, the premiere social event at the conference will feature fine wines, fun cocktails and tasty cuisine.

The ARA Dinner & Auction is sponsored by AGCO, International Raw Materials and Syngenta.

Separate registration is required. The event has sold out in the past and tickets (\$125) may not be available at the door. Register at www.aradc.org/ARA2016/auction.

The Agricultural Retailers Association Political Action Committee (ARAPAC) is the political arm of the Agricultural Retailers Association (ARA) and is a powerful tool in representing the agricultural retailer industry on the federal level. A strong PAC is essential to influencing public policy and advocating for the agricultural retailers and distributors who work to produce the nation's food, feed, fiber and fuel.

***Tickets for the ARA Annual Dinner & Auction must be paid for separately from registration. Payments must be made to ARAPAC with personal funds. Payments made to ARAPAC with corporate funds can not be accepted and reservations will not be guaranteed.**



CENTRAL FLORIDA AGRICULTURAL TOUR

Thursday, Dec. 1, 1:45-5 p.m.

Tour the diversified agricultural production found around Central Florida.

Details of this post-conference tour are still being finalized but reserve your seat now. Space is limited and is only available on a first-come, first-served basis.

The tour will depart from Hilton Bonnet Creek following the closing luncheon at **1:45 p.m.** on **Thursday, December 1.** Buses will return to the hotel by 5 p.m. Tickets are **\$30.** Sponsored by AMVAC Chemical Company.



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ARA Retailer of the Year

The ARA Retailer of the Year Award, sponsored by Monsanto and AgPro magazine, is a recognized symbol of quality and prestige within the industry. This coveted award honors an ag retailer, large or small, who represents the best of the best.

MONSANTO



Retailers that apply for the award are evaluated based on innovative business practices, community and industry leadership, environmental stewardship, reliability, technology utilization, customer service and effective employee development programs. The award is open to all sizes and types of retailers from single, independent facilities to regional cooperatives to large, publically traded ag retail organizations.

Recent winners have included The Andersons, NEW Cooperative, Morral Companies, Wheat Growers, Lyman/Tremont Group, Central Valley Ag and Willard Agri-Service. The annual award is selected by the members of the ARA Executive Committee.

The recipient of the Retailer of the Year Award receives the following: two round-trip airline tickets and two nights of accommodations at the Hilton Bonnet Creek in Orlando, Fla., for the ARA Conference & Expo, Nov. 29-Dec. 1; round-trip flight to meet with Monsanto representatives and ARA officers for a VIP dinner and tour of Monsanto's state of the art research facilities in St. Louis, Mo.; special awards presentation at the ARA Conference & Expo; and a crystal award suitable for display. In addition, the recipient will be featured in a short video and an article in January issue of AgPro.

The process to apply for the ARA Retailer of the Year Award is simple and straightforward. Applications are accepted from mid-May until the early July.

The best entries include pictures, brief but thorough descriptions of how your organization accomplishes each criterion and support documents such as annual reports, company newsletters and reference letters. A sample application is available online.

For more information on the Retailer of the Year award, go to <http://www.aradc.org/ROY>.



AGCO® Operator of the Year

For the 11th year in a row, it's time to recognize the most impressive operator around. He's the one your customers depend on; the one who takes pride in work few ever see, without expecting anything in return. Now you can give him the thanks he truly deserves. Nominate him for AGCO's 11th annual Operator of the Year award. If he wins, he'll get a 2016 Harley-Davidson® motorcycle.*

The winner will be announced December 1st at the 2016 Agricultural Retailers Association Conference and Expo in Orlando, FL. Don't miss out. There's no better way to thank someone who deserves all the thanks he can get. Nominations close October 31, 2016

Environmental Respect Award



Now in its 27th year, the Environmental Respect Awards program, sponsored by DuPont, exists to encourage and honor excellence in stewardship, educate retailers and distributors around the world on safe business practices, and promote environmentalism in agriculture to the industry and the general public. The dealers and distributors who are honored with Environmental Respect Awards have displayed outstanding initiative and are shining examples of what it takes to make the world a safer, cleaner place to live and work.

The objective of the Environmental Respect Award is to honor fertilizer/ag chemical retailers who are preserving and protecting the environment by operating their businesses in an environmentally sound manner to the benefit of their customers, employees and community.

All regional winners of the Environmental Respect Award are honored at a three day event in July in Wilmington, Delaware. Events include tours of local agricultural operations, DuPont R&D facilities, plus networking receptions. The week culminates in a gala reception and banquet where the regional winners receive their trophies and the 4 regional Ambassadors are revealed. To apply and for more information, please visit www.environmentalrespect.com.

The application deadline is March 13, 2017.

Jack Eberspacher Lifetime Achievement Award

W. David Downey, Professor Emeritus, Purdue University

Few in the agribusiness industry have influenced as many sales as Dave Downey. In a career spanning more than 50 years and reaching more than 10,000 students, he is recognized as a dynamic instructor with vast academic and practical experience.

At the ARA Conference & Expo, the Agricultural Retailers Association will recognize Downey's career and accomplishments with the Eberspacher Lifetime Achievement Award.

Established in 2001, the award was renamed in 2010 after the late Jack Eberspacher, who served as ARA president and chief executive officer from 2001 until his death in 2009. The award, ARA's highest individual honor, is designed to recognize career-spanning achievements in and contributions to the agricultural retail industry.

The award is presented annually to an individual honoree based on the following criteria: talent that has fundamentally advanced ag retail; steadfast contributions to the association, acknowledged by professional colleagues and his local community; and work that has withstood the test of time.

With a focus on marketing and selling to farmers, Downey has been deeply involved in many studies of farmer buying behavior, including Purdue's Large Commercial Producer Project, a regular study of the attitudes and buying patterns of large U.S. growers.



Downey developed two unique professional selling courses at Purdue. The classes have been the model for agricultural sales programs established in nearly 50 other colleges and universities. In addition, he co-authored three major textbooks, which are used widely in agribusiness programs nation.

Downey founded and currently serves as the executive director of Purdue University's Center for Food and Agricultural Business. The center has become recognized as the leader for agribusiness executive educational programs in the U.S. Hundreds of agribusiness professionals from across North America and around the world attend the programs.

Past recipients of the Eberspacher Award include Richard Gearheard, retired president and CEO of Agrium Retail; Ford B. West, former president of The Fertilizer Institute; Jim Thrift, former vice president of Regulatory Affairs and Corporate Relations for ARA; Bill Griffith, founder of AgriCenter; and Al McQuinn, founder, former chairman and CEO of Ag-Chem Equipment Co.



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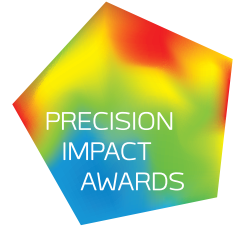
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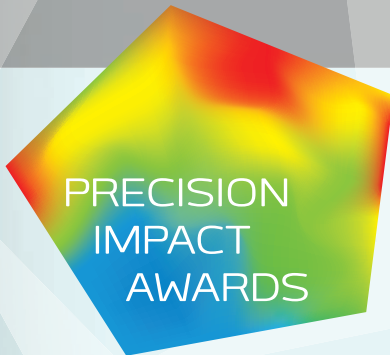
Precision Impact Awards 2016 Ag Retailer Program

AgPro, SST Software and the Agricultural Retailers Association are cooperating on the Precision Impact Awards to recognize local retailer operations and local management individuals for excellence in incorporating precision ag into their retail operations and their farmer customers' operations. This award provides an outlet to demonstrate the use of precision agriculture to promote good stewardship and responsible environmentalists. A winner from each of three regions—Plains/West, North and South—will be presented an award and have their local operation highlighted for exceptional achievement. Each regional winner receives:



- Two complimentary registrations to the ARA Conference & Expo.
- Two round-trip airline tickets to the site of the conference, Nov. 29-Dec. 1, 2016, in Orlando, Fla.
- Two-night accommodations at the Hilton Bonnet Creek Resort in Orlando, Fla.
- Feature article special-section recognition in *AgPro* highlighting the winning retailer operations with emphasis on precision technology.
- Award trophy with presentation at the ARA Conference and Expo.
- Highlight of winners in short video during award presentation and on *AgPro* website.
- Assistance with news release about accomplishment to local and regional media.

Precision Impact Awards 2016 Ag Retailer Program



Agricultural retailers are the leaders in championing one of the industry's most valuable new tools — precision agriculture technology.

AgPro, the Agricultural Retailers Association and SST Software are cooperating on the **Precision Impact Awards** to recognize local ag retailer operations and local management individuals for excellence in incorporating precision ag into their retail operations and their farmer customers' operations, plus have a positive impact on the environment.

A judging panel is selecting three regional winners as **2016 Precision Impact Award** honorees.

*This award is designed to be recognition for **local** retailer operations and **local** management individuals directing the precision operations and advancements in technology.*



**AWARDS WILL BE PRESENTED AT
THE AGRICULTURAL RETAILERS ASSOCIATION
ANNUAL MEETING,
NOV. 29 - DEC. 1, IN ORLANDO, FL.**

Distinguished Service Award

Jamie Southard, Safety & Regulatory Director, The Equity

For environmental health and safety managers in working in ag retail, the last 18 months have been challenging. Thanks to the Occupational Health and Safety Administration's reinterpretation of the retail exemption to Process Safety Management, safety and regulatory directors like Jamie Southard have been hard at work to achieve compliance before the October 1 deadline. Southard has been vocal about the challenges presented by PSM and OSHA's arbitrary time frame.

"We are not here to complain about maintaining a safe workplace and a safe community," he told Rep. John Shimkus (R-Ill.) during a meeting at The Equity's Effingham, Ill. headquarters in September 2015. "We all live and work here. We want to comply."

The 18-year environmental health and safety veteran is the 2016 recipient of the ARA Distinguished Service Award. The award honors an individual member of the association who has gone beyond the traditional member and volunteer responsibilities to support the ag retail industry and the association – making the industry better for all. Selected by the ARA Executive Committee, the designee may come from any of the membership categories in ARA: retail, distributor or manufacturer of equipment, chemicals and fertilizer.

Southard stands out because of his understanding of the technical issues regarding the storage and handling of anhydrous ammonia as well as his contribution of time and energy to sharing his knowledge in the wake of OSHA's July 22, 2015 PSM enforcement memo. Specifically, Southard was an invaluable resource in preparing ARA's legal brief in its suit against OSHA. Further, he devoted hours of his time assembling an affidavit in support of ARA's case against OSHA. He also flew to Washington, D.C., on short notice, to meet with OSHA officials during ARA's Winter Board meeting.

Recent recipients of the award include Bill Pirkle of Crop Production Services, Paul Derig of Simplot, Rod Schroder of WinField, Kim Bohlander of Dow Agrosiences, Dan Weber of Ceres Solutions and Ken Manning of Wilbur-Ellis.



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- 24. Hilton Pool Cabanas
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- 26. Waldorf Astoria Pool Cabanas
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- 28. Hilton Fitness Center



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Rising Stars



Honor and develop your organization's top performers and future leaders by nominating them for the Agricultural Retailers Association Rising Stars Class of 2016.

The Rising Stars program, sponsored by Yargus Manufacturing, offers member organizations an opportunity to recognize, reward and develop high achievers and emerging leaders within the agricultural retail field. Outstanding candidates include individuals who have not previously attended an ARA event and perform at a high-level deserving of special recognition.

The conference provides participants an opportunity to engage with ARA's through a solid lineup of keynote speakers, educational sessions, exclusive networking events and a first-class trade show. Future leaders gain a better understanding of regulatory forces and legislative pressures shaping how ARA addresses key issues facing ag retailers.

Nominate candidates by completing a four-question online application by October 14, 2016.

Members of the Rising Stars Class of 2016 are invited to a special reception on Tuesday afternoon, Nov. 29, and recognition dinner Tuesday night. They will be joined by ARA staff and alumni from Rising Stars, Leadership at its Best and other ARA programs. Rising Stars will be recognized in the conference program and receive a logo shirt, badge ribbon and plaque.

Up to 10 qualified applicants will be accepted, based on when the nominations are received. ARA member companies may nominate more than one employee. Please note: The nominating company is responsible for the candidate's conference registration, hotel, and transportation costs. Rising Stars may bring a guest to the reception and dinner.

For more information, go to: www.aradc.org/risingstars



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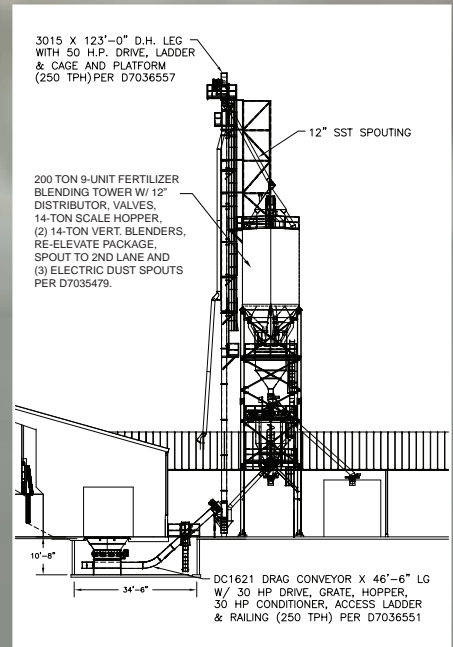
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