

Micro & Macro Talks



TOGETHER *towards* TOMORROW

FINAL SCHEDULE

MACRO = 45 min. Micro = 20 min.

WE'VE MOVED TO 6TH FLOOR! Room details are listed on each session.

Saturday - 12:00 PM

6th Floor, Water Tower Parlor

MACRO - Industrialized Hemp

David Williams, University of Kentucky Jeff Cox, Illinois Department of Agriculture

What will the rules around industrialized hemp be? Learn the basics before you embark on growing. Find out the regulation before you start production.

Saturday - 12:00 PM

6th Floor, Adams, Theater 1

Micro - Diversify Your Farm with Livestock

Nic Anderson, ILDG Business Developer

This session will help identify ways to diversify your income with livestock and the steps you need to take to get started. Join this presentation by Nic Anderson, Illinois Livestock Development Group, to learn more about opportunities available to you in Illinois.

Saturday - 12:30 PM

6th Floor, Adams, Theater 2

Micro - The Influence of Cover Cropping on A Watershed Scale

Dr. Catherine O'Reilly, Associate Professor of Geology, College of Arts and Science, Illinois State University

This talk will describe how a watershed-scale, multi-farm cover cropping experiment has influenced nutrient losses and water quality. In a paired watershed study, we have been assessing the extent to which adding only cover crops, without changing any other farm management practices, can affect water quality.

Saturday - 1:00 PM

6th Floor, Adams, Theater 1

Micro - Cover Crops & Nitrogen Management Impacts on Soil Nitrogen, Cash Crop Yield, & Water Quality

Dr. Shalamar Armstrong, Assistant Professor of Soil Conservation & Management, Department of Agronomy, Purdue University

The contribution of nitrogen (N) from the Upper Mississippi River Basin to the hypoxic zone of the Gulf of Mexico continues to be an environmental issue. Cover cropping has been identified as an effective in-field strategy that can be adopted on a watershed scale to reduce N loss. However, only 5% of row crop land nationally adopted cover crops possibly due to a lack of knowledge on how cover crops affect N cycling and the fate of fertilizer N within different N management systems. Thus, this presentation will discuss data that attempt to address the following common questions about cover crops and N: (1) can cover crops reduce the amount of fertilizer N lost?; (2) what percentage of cover

crop scavenged N will be available to my next crop?; and (3) what are potential adaptive N management strategies that can be used in a cover crop system to achieve optimum corn yields?

Saturday - 1:15 PM

6th Floor, Water Tower Parlor

MACRO - Drones & Putting Our Numbers to Work for You

Brad Clow, Crop Operations Manager, COUNTRY Financial

John Howell, Crop Claims Senior Adjuster, COUNTRY Financial

Learn what an aerial view of your crops can provide (drones) and how the crop team is helping our customers identify other crop needs. Our drone program is a time saving tool for adjusters and provides security/first-hand view of damage/non-damage for the farmer.

Saturday - 1:30 PM

6th Floor, Adams, Theater 2

Micro - Planning for People & Pollinators in the Midwest

Alexis Winter, Environmental Social Scientist, The Field Museum

This talk will cover findings from Field Museum's research over the last two years on monarch conservation in developed areas in the Midwest, and future directions for research and conservation action. The monarch's steep decline demands an all-hands-on-deck approach, and our research reveals that there are indeed important roles that people in a variety of land use sectors can play in the conservation of this charismatic species. Our work explores connections between monarch conservation and local interests, and thus builds toward plans and actions that benefit both people and monarchs.

Saturday - 2:00 PM

6th Floor, Adams, Theater 1

Micro - How Can Farm Bureau Help Members with Health Care?

Chris Magnuson, Executive Director of Operations, News & Communications, IFB

Christina Nourie, Northeast Legislative Coordinator, IFB

The rising cost of health insurance is a major expense for many farmers. The quality of health care faces challenges; particularly in rural areas. A year ago, delegates at the IAA Annual Meeting asked Illinois Farm Bureau to investigate options to help members. A year later, find out what recommendations are being considered.

Saturday - 2:30 PM

6th Floor, Water Tower Parlor

MACRO - Leveraging Social Media to Grow your Business

Katie Eades Cressy, Social Media Consultant, COUNTRY Financial

There's more to social media than a tweet, a 'gram or a post; learn to use social media to help you increase your reach and connect with more people to tell the story of your farm and small business. Attend this session to learn how you can leverage social media grow your social presence, and ultimately your business.

Saturday - 2:30 PM
6th Floor, Spire Parlor

MACRO - Rural Mental Health Outreach

Ted Matthews, Director of Minnesota Rural Mental Health

Ted Matthews, Director of Minnesota Rural Mental Health. Ted is a mental health practitioner with over 30 years of experience counseling in rural areas. His focus for the past two decades has been farm mental health support. Ted will talk about mental health for farmers and what we can do to recognize the signs of someone who needs help.

Saturday - 2:30 PM
6th Floor, Adams, Theater 2

Micro - Using Cover Crops for Weed Management

Dr. Karla Gage, Assistant Professor of Weed Science & Plant Biology, College of Agricultural Sciences, Southern Illinois University Carbondale

Cover crops may provide many long-term benefits to crop production. However, the use of cover crops may also pose challenges, especially in the successful integration of cover crops into an effective herbicide program. Data will be presented from Southern Illinois University research trials, which seek to optimize the integrated use of cover crops and herbicides to effectively manage weeds.

Saturday - 3:00 PM
6th Floor, Adams, Theater 1

Micro - What's the Law: Bioengineered Food Disclosure

Raghela Scavuzzo, Local Foods Programs Manager, IFB

Bioengineered food disclosure is the new food label for GMO food labeling. Come to learn the law and how this law will impact food labeling. Get your questions answered about the NON-GMO Label vs. the New Bioengineered label that is coming soon.

Saturday - 3:30 PM
6th Floor, Adams, Theater 2

Micro - Assessing Tile Depth & Spacing Impact on Nutrient Losses & Crop Production

Dr. Rabin Bhattarai, Assistant Professor, Soil & Water Resources Engineering, Department of Agricultural & Biological Engineering, University of Illinois at Urbana-Champaign

The objective of this study is to quantify tile drainage nutrient losses for different combinations of tile depth and spacing, while also assessing potential agronomic and environmental tradeoffs that have not been previously considered. A critical evaluation of tile drainage design practices is needed to provide a holistic understanding of the system for reducing nutrient losses while maintaining crop production goals. This research is being conducted at the South Farm Agricultural Experimental Station in Urbana, IL.

Saturday - 3:45 PM
6th Floor, Water Tower Parlor

MACRO - Finding Family Farming Success in The Shark Tank

Dr. Ron Hanson, Neal E. Harlan Agribusiness Professor Emeritus, University of Nebraska-Lincoln

This presentation will identify the importance of implementing a business contingency planning process so that a farming operation continues when and if the unexpected happens. Striving to find

answers as well as solutions is an effective strategy for a success when initiating a business contingency plan in case an unexpected change happens to the farm or family or even both at once.

Saturday - 4:00 PM

6th Floor, Adams, Theater 1

Micro - Food Labels

Raghela Scavuzzo, Local Foods Programs Manager, IFB

Learn how to read food labels. Find out what is regulated and what is not regulated on your food package. Understand what your food packages mean before you buy.

Saturday - 4:30 PM

6th Floor, Adams, Theater 2

Micro - Tile Water Management

Dr. Jon Schoonover, Professor of Physical Hydrology, College of Agricultural Sciences, Southern Illinois University Carbondale

This presentation will focus on management options in tile drained agricultural fields. Specifically, past and future saturated buffer designs and water and sediment control basins (WASCOBs) will be discussed.

Sunday - 8:30 AM

6th Floor, Spire Parlor

MACRO - Rural Mental Health Outreach

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Sunday - 9:00 AM

6th Floor, Adams, Theater 1

Micro - It All Began with A Facebook Post

Singing Contractors

A journey that began with an impromptu recording of “How Great Thou Art” posted on Facebook to the signing of a contract with a major recording label. The guys will walk you through the many interesting highlights of their exciting journey.

Sunday - 9:00 AM

6th Floor, Water Tower Parlor

MACRO - Animal Agriculture Updates

Casey Kinler, Animal Ag Alliance

Join this session to learn how animal rights activists are developing “undercover” videos, faith-based outreach, pressuring restaurants and retailers, targeting investors and more to change or eliminate animal agriculture. Casey Kinler will share themes and tactics the activist groups have used and how you can be prepared.

Sunday - 9:30 AM

6th Floor, Adams, Theater 2

Micro - Growing Good Neighbors – A FieldWatch Overview

Stephanie Regagnon, CEO, FieldWatch

During this presentation, Stephanie will provide an overview of the FieldWatch program, new apps and technology available, as well as Illinois's participation in the same.

Sunday - 12:30 PM

6th Floor, Adams, Theater 2

Micro - Ag In the Classroom: Beyond the Classroom.

Brad Banning, Education Manager, IFB

Learn about the efforts Ag in the Classroom makes outside of curriculum development. This session will focus on pre-service visits at colleges and universities, county level support, grants, and program partnerships.

Sunday - 12:30 PM

6th Floor, Water Tower Parlor

MACRO - Winter/Spring Weather Outlook & Trends

Eric Snodgrass, Meteorologist & Co-Founder of Agrible

The first part of the program will cover the winter and spring outlook for weather in the US and South America. The second half will cover mega trends in weather and climate.

Sunday - 1:00 PM

6th Floor, Adams, Theater 1

Micro - How Can Farm Bureau Help Members with Health Care?

Chris Magnuson, Executive Director of Operations, News & Communications, IFB

Christina Nourie, Northeast Legislative Coordinator, IFB

The rising cost of health insurance is a major expense for many farmers. The quality of health care faces challenges; particularly in rural areas. A year ago, delegates at the IAA Annual Meeting asked Illinois Farm Bureau to investigate options to help members. A year later, find out what recommendations are being considered.

Sunday - 1:30 PM

6th Floor, Adams, Theater 2

Micro - Understanding Field-Level Nitrogen & Water Dynamics for Illinois Farmers

Dr. Kaiyu Guan, Assistant Professor in Ecohydrology and Remote Sensing, Department of Natural Resources and Environmental Sciences, University of Illinois at Urbana-Champaign

Dr. Guan will share some recent work done from his lab regarding the monitoring and modeling field-level nitrogen and water for Illinois farms. The study has a focus on the suitability and potential impacts of cover crop on crop yield and environments.

Sunday - 1:45 PM

6th Floor, Water Tower Parlor

MACRO - Communications as A Tool to Build Stronger Family Relationships

Dr. Ron Hanson, Neal E. Harlan Agribusiness Professor Emeritus, University of Nebraska-Lincoln

Building stronger family relationships while creating family harmony is one of the real secrets for success in a farming operation committed to open and effective communications. Helping farm families to achieve stronger family relationships through better lines of communication is the goal of

this presentation. All family members must have the same motivation and commitment to accomplish this goal.

Sunday - 2:00 PM
6th Floor, Adams, Theater 1

Micro - Resources for Monarch Butterflies & Other Pollinators in Illinois CRP

Dr. David Zaya, Plant Ecologist, Illinois Natural History Survey

The Conservation Reserve Program (CRP) is meant to provide and enhance wildlife habitat, with increasing emphasis on insect pollinators. In particular, the value of CRP for monarch butterflies is of interest because the species has rapidly declined in the last two decades. I undertook a research project that compared the resources available to monarch butterflies and other pollinators in different types of CRP fields. Additionally, I collected data on monarch butterfly egg laying preference. In this presentation I summarize our findings and explain the implications for the value of CRP for pollinator conservation.

Sunday - 2:30 PM
6th Floor, Adams, Theater 2

Micro - Cover Crop Management Influence on Corn Nitrogen Requirement

Dr. Amir Sadeghpour, Assistant Professor of Soil Management and Integrated Cropping Systems, College of Agricultural Sciences, Southern Illinois University Carbondale

Late termination of cover crops has the potential to significantly reduce nitrate losses and improve water quality. However, late termination could potentially decrease the subsequent corn yield due to nitrogen immobilization. Changing the starter nitrogen application rate and re-evaluating optimum nitrogen need of the corn crop followed by a late-terminated cover crop could eliminate the issue to increase the adoption of late termination practice.

Sunday - 3:00 PM
6th Floor, Adams, Theater 1

Micro - Micro-Managing Sustainability: Microbial Ecology Approaches to Nutrient Management

Dr. Angela Kent, Professor of Microbial Ecology and Environmental Microbiology, Department of Natural Resources and Environmental Sciences, University of Illinois at Urbana-Champaign

Overview of how understanding the ecology of microbial communities involved in nitrogen transformations might open up additional strategies for nutrient retention and management.

Sunday - 3:00 PM
6th Floor, Water Tower Parlor

MACRO - Veterinary Diagnostic Lab – Services for Illinois Farms

Dr. Rick Fredrickson, University of Illinois Veterinary Diagnostic Lab Director

The Veterinary Diagnostic Laboratory provides diagnostic medical testing for infectious agents, toxins, and other causes of disease in animal diagnostic samples. Dr. Rick Fredrickson will share information on how the lab can provide services to Illinois farmers.

Sunday - 3:30 PM
6th Floor, Adams, Theater 2

Micro - Cover Crops & Water Quality

Dr. Karl Williard, Professor of Forest Hydrology and Watershed Management, College of Agricultural Sciences, Southern Illinois University Carbondale

This presentation will focus on assessing the water quality benefits and challenges associated with cover crops based on field and watershed scale studies at Southern Illinois University Farms.

Sunday - 4:00 PM
6th Floor, Adams, Theater 1

Micro - Making Way for Monarchs: Efforts to Collaborate Across Sectors for Pollinator Conservation

Iris Caldwell, P.E., Program Manager – Sustainable Landscapes, Energy Resources Center, University of Illinois at Chicago

With monarch butterfly and other pollinator populations in decline, a diverse mix of landowners are working together to provide more habitat across Illinois and surrounding states. Learn more about the Illinois Monarch Project and the Rights-of-Way as Habitat Working Group, and how their efforts fit into a potential Endangered Species Act listing for the monarch and broader conservation work.

Sunday - 4:15 PM
6th Floor, Water Tower Parlor

MACRO - Digging into Your Protection on Crops & Other Commodities

Doug Yoder, Crop Agency Manager

Doug Yoder, Crop Agency Manager at COUNTRY Financial will offer an update on crop claims and protections, including: 1) A new private product that can be purchased in conjunction with federal crop insurance to enhance coverage. 2) A brand-new dairy program from the federal government will allow us to service the dairy industry with this much needed protection. This session will also allow time for Q&A with crop and commodity insurance experts.

Sunday - 4:30 PM
6th Floor, Adams, Theater 2

Micro - Developing A Regional Phosphorus (rP) Cycle in The U.S. Midwest

Dr. Andrew Margenot, Assistant Professor of Soil and Cropping Systems, Department of Crop Sciences, University of Illinois at Urbana-Champaign

Agricultural re-use of P recovered from waste streams (rP) stands to mitigate point-source P losses, meet agricultural P needs, and – depending on the speciation of rP– mitigate P losses from agriculture. We illustrate the potential of rP production from diverse nutrient-rich waste sources (e.g., urban wastewater treatment, wet milling operations) and its re-use in the Midwestern agricultural sink. Integrating rP into production agriculture as a (likely partial) substitute for P inputs stands to improve water quality while maintaining agricultural profitability, and potentially enable the agricultural sector to provide solutions for P management in Midwestern watersheds.

Monday - 8:00 AM
6th Floor, Adams, Theater 1

Micro - Illinois Farm Families, Bring Engagement to Your County!
Kevin Daugherty, Education Director, IFB

Join Kevin Daugherty, Director of the Illinois Center for Agricultural Engagement, as we discuss the Illinois Farm Family Coalition as well as tips and tricks to engage consumers in your area.

Monday - 8:00 AM
6th Floor, Water Tower Parlor

MACRO - Fuel of The Future: We're Growing Octane
Rodney Weinzierl, Illinois Corn Executive Director
Kristy Moore, Ethanol Fuels Consultant for Illinois Corn Checkoff

As automakers are pressed to provide more efficient, cleaner vehicles, they're looking for cleaner burning, powerful fuels. Corn-based ethanol is ready and able to fuel these cars of the future as ethanol is the most economic and available octane source on the market. This new domestic demand opportunity means more corn grind, and that's our business at IL Corn

Monday - 8:30 AM
6th Floor, Adams, Theater 2

Micro - The Economics of Conservation Practices
Gary Schnitkey, University of Illinois ag economist
Travis Deppe, Illinois Corn Nutrient Loss Reduction Manager

Illinois Corn's work with Precision Conservation Management is putting numbers on paper when it comes to conservation and best management practices. At this session you'll hear the latest on what the numbers show. What's a winning strategy for your farm? You'll need to closely analyze your own numbers as they relate to the overall data to see how your strategy will play out.

Monday - 9:00 AM
6th Floor, Adams, Theater 1

Micro - Growing Women in Agriculture
Krista Swanson, Research Specialist, Agriculture & Consumer Economics, University of Illinois

Just as farming has changed over the years, the role of women in agriculture has evolved. Our industry needs innovative and insightful women who are eager to make a difference on their farm, and in their communities and government. Learn more about opportunities to grow as a woman in agriculture.

Monday - 9:15 AM
6th Floor, Water Tower Parlor

MACRO - Protecting Your Livestock from Black Vultures & Other Predators
Scott Beckerman, USDA Wildlife Services State Director

Are you seeing an increase in the loss of cattle, sheep, or other livestock? Attend this session with Scott Beckerman to learn the tools and techniques you can implement to disperse predators from your pastures and calving areas.

Monday - 9:30 AM
6th Floor, Adams, Theater 2

Micro - Starting A Scholarship
Susan Moore, IAA Foundation, Kirk Builta, Champaign CFB Foundation

Establishing a scholarship fund can be a meaningful way to give back, or pay tribute to a loved one. And it's much simpler (psst...and cheaper) than you might think! Learn how the IAA Foundation and County Farm Bureaus are working with individuals and organizations to help fulfill their charitable wishes.

Monday - 10:30 AM
6th Floor, Adams, Theater 2

Micro - Locking Through: Waterways Improvements Key to Profitability
Rodney Weinzierl, Illinois Corn Executive Director
Jim Tarmann, Illinois Corn Field Service Director

IL Corn is a leader on waterways infrastructure improvements on a national scale. Your corn checkoff dollars have supported research that proves the value of the waterways. And your IL Corn membership dollars have activated on the issue. This session will give you the latest information and a behind the scenes understanding of how IL Corn moves on waterway.

Monday - 11:30 AM
6th Floor, Adams, Theater 2

Micro - MiField
Brendan Bachman, Sr. Manager, Agronomy Technology

How integrating MiField, and the three areas of concentration -- MiField Applied Research, MiField Nurture, and MiField Analytics -- can drive optimal profitability. Benefit from other growers' experiences with current, aggregated MiField Trial results to move your farm operation to the next level. MiField is focused on working with growers to help them better understand their cropping practices and to deliver data with recommendations to help them be more profitable, per acre, on their fields.

Monday - 12:30 PM
6th Floor, Adams, Theater 2

Micro - Eating for Cognitive Health
Mary Liz Wright, Nutrition & Wellness Educator, University of Illinois Extension

Dementia does not have to be inevitable. Learn what to eat to delay cognitive decline. It is easier than you think

Monday - 12:30 PM
6th Floor, Water Tower Parlor

MACRO - The Big Picture
Dale Durchholz, Senior Market Analyst, AgriVisor

What lies ahead into the 2020s? What do long term price cycles tell us about the coming economic environment for agriculture? How might the changing trade landscape and evolution of world economies affect our agricultural markets?

Monday - 1:00 PM
6th Floor, Adams, Theater 1

Micro - Debit & Credit Card Fraud & Security
Brian McGill, Supervisor Marketing and Member Development, IAACU

Card fraud on debit and credit cards affects millions of consumers each year. Financial losses and identify theft can be a result of a compromised account. Learn recent fraud trends and steps to keep your account secure.

Monday - 1:30 PM
6th Floor, Adams, Theater 2

Micro - Social Media - Negative Comments
Sabrina Burkiewicz, Senior Social Media Specialist, IFB

Does fear of negative comments prevent you from talking about important agriculture issues like GMOs, trade or animal welfare? Do you feel paralyzed when people make negative comments on your social media posts? Join us as we discuss easy-to-implement strategies to handle negative social media comments that will leave you feeling like you've got the upper hand in the conversation.

Monday - 2:00 PM
6th Floor, Adams, Theater 1

Micro - Financial Peace: What's the Cost?
Mattie & Michael Haas, Young Farmers, Financial Peace University Graduates

Are you ready to stop feeling out-of-control in the financial sway of your life? Are you ready to tell your dollars where to go? Michael and Mattie Haas from Hamilton, IL will share their 4-year debt-free journey to financial peace following Dave Ramsey's principles as outlined in Financial Peace University. Come join the conversation of financial freedom and what life and legacy look like after. Get ready to find motivation and the strategy to live out your dreams along with support from 4.5 million other people who have gone through Financial Peace University!

Monday - 2:30 PM
6th Floor, Adams, Theater 2

Micro - Diseases & Disasters, Keeping Your Investment Safe
Dr. Sandra Gilmore, Emergency Programs Coordinator, IDOA

When do I call a vet? Should I call a vet? What's a reportable disease? Join this session to learn from Dr. Sandra Gilmore how to protect your farm from an outbreak or a disaster. She will share tips and suggestions on how to develop a biosecurity plan you can start today.

Monday - 3:00 PM
6th Floor, Water Tower Parlor

MACRO - Building and Sustaining Wealth
Todd Bunton, CTB Wealth Management, COUNTRY Financial

COUNTRY Financial will talk about the economy and how it's affecting farmers. The exact topics and message points will be determined closer to Annual Meeting to allow us the flexibility to talk about what's currently happening.