



**TENTATIVE (5/26/2016)**  
**ARC 2016 Annual Meeting Agenda**  
**The Intercontinental Hotel/ St. Paul -- Riverfront**  
**St. Paul, Minnesota**  
**June 21-23, 2016**

## Tuesday, June 21

- 2:00-5:00 p.m.            **Board Meeting** - *Governors Boardroom*
- 5:45 p.m.                Board members - Meet in hotel lobby to drive to dinner.
- 6:00-8:00 p.m.        **Board Dinner** at Forepaugh's Restaurant - *By invitation only.*

## Wednesday, June 22

- 9:00-9:30 a.m.        **Welcome and Introductions** - *Kellogg Suite 3*  
Daren Williams, ARC President, NCBA
- 9:30-11:00 a.m.      **Crisis Communications/Case History: Avian Flu and Minnesota Turkeys**  
Moderator: Steve Olson, Executive Director, Minnesota Turkey Growers Association (MTGA)
- Dr. Beth Thompson, Executive Director, Minnesota Board of Animal Health
  - Robert Orsten, Orsten Turkeys, Turkey Producer
  - Lara Durben, Communications and Program Director, MTGA
- 11:00-11:15 a.m.      **Break**
- 11:15-12:30 p.m.     **Ethanol Industry and Marketing Communications Challenges**  
Moderator: Adam Czech, Public Relations Manager, Minnesota Corn Growers Association (MCGA)
- Robert Moffitt, Communications Director, Clean Fuel & Vehicle Technology program of the American Lung Association of the Upper Midwest.
  - Lauren Carlson, CLICK, ( agency with years with ethanol advertising campaign experience)
  - Randy Doyal, CEO, A1-Corn Clean Fuel, Claremont
- 12:30-1:30 p.m.      **Lunch/Annual Business Meeting** - *Kellogg Suite 2*
- 1:45-3:00 p.m.        **Drones and its Impact on Consumers/Farmer Attitudes**  
Moderators: Tom Rothman, Director, Ag Stakeholder Outreach Dean's Office, University of Minnesota Extension, and Kristin Harner, Public Relations Director, Minnesota Farm Bureau
- Matt Rohlik, CEO, Ag Integrators, Inc., Willmar, MN

- Paul Lanoue, Farm Business Management Instructor, Minnesota West Community & Technical College
- Tentative Farmer (who uses drones for his ag operation)
- University of Minnesota Entomologist Ian MacRae

3:00-3:15 p.m.

**Break**

3:15-4:30 p.m.

**“Communicating Agriculture’s Message – Who are we talking to? How are we doing?”**

Moderator: Margaret Hart, Director of Communications, Minnesota Department of Agriculture

- Panelists TBD

6:00 p.m.

**ARC Hall of Fame Induction Ceremony and Dinner** – Mancini’s Char House

## **Thursday, June 23**

7:00-7:15 a.m.

Meet in Hotel lobby. Board bus and depart Intercontinental Hotel for Stanton, MN

### **Tour Details:**

8:00-10:30 a.m.

**Syngenta Seeds expanded research facility, Stanton.**

- Breakfast
- Research, Tour Seminar
- Jill Wheeler, update on Syngenta’s “The Good Growth Plan” PR initiative

10:30-10:45 a.m.

Board bus and depart Syngenta Seeds.

11:30 a.m.-2:30 p.m.

**CHS Headquarters, Inver Grove Heights.**

CHS is largest ag supply cooperative in the world.

11:30-12:00 p.m.

Lunch

12:00-12:30 p.m.

Welcome and introduction to CHS Enterprise Marketing Communications

12:30-1:10 p.m.

Case Study: CHS Media Forum event (includes 10-min. Q&A)

A review of first-ever media forum where leading ag and business media hear from CHS leadership on relevance of cooperatives, finances and market outlooks from grain and energy experts. Will include measurements from the event and include follow-up contacts.

1:10-1:50 p.m.

Case Study: Cenex® Tanks of Thanks® (includes 10-min. Q&A)

Review of successful five-year program where 100,000 people in more than 3,000 communities have been nominated to receive free fuel from Cenex. So far, \$500,000 has been awarded. The program, including advertising, comes to a close. Will get a peek at what’s next.

1:50-2:30 p.m.

Case Study: CHS Field and Saint Paul Saints (includes 10-min. Q&A)

CHS secures naming rights to new CHS Field. What went into the negotiations and how and why it was important to CHS. Lots of successes and measurements to prove it. Will also have a St. Paul Saints representative describe their experiences working with CHS.

2:30 p.m. Board bus, depart CHS.

3:00-5:00 p.m. **Land O'Lakes, Arden Hills (farm-table consumer focus).**  
• Program Coordination by Faye Bliese, Land O' Lakes

5:00 p.m. Board bus

5:30-6:00 p.m. Return to Intercontinental Hotel, St. Paul.

7:00-7:30 p.m. **Golden ARC Awards Reception** - *Kellogg Suite 2*

7:30-9:00 p.m. **Golden ARC Awards Dinner** - *Kellogg Suite 1*  
Daren Williams, ARC President, presiding

9:30 p.m. Music by Little Chicago - *Kellogg Suite 1*