



A M S S T Y L E

AG MEDIA SUMMIT 2010



JULY 24-28



ST. PAUL, MINNESOTA



A joint meeting of:
American Agricultural Editors' Association
Livestock Publications Council
and ABM Agri-Council
Plus the annual meeting of the Agricultural
Communicators of Tomorrow.

REGISTRATION INFORMATION

All registrations must be made at www.agmediasummit.com



AG MEDIA SUMMIT 2010

REGISTRATION INFORMATION

Register online at www.agmediasummit.com.

SATURDAY, JULY 24

ALL DAY Pre-conference tours (see descriptions on back page)
7 p.m. ACT Pool Party (at hotel)



SUNDAY, JULY 25

8 a.m. - 5 p.m. Registration
8 a.m. - Noon. AAEA board meeting
8 a.m. - Noon. LPC board meeting
10 a.m. - 5 p.m. LPC critique reviews (by individual appointments to be assigned)
11 a.m. ACT orientation/student professionalism/welcome to AMS
Noon. Lunch on your own
Noon - 5 p.m. Workshops and seminars
2 p.m. - 5 p.m. InfoExpo exhibit setup
2 p.m. - 6 p.m. Ag Relations Council silent auction open for bidding
2 p.m. ACT student session
4:30 p.m. - 5:30 p.m. First-timers' reception
6 p.m. - 9 p.m. Welcome cruise on the Mississippi River. Come enjoy a special evening with Padelford Cruises up and down the Mississippi River. It will be the perfect welcome to St. Paul, Minnesota. Plan on lots of good food, entertainment, dancing and catch up with your friends at this "Famous Welcome Party!"
1:00 P.M. - 2:45 P.M.
Get your geek on. It is time to "get your geek on." You have a lot of pressure to Tweet and Facebook and shoot video, but how can anyone find the time to do all of that and who has the budget? The

Poynter Institute's **Al Tompkins** will take you on a fast-paced, highly interactive encounter with the coolest multi-media tools available. Al will show you free apps, online sites and tools that will help you tell stories with video, mapping, augmented reality and interactive chats. This session is low on theory and high on showing you the stuff you can use right away. If you know how to send an e-mail, you have the online skills to do everything Al will show you. By the end of this session, you will be the coolest person in your office. Really.

3:00 P.M. - 4:30 P.M.

Writing from the heart. **Jeffrey Zaslow**, columnist for The Wall Street Journal, co-author of The Last Lecture and Highest Duty, and author of *The Girls From Ames*. As much as anyone can, Jeffrey's writing delves deep into the emotional transitions people make in life. He is a master at drawing those stories out of sources — stories that help make his one of the best newspaper columns in the business and helped spur his involvement with three best-selling books. In this session he will talk about how he cultivates ideas, sources and yes, even editors. He'll clue us in as to how he managed to write three books while still writing his column — and he'll tell us the stories from behind those books.

PRE-CONFERENCE PHOTOGRAPY WORKSHOP: FRIDAY-SUNDAY, JULY 23-25

Michael A. Schwarz is an independent editorial and corporate photojournalist based in Atlanta, Georgia. This intensive photo workshop will review basic camera functions; and participants will spend the mornings shooting at a working farm. Participants will be guided through real-world shooting situations and have the opportunity to photograph people, places and things. The morning sessions will deal with lighting, composition and content. In the afternoons the group will head back to the hotel for critiques and Q&A. Participants will learn about workflow, image processing and editing for a story and slideshow. Participants should bring camera gear, memory cards and, if possible, a computer and card reader.

Program details:

- Twenty-five participants to be accepted. Names will be placed on a waiting list after the capacity is met.
- Workshop cost: \$200 by May 3. Registration after May 3 is \$300.
- If you cancel after May 3, you are still responsible for the workshop fee — \$200 — unless you find a replacement or there is someone on the waiting list willing to replace you.

Contact Diane Johnson at dianej@flash.net to participate.

MONDAY, JULY 26

All Day. Registration

7 a.m. Golf outing at Keller Golf Course, St. Paul (additional fee)

8 a.m. - 3 p.m. InfoExpo setup

8:30 a.m. - 4 p.m. Workshops and seminars

9 a.m. - 6 p.m. ARC silent auction open for bidding

11:45 a.m. - 12:45 p.m. Student awards and recognition luncheon

4 p.m. - 7 p.m. InfoExpo grand opening



BLOCK 1: 8:30 A.M. - 10:00 A.M.

Photo: Small flash crash course

Learn how to use the most essential photographic accessory, the portable flash. Instructor **Michael Schwarz** will review important camera and flash settings; radio remote and wireless TTL flash; using flash outdoors; and creative light modification with umbrellas, soft boxes and reflectors.

Writing: I knew that! A guide to proper grammar usage.

Barbara Mack, associate professor of Journalism and Mass Communications at Iowa State University, will lead this interactive workshop on grammar. Grammar is a very important part of writing. Yet writers still make mistakes with some of the core parts of writing. This session works on possessive case, word usage, subject-verb agreement and often confused words. She'll also review "real life screw-ups," which always makes people feel better about their own work.

Web/Social Media: Hell hath no fury like a mom blogger scorned.

In this session, **David Wescott**, vice president for APCO Worldwide, will discuss the influence of the new power-player in the digital media landscape — the online mom. He will share information on the value brands can gain from engaging this community and best practices on outreach strategies. Wescott is the author of It's Not a Lecture (www.itsnotalecture.com), a Web log that examines emerging online

communication issues. He helped develop APCO Worldwide's Virtual Vantage Points (www.virtualvantagepoints.com), a blog that examines how online discussions impact mainstream debates.

PR/Social media: Crisis management in the new social media age.

You don't have to play in the social media world to become a victim of it. What lessons can be learned from the social media mistakes of others who allowed a blip on the radar screen to become a social media humiliation? When social media bites, how should you respond? **Bob Gagne** and **Seth Pederson**, senior counselors at Exponent PR, the public relations division of Minneapolis-based Colle+McVoy, will share principles about responding to a potential or real crisis in the new age of social media.

Design: Adobe® Illustrator hidden gems.

Adobe Certified Trainer **Claudia McCue** will discuss why the Appearance Panel is your best friend in Illustrator, and see how to create custom brushes that look like natural-media brushes, fancy edges, and sprays of wildflowers. See how Illustrator can make your work easier.

Writing: Depth and impact: Make your writing shine.

Utne Reader Editor-in-Chief **David Schimke** will share techniques to improve the depth and impact of your writing. Explore inventive leads, narrative tension and internal transitions, as well as the importance — and perils — of pursuing tone and voice. In addition to better stories, you'll improve editor-writer communications from the assignment to the final edit.

BLOCK 2: 10:15 A.M. - 11:30 A.M.

Writing: Depth and impact: make your writing shine (repeat).

Utne Reader editor-in-chief **David Schimke** will share techniques to improve the depth and impact of your writing. Explore inventive leads, narrative tension and internal transitions, as well as the importance — and perils — of pursuing tone and voice. In addition to better stories, you'll improve editor-writer communications from the assignment to the final edit.



Web: Get connected: Exploring cutting edge communications in the digital age.

During the 2008 election cycle, **Ben Self** served as the Democratic National Committee technology director and supervised the technology projects of the national party, focusing specifically on the Web site, computer infrastructure, compliance software and national voter file database. In this role, he led projects that entirely revamped the technology of the national party, including a complete replacement of the Web site and the Democratic Party's national voter file, VoteBuilder. Self will share some of what he has learned during his career, including experience in new media technologies, statistical data analysis, data warehousing, database architecture and administration, system design and system development.

Management: Crisis communications in 2010 and beyond.

In this session **David Wescott**, vice president for APCO Worldwide, will discuss the strategies and tactics companies must embrace to prepare for and respond to a crisis — as well as walk through how the media (both mainstream and online) will cover a crisis today. David will review case studies such as Blue Grass Airport's handling of Comair Flight 5191 in August 2006.

Design: Adobe® InDesign hidden gems.

If you've been using InDesign for a while, you'll appreciate learning some ways to work faster, smarter, and have more fun. Some of InDesign's handiest features aren't quite obvious, and some are hiding in plain sight. Come to this session and Adobe Certified Trainer **Claudia McCue** will help to pick up speed and finesse in your favorite page layout program.

General: Copyright, trademark and your business presence.

During this session, Iowa State University associate professor **Barbara Mack** focuses on performing basic trademark searches using the U.S. Patent and Trademark Office (USPTO) Web site, the scope of protection for your business identity, unique marks vs. marks with a secondary meaning, and how to work with a lawyer to protect your image. It also looks at recent court cases that indicate how far a trademark owner can go—or how limited a mark owner is—in stopping people from using something similar to that mark.

NOON

Student awards and recognition luncheon



BLOCK 3: 1:00 P.M. - 2:15 P.M.

Writing: Econ 101 refresher. Economics touches every facet of agriculture. To get the story right, you need to know the economic basics. Join economist **Toby Madden** and writer and analyst **Joe Mahon** with the Minneapolis Federal Reserve Bank, for a primer on macroeconomics. Brush up on what you've forgotten, or missed, in college.

Web: Get connected: Exploring cutting edge communications in the digital age (repeat). During the 2008 election cycle, **Ben Self** served as the Democratic National Committee technology director and supervised the technology projects of the national party, focusing specifically on the Website, computer infrastructure, compliance software and national voter file database. In this role, he led projects that entirely revamped the technology of the national party, including a complete replacement of the Web site and the Democratic Party's national voter file, VoteBuilder. Self will share some of what he has learned in his career, including experience in new media technologies, statistical data analysis, data warehousing, database architecture and administration, system design and system development.

PR: What's keeping you awake at night? Agriculture industry communicators have to juggle their roles as advisors, spokespersons, researchers, writers and managers, while demonstrating some bottom-line value. What are the most urgent pressures of ag industry communicators like you? What are the short-term and long-term issues that are most significant to you and your companies? Answers to these questions and more will be derived from member surveys of the American Agricultural Editors' Association, the Livestock Publications Council and the American Business Media Agri-Council. The findings and implications will be presented by **Tom Lindell**, managing director of Exponent PR, the public relations division of Minneapolis-based Colle+McVoy and **Sara Petersen**, a counselor at Exponent who has worked with a range of agriculture-based companies.

General: Business etiquette 101.

Diane Johnson, CMP, Details by Design, notes that as business professionals, all of us attend receptions, banquets and plenty of other events. What are things to consider when greeting people and trying to shake hands while feasting on appetizers? How do you work the room professionally? What are the dining mistakes that many make? What about new online etiquette with Facebook? Do I really have to be "friends" with everyone? Diane will walk you through the importance of etiquette and protocol. She has more than 25 years of experience in advertising and marketing, which has allowed her to gain the practical knowledge and polish necessary to thrive in this ever-changing global economy. She is certified by the Protocol School of Washington, the leading school in professional etiquette and protocol training and certification.

Writing: Selling and publishing your book. Whether you've got a book idea growing inside you or a finished manuscript ready to show to editors, **Scott Edelstein** will get you started down the path to publication. He'll look at books and publishers of all types (including e-books), as well as at literary agents, book proposals, advances and royalties, subsidiary rights, and much more. You will leave this session far better equipped to make your way through the often confusing maze of American book publishing—and to give your book its best chance in the marketplace. A professional writer for almost 40 years, Scott has published 15 books (including *The Complete Writer's Kit*) and more than 150 short pieces. His Web site, www.helpingwriters.com, contains lots of free information, inspiration and tools for writers.

Newsmaker: The ongoing challenge from animal activist groups. National industry, communications and commodity experts, including **Jamie King**, director of communications and member services/managing editor for Ohio Cattlemen's Association; **Hinda Mitchell**, the Cochran Group; and **Gene Gregory**, president and CEO of United Egg Producers, share stories from the front lines of recent agri-political campaigns, including California's Proposition 2, Ohio's State Issue 2 and more. This panel will discuss how states can prepare for similar efforts, take proactive steps against activism and effectively communicate about modern livestock farming. Learn more about engaging third-party ally groups, recognizing the influence of animal rights extremist groups on farming today and building in-state coalitions within the farm community.

BLOCK 4: 2:30 P.M. - 4:15 P.M.

General: Time management and organization. We are all asked to do more with less, so how do we effectively manage time between office and travel? **Jill Goodrich** is a seasoned corporate communications, marketing and PR counselor and project leader, and a vice president at McCormick Company. Jill has in-depth experience helping companies manage communication during times of transition – mergers and acquisitions, layoffs and reorganization.

Writing and visual: Storytelling in the moment. With so many media sources competing for the attention of our audiences, visual journalists need an edge. This session will explore the powerful lure of a story told in the moment. National Emmy recipient **Boyd Huppert**, reporter for KARE-11 TV in Minneapolis, will demonstrate the magic that can happen when the right words are married with the right pictures. Whether you're a seasoned visual storyteller or experimenting with a new medium, this session will be loaded with tips to expand your toolbox and provide for your viewers stories they will never forget.

Management: Business is business, right? Not necessarily. Business in agriculture—or agribusiness—has many unique aspects that are unlike any other industry. The buying behaviors of producers aren't always focused solely on price; they want to be "kneecap to kneecap" with the sales associate when they make their purchasing decisions. The lending practices are substantially different for this industry, as well. There is an increasing amount of public pressure and regulation from the farm gate to the consumer's plate. These are only three of many facets in agriculture making it distinct enough to warrant its own moniker of agribusiness. **Aissa Good**, senior project manager with Purdue University's Center for Food and Agricultural Business, has successfully managed agribusiness educational programs for up to 300 participants.



Students: Extreme makeover: Resume edition. **Lisa Bryant** brings her experience as a career consultant for the largest department at Oklahoma State University to help demolish your fears and build your resume. Start construction with a blueprint of your past leadership and experience. Break ground to design a solid framework with the basics including font choice, structure and overall appearance. Engineer a firm foundation with a discussion of the various elements to include on your resume. Strengthen your resume with the right word choice. Decorate with the little things that make you sell. Landscape with the best references for the job at hand. Learn to be your own best realtor to market your dream resume to close a deal on the job you want. Finally, "move that bus!" View and critique various resume models to improve your neighborhood. Get the most from this session by bringing your resume for a quick critique.

Newsmaker: Rural economics, a snapshot. From the credit situation on farms and in rural communities to what interest rates might mean for farming operations, join economist **Toby Madden** with the Minneapolis Federal Reserve Bank, for a snapshot of current conditions and a look at the near-term future.



Newsmaker: Ecosystem markets: Fantastic opportunity or financial fiction? Many farmers and ranchers provide valuable environmental services, from protecting water quality to sequestering carbon. Ecosystem markets seek to turn those services into income opportunities—but sorting out the science of BMPs and structuring credit trading can be complicated. Ohio grower and director of the Agricultural Conservation Innovation Center **Brian Brandt**, Minnesota grower **Dave Legvold** and others explore how the science, policy and economics of ecosystem markets are coming together.

6:00 P.M.

ACT critique and contest awards presentation



TUESDAY, JULY 27

All day. Registration
7:30 a.m. - 8:30 a.m. AAEA, LPC and ACT annual business meetings
8:30 a.m. - 10 a.m. Breakfast in InfoExpo
9 a.m. - Noon. ARC silent auction open for bidding (closing bids at Noon)
10:15 a.m. - 4:30 p.m. Seminars and workshops
Noon. Luncheon with keynote speaker
1:30 p.m. - 3 p.m. Dessert in InfoExpo
2 p.m. ACT business meeting
3:15 p.m. LPC contest awards presentation
4:30 p.m. - 5:30 p.m. AAEA awards presentation
3 p.m. - 6 p.m. InfoExpo teardown
6:30 p.m. Reception
7:15 p.m. Joint dinner and awards banquet

BLOCK 1: 10:15 A.M. - 11:45 A.M.

Writing: Preparing people for interviews—making the connection.

With more than 30 years of experience in the agriculture radio and television industry, **Colleen Callahan** has a way with people and connecting with them to get their story. Preparation prior to the interview is an important aspect of making the subject feel comfortable. Colleen will share entertaining video clips to point out why you need to be prepared and give communication pointers as to how to make the interview successful. Colleen's passion for agriculture has taken her all over the world, including a journey to Afghanistan and Iraq at the invitation of the U.S. Secretary of Agriculture.

Students: Tools & toys for leadership and living.

This session will provide practical ideas for leadership and success. **Steve Drake** will use items ranging from a golf ball and hockey puck to a C-clamp and level to share tips and ideas to build a successful career in agriculture. And Drake, president of Drake & Company, an accredited association management company, has lived his subject. His career has included reporting on the moon walk

for the Associated Press to walking on the Great Wall of China; attending President Kennedy's funeral and two presidential inaugurations; playing varsity ice hockey at Ohio State to coaching youth hockey in St. Louis; Being hired...being fired...hiring and firing; working for others to starting three national organizations to owning his own multi-million dollar business. All of this he says is the result of his degree and the leadership development gained through an agriculture college. If you're eager to step ahead, you won't want to miss this session.

PR: What are brand managers thinking—bridging the communication gap.

Cliff Becker, CMA Consulting, will moderate as **Mike Hofer**, marketing manager with BASF Crop Protection; **Ben Church**, marketing communications manager at Pfizer Animal Health; **Kerry Moncur**, marketing manager for Z Tags North America; **Billy Frey**, North American public relations manager for Alltech; and **Judy Myers**, associate director, cattle marketing at Boehringer Ingelheim Vetmedica, Inc. discuss the most effective way for writers and sales people to communicate with brand managers. They will identify communication paths between all individuals that serve the best needs of both the brand managers and the communications professionals.

Publishing/Design: Publication redesign on a dime.

You want to give your magazine, newspaper or newsletter a new look. But time after time you talk yourself out of it because of time or cost. A redesign doesn't need to break the budget, but can pay big dividends in providing a fresh new look to re-engage current readers and to entice new ones. **Julie Ellingson** of the North Dakota Stockmen's Association and **Scarlett Hagins** of the Kansas Stockman guided their publications through complete redesigns. In both cases, the staff size is small and the budget even smaller. Both publications earned the Livestock Publications Council James Flanagan Award for Most Improved Publication. Julie and Scarlett will share their perspective on how the process began and how the redesign was successfully implemented.

PR: Characteristics of a winning public relations program.

Successful public relations campaigns are created when marketers combine clear objectives, intuitive strategies and results-garnering tactics. Winners of a 2010 Ag Relations Council (ARC) Golden ARC award in the campaigns division will take the audience behind the scenes in developing the winning program, and share how the victorious marketer

contrived to “move the needle.” In addition, ARC will announce the remaining winners in 38 categories in the 2010 Golden ARC Awards. The Golden ARC Awards began in 1990 and honor the best in agricultural public relations. The contest has been re-instituted after several years’ absence.

General: FAZD Center: A DHS partnership with land-grants and other universities to protect U.S. food and agriculture infrastructure.

Protecting animal agriculture through rapid field detection, new vaccine development, crisis communications training, producer education, and development of an emergency information network to support state veterinarians are just a few deliverables of a new partnership. This partnership is guided by the National Foreign Animal and Zoonotic Disease Defense Center (FAZD Center), a Department of Homeland Security University Center of Excellence led by a coalition of universities across the country. The partnership also supports the worldwide interdisciplinary “One Health Initiative” to protect international public health and food and agricultural economies from vulnerabilities associated with human and animal diseases. Attendees will learn from **Tom A. “Andy” Vestal**, PhD, Texas A&M, about a growing national database of agricultural crisis communicators; and FAZD Center education and research that has resulted in tools for prevention, preparedness, response and recovery.

11:45 A.M. - 1:15 P.M.

Keynote: With vision, there is hope – Bruce Vincent. It is time for change – and change will be our friend. America is ready for a new vision of conservation and environmental stewardship that is based upon hope instead of fear. In order to share this vision we must first reintroduce the American consumer to the processes and the people of production and then lead – not just fight – the discussion over our environment. Those who work at the ground level in implementing society’s framework for protecting the environment are positioned at the leading edge of the changes and challenges of this discussion. That edge provides exciting opportunities and hope. Vincent is a third-generation logger from Libby, Mont. He helped form and is currently serving as president of Communities For A Great Northwest, executive director of Provider Pals and is co-owner of Environomics.

3:15 P.M.

LPC Contest Awards Presentation



BLOCK 2: 3:15 P.M. - 4:30 P.M.

Photography: Why conventional wisdom is bad for good photography — and how you can overcome it.

Eric Grant is director of public relations for the American Angus Association, where he oversees all aspects of the organization’s communications, advertising and public relations programs. A 24-year veteran in livestock photography, Grant has served a wide array of publications, organizations and advertising agencies including Farm Journal Media, Range and American Cowboy. In this session, Grant will discuss how conventional approaches often prevent photographers from seeing opportunities, taking risks and capturing fresh and innovative perspectives in their photography. He’ll share several simple steps that anyone can take to improve their photographs immediately, and bring home the photos they need to make their publications more interesting.

General: So, you want to date my daughter? Bruce Vincent will discuss how we operate only with the consent of the public. Understanding society’s concerns about environmental issues and animal husbandry issues (they LOVE the environment and animals...) is critical in positively engaging that public body. Vincent is a third-generation logger from Libby, Montana. He helped form and is currently serving as president of Communities, For A Great Northwest, he is also executive director of Provider Pals and is co-owner of Environomics.

Motivational: The Es of life, the stitching of your own quilt. Colleen Callahan offers a very lively motivational presentation backed by her life experiences. Many points of the presentation begin with the letter “E.” Excelling in life’s journey is not an easy feat. Learning about yourself and how to work together with energy, not envy or excuses, is important. Colleen will give her experiences of how to use these “Es” effectively every day in order to become successful.

PR/Sales: Effective presentations. What do you have to do to communicate effectively? How do you read client body language and how does it impact success? **Mark Siebert** is the group publisher and national sales manager

for the Food 360 division of Vance Publishing, with excellent interpersonal skills and strong presentation, written and verbal communication skill sets. He has exceptional creative thinking and problem-resolution skills that contribute value in a dynamic, client-centered environment. He has extensive experience in emerging integrated media and new product launches leveraging technology, original and syndicated powered content supported by advertising.

Web/Social Media: Advocating: A friendship-building forum for producers and consumers.

Today’s conversations about agriculture are taking place online. If we want to be part of that conversation, then we need to be involved in social media. BEEF Daily Editor **Amanda Nolz** will talk about how an internship led to her current position writing a daily blog: www.blog.beefmagazine.com/beef_daily/ to help educate the public about the importance of agriculture in their every day lives. South Dakota rancher **Troy Hadrick** is passionate about agriculture and realized right off the bat that the best way to combat negativity toward agriculture was to stand up and tell his own story, which he does through his agriculture blog: www.advocatesforag.blogspot.com and speaking to groups all across the country. Amanda and Troy will discuss the importance of being an agriculture advocate (advocate) through the use of speaking engagements, the Internet and social media to help preserve the agriculture way of life for future generations.

4:30 P.M.

AAEA Awards Presentation

6:30 P.M.

Cocktail Reception

7:15 P.M.

Closing Dinner and Awards Night. The culmination of the 2010 AMS meeting will be our annual reception and closing dinner. This event also will feature the presentation of the major awards by AAEA and LPC.



WEDNESDAY, JULY 28

8 a.m. - 2 p.m. Optional activity
New Product Launch Day, AGCO
Warner Coliseum, St. Paul, Minn.

GENERAL INFORMATION

REGISTRATION OPTIONS

Full Package Registration

	June 30 or Before	July 1-15	July 16 or After
Member (AAEA, ABM, LPC)	\$325	\$475	\$575
ACT Advisors	\$325	\$475	\$575
Non-Member	\$499	\$650	\$800
Student	\$195	\$325	\$400
Spouse/Guest	\$325	\$450	\$550

All ticketed meal functions are included in the full package registration fee. (All breakfasts are also included.) These events include:

- Welcome Party – Sunday, July 25
- Luncheons – Monday, July 26 and Tuesday, July 27
- Joint Awards Dinner – Tuesday, July 27

When you register you must mark the meal functions you will be attending to receive tickets. Please only mark the functions you will be attending.

One Day Only

	June 30 or Before	July 1-15	July 16 or After
Sunday	\$150	\$200	\$300
Monday	\$200	\$300	\$400
Tuesday	\$200	\$300	\$400

One-Day passes includes workshops/sessions, breakfast and luncheon for that day.

Extra Single Event Tickets

- Welcome Party (Sunday night) \$60
- Luncheon (Monday or Tuesday) \$50
- Joint Dinner and Awards Banquet (Tuesday night) \$100
- All Saturday tours (open to everyone) \$65 per person
- Golf Outing on Monday (open to everyone) \$125

If you are a sponsor and/or exhibitor and are part of your company's comp registrations, you still need to fill out the online registration form. If you are not a part of your company's comp registrations, you have two options:

1. InfoExpo Only passes are available for \$95. These do not include meal tickets or access to workshops.
2. Or you can purchase a full conference registration which includes all meal functions that you request.

**All information updated continuously at www.agmediasummit.com.
To go directly to registration: www.agmediasummitregistration.com.**

HOTEL INFORMATION

All functions will be held at:

Crowne Plaza St. Paul – Riverfront
11 East Kellogg Boulevard
St. Paul, MN 55101
(651) 292-1900, Fax: (651) 605-0189

Except for Welcome Party on Sunday night, which will be held off-site.

Room rate for the hotel is \$125 + tax.

CANCELLATION POLICY FOR AMS

100% – On or before June 30, 2010
50% – July 1 - July 15, 2010
0% – No refunds will be issued for cancellations July 16, 2010, and after.

After July 16, you must register on-site.

FOR MORE INFORMATION

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REMINDER. ALL REGISTRATION FORMS MUST BE FILLED OUT ONLINE. No faxed or mailed copies will be accepted, however, you may pay with a check. When you have filled out your form, you will be given the option to mark that you are sending a check. Deadline for checks – must be postmarked by June 30 to receive early registration. To register: www.agmediasummit.com and follow the links. Makes checks payable to Ag Media Summit and mail to: AMS, 910 Currie St., Fort Worth, TX 76107

SATURDAY TOURS

Pre-AMS agriculture tours have become a staple of the Ag Media Summit, and this year is no different. We are excited to offer several tour options in and around the Minneapolis/St. Paul area. Following are general tips and information. Check your email and the www.agmediasummit.com Web site for more details.

- The Saturday tours are a separate cost, at \$65 per person.
- Tours generally leave between 7 a.m. and 8 a.m. and return by 5 p.m. and 6 p.m. Assume they will last a full day.
- There is limited space available and a minimum number of participants must sign up for a tour to be held.
- There will likely be one or two meals and refreshments offered throughout the day.

Following is information about the tours.

FUELS OF THE FUTURE - This tour spotlights Minnesota companies that are taking a leading role in renewable fuels. We'll kick off the tour at **CHS Inc.**, which balances its bio-fuels business with producing and marketing petroleum products. John Litterio of CHS Renewable Fuels Marketing will address the group.

Next, we tour **Guardian Energy's** new 100 million-gallon ethanol plant. Guardian Energy is a joint venture between six Midwestern farmer-owned ethanol plants. Randall Doyal, the CEO of AI-Corn Clean Fuel, will provide insight into the ethanol industry, and describe the significance of this plant.

Our third stop is at **Rahr Malting's** biomass cogeneration facility. A leading provider of malt to the North American brewing industry, Rahr has partnered with a neighboring Native American tribe to build a facility that helps Rahr meet part of its own heat and power needs, while providing some "green" power to the grid. Rahr works with farmers and food manufacturers to take on their biomass, from corn stover and cobs, to wood and Cheerios byproducts. We conclude our tour at Syngenta, where we'll view its new LEED Gold-certified regional headquarters, and hear from David Witherspoon, vice president of Renewable Fuels, on how **Syngenta** is unlocking the full potential of the corn plant by using enzyme expression to build on the success of corn ethanol and make it more profitable and sustainable.

NEW MEDIA MARKET BASKET - Ag and food companies large and small are texting, tweeting and Facebooking their way to success. On this very special field trip, you'll learn how companies in farming are engaging with customers in new ways. We'll begin at the **Mill City Farmer's Market**, located next to the world-renowned Guthrie Theatre in downtown Minneapolis, and hear from purveyors on how they tap the power of social media to build a loyal customer following. From this vibrant gathering place of Minnesota's most prominent organic and sustainable food producers, we'll head over to **Colle+McVoy**, a strategic marketing agency located in downtown Minneapolis, for an exciting panel discussion on New Media. Experts in mobile, digital and social media will be on hand to share their insights and success stories, and answer your questions about the future of communications in agriculture. Finally, a tentative stop at **Target Field**, the new home of the Minnesota Twins, who have chosen to deliver for Twin's fans a whole array of Minnesota-based foods.

FEATHERS, HOOVES AND FRUITS - Sample some of the "best of" Minnesota agriculture on this diverse tour. First up: an innovative turkey operation near the Twin Cities where we'll learn why Minnesota is the country's leader in turkey production. Next stop: **Gar-Lin Dairy**, one of the top dairies in the Midwest. Milk production averages more than 30,000 lbs per cow, which is 50 percent above the national average. The dairy features a 50-stall rotary milking parlor and a cross-ventilated special needs barn for dry and fresh cows. After a quick stop in charming downtown **Stillwater**, we'll tour **St. Croix Vineyards** and view cold-hardy cultivars developed by the University of Minnesota to spur grape production in the state. In true vine-to-wine fashion, we'll sample some of the winery's award-winning wines. At your leisure, you may stroll through the neighboring **Aamodt Apple Farms** to view another University of Minnesota trademark, the popular Honeycrisp apple variety.

TOUR FEE IS \$65 PER PERSON