



FARMER2FARMER

CONFERENCE AGENDA

QUAD CITY WATERFRONT - CONVENTION CENTER, BETTENDORF, IA
Register Today at www.farmer2farmer.ag

TIME DAY 1: TUESDAY, DECEMBER 15

2:00-8:00pm

PRE-REGISTRATION
Isle Hotel North Tower Lobby

5:00-7:30pm

WELCOME RECEPTION WITH OPEN BAR, HEAVY APPETIZERS & LIVE MUSIC

KEYNOTE
6:00-7:00pm



Dan Gable, Wrestling Legend
Isle Hotel North Tower Lobby

TIME DAY 2: WEDNESDAY, DECEMBER 16

REGISTRATION
Waterfront Convention Center

BREAKFAST
Waterfront Convention Center

8:30-9:00am

MONEYBALL & FARMING: THE CROWDSOURCING/ANALYTICS REVOLUTION
Amol Deshpande, CEO & Co-Founder, FBN
The Quad Cities Room

KEYNOTE
9:00-10:00am



MONEYBALL: THE ART OF WINNING AN UNFAIR GAME
Paul DePodesta, VP of Player Development, New York Mets & Subject Film "Moneyball"
The Quad Cities Room

10:00-11:00am

THE FUTURE OF NETWORKED FARM INTELLIGENCE: 2016 PRODUCT PREVIEW
Charles Baron, VP of Product & Co-Founder, Plus the FBN Team
The Quad Cities Room

11:00-11:20am

NETWORKING BREAK

11:20-12:05pm

**RISING LEADERS, CHANGING STRATEGIES:
OUTSANDING YOUNG FARMERS**
Larry Trebesch (Chair), Chris Zenker, Brett McCorry,
Brandon Hunnicut, Jonathan Czerwonka
The Quad Cities Room

MANAGING AGRONOMIC TRANSFORMATIONS
Tad Wesley (Chair), Chad Ingels, Keith Alverson, Mike Effertz
The Iowa Room

LUNCH & KEYNOTE
12:15-1:30pm



THE MONEYBALL PHILOSOPHY: BRINGING ANALYTICS TO THE NBA
Daryl Morey, General Manager, Houston Rockets
Isle Center in North Tower

1:45-2:45pm

PRECISION MASTERS
Lucas Strom (Chair), Ken Dalenberg, Gary Wagner, Kris Tom
The Quad Cities Room

BRINGING DATA SCIENCE TO THE FARM
Matt Meisner, Head of Analytics, FBN
The Iowa Room

2:45-3:00pm

NETWORKING BREAK

3:00-4:00pm

THE MONEYBALL FARMER
Lucas Strom (Chair), Steve Pitstick, Pat Duncanson, Brett McCorry
The Quad Cities Room

CROP MARKETING STRATEGIES
Jason Moss (Brock Associates), Chris Gould, Nate Hultgren
The Iowa Room

KEYNOTE
4:15-5:30pm



BIG DATA: FROM THE BATTLEFIELD TO YOUR FIELD
Lt. General Jim Huggins, U.S. Army (Ret.) & Col. Gary Kramlich, U.S. Army War College
The Quad Cities Room

5:30pm

NETWORKING COCKTAIL PARTY WITH OPEN BAR, HEAVY APPETIZERS & LIVE MUSIC

TIME DAY 3: THURSDAY, DECEMBER 17

7:00-8:00am

REGISTRATION
Isle Hotel North Tower Lobby

BREAKFAST
Isle Hotel North Tower Lobby

8:00-8:30am

FBN NETWORK BASICS
Isle Hotel North Tower Lobby

FBN EXPERT CONSULTATIONS 1 ON 1
Isle Hotel North Tower Lobby

8:30-9:00am

MAXIMIZING YOUR FBN ANALYTICS
Isle Hotel North Tower Lobby

FBN EXPERT CONSULTATIONS 1 ON 1
Isle Hotel North Tower Lobby

9:00-10:00am

USING FBN SEED FINDER FOR SEED SELECTION
Isle Hotel North Tower Lobby

FBN EXPERT CONSULTATIONS 1 ON 1
Isle Hotel North Tower Lobby

10:15-11:15am

UPCOMING PRODUCTS DEEP DIVE
Isle Hotel North Tower Lobby

FBN EXPERT CONSULTATIONS 1 ON 1
Isle Hotel North Tower Lobby

12:00pm

JOHN DEERE TOUR. LIMITED SPACE AVAILABLE, RESERVE YOUR SPOT TODAY!
Contact Kendall at kendall@farmersbusinessnetwork.com