



## FREE SEMINARS

### 2019 Farm Show Seminar Schedule

## DAY 1: TUESDAY, FEBRUARY 26TH

### SESSION 1: 10:30- 11:45 A.M.

BELL ROOM



**MN DOT- Carrying the Load: Is your equipment fit for the road?**

**Presenters: Tom Schmidt and Keith Hacke**

### SESSION 1: 10:30- 11:45 A.M.

ALEXANDER ROOM



**Grain Marketing Tips:** Grain prices and volatility are very low. Margins are tight and there is little room for error in pricing decisions. What is a producer to do? Instead of looking for one big answer, let's turn to my celebrity grain producers. Grandma keeps it simple, while Peter looks for help from options. Earl wants to know about carrying charges, while Hank holds grain too long. Their performance as marketers illustrate important tips towards making better pricing decisions.

**Edward Usset** serves as a Grain Marketing Economist for the Center for Farm Financial Management at the University of Minnesota, the developers of FINPACK software and a variety of educational programs. Working with his colleagues at CFFM and in extension, Ed developed the award winning "Winning the Game" series of workshops. In addition, he manages Commodity Challenge, an online marketing education game that uses real-time cash and futures data. He teaches "Commodity Markets" at the University. The 2nd Edition of his book, "Grain Marketing is Simple (it's just not easy)" was released in November 2015. He is also a regular columnist for Corn and Soybean Digest.

### SESSION 2: 1:30- 2:45 P.M.

BELL AND ALEXANDER ROOMS

#### Peterson Farm Brothers



**I'm Farming and I Grow:** Join Greg and Kendal Peterson in this free seminar to hear their take on the ag industry and how they promote ag education through their creative and innovating Youtube marketing.

**Peterson Farm Bros.** The Peterson Farm Bros are made up of Greg, Nathan, Kendal, and honorary "bro" Laura (16) Peterson. We are siblings who farm together with our parents near Assaria, KS. We produce entertaining and educational videos on our YouTube channel (ThePetersonFarmBros) and post video updates to our social media pages (Facebook, Twitter, and Instagram). Ever since we began producing content, we have continued to realize a need to inform

people about what we do in farming and in agriculture as a whole. There are many misconceptions about modern day farmers and we feel it is our calling to help correct some of those misconceptions. Aside from our production on social media, we travel around the country to speak on advocating for agriculture. We also blog about misunderstood topics in agriculture and open up our farm for tours. Through all of this we hope to educate the general public on where their food comes from and what a real Midwest family farm looks like!



sponsored by:



## DAY 2: WEDNESDAY, FEBRUARY 27

### SESSION 1: 10:30- 11:45 A.M. BELL AND ALEXANDER ROOMS



**Latest Trends with Used Farm Equipment Values:** Machinery Pete will highlight the latest trends in the used farm equipment market. Are values up? Down? Holding? Pete will provide a historical look at used equipment values going back almost 3 decades and point out current opportunities for the best deals.

**Greg Peterson, Machinery Pete** has come a long way since its beginnings in Greg Peterson's home office in Rochester, Minnesota where he passionately researched, tracked and reported on auction prices. In 2014 Farm Journal and Machinery Pete partnered to provide a more efficient marketplace for buying and selling used ag equipment.

In July of 2015, MachineryPete.com launched its marketplace with leading edge marketing solutions for dealers, informed and built with the online equipment shopper in mind and creates meaningful connections between buyers and sellers. The company is headquartered in Chicago, IL.

### SESSION 2: 1:30- 2:45 P.M.

#### BELL AND ALEXANDER ROOMS

#### **Greg Peterson- Machinery Pete Machinery Pete Tales from the Auction Trail**

Machinery Pete has been covering farm machinery auctions since 1989. Pete will share some of his favorite stories from along the way, some focused on unique tractors and machinery, other stories focused on people. These stories are sure to make you smile.



Machinery Pete is sponsored by:    

## DAY 3: THURSDAY, FEBRUARY 28

### SESSION 1: 10:30- 11:45 A.M.

#### BELL ROOM

##### **Transition Planning part 1**

This is a two-part series panel discussion on the options and methods involved in your farm/agri-business transition. This panel will discuss options to transition to the next generation, related family, employee, buyer or a corporation. This panel will be led by: **Jared Smith Northwestern Mutual Bethany Cross- Rinke Noonan, Ryan Selleck -Country Financial**

### SESSION 1: 10:30- 11:45 A.M.

#### ALEXANDER ROOM

##### **Truth in Tarrif, Trades, and Taxation**

This is a panel discussion lead by Panel: **Tamara A. Nelsen director of AgriGrowth, Zach Freimark from Tom Emmer's office, and TBA**

They will lead a conversation about the current status of tariffs, the current tax structures, and what the future trade agreements look like and how all the are having an impact on the ag economy and what it looks like in the future.

### SESSION 2: 3:00- 4:30 P.M.

#### BELL & ALEXANDER ROOM

##### **Transition Planning part 2**

This is the second part of the series on Transition Planning for your agri-business. This panel will go into more in-depth detail on the process and be able to allow for more questions from the attendees.

Leading this panel will be: **Jared Smith Northwestern Mutual, Stefanie Brown- Rinke Noonan, Ryan Selleck -Country Financial**

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