

# ATTEND THE MIDWEST'S PREMIER AGRONOMIC INPUTS INDUSTRY EVENT

January 13-15, 2015

## Wisconsin Crop Management Conference and Agri-Industry Showcase

Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, Wisconsin 53713



*Featuring the All Industry Reception, Wide Ranging Product/Equipment Displays, Service Industries Displays, Exhibitor Luncheon, CCA CEUs Available in all Five Areas, Association Meetings, WABA Awards Ceremony, Scholarship Recipients, and much more.*

- Over 50 Educational Presentations Dealing with Agronomic issues, Technology, and Crop and Pest Management
- Tradeshow with Over 100 Industry Exhibitors
- 100,000 Square Feet of Exhibits and Equipment
- The Alliant Energy Center's Entire Conference Facility
- Broad Attendance from the Agricultural Industry

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Advance Education Program and Registration Materials Enclosed

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# Conference and Trade Show

# Education Program Overview

## Tuesday, January 13

7:00am-1:00pm	Large Equip. Exhibitor Setup	Halls A-D
8:00am-1:00pm	Syngenta Meeting/ Lunch	Mendota 8
8:00am-12:00pm	WinField NW Agronomy Managers Meeting	Kegonsa
8:30am - 11:00am	CCA Board Meeting	Boardroom
9:00am - 11:00am	LaCrosse Seed Meeting	Mendota 6
8:30am - 3:30pm	WinField Meeting/Lunch	Mendota 5
11:00am-12:30pm	CCA Luncheon	Monona/ Wingra/ Waubesa
11:45am - 1:00pm	Exhibitor Lunch	Halls A-D
1:00pm - 4:00pm	Education Sessions	Mendota Rms 1-4
1:00pm - 6:00pm	Small Equip. & Display Setup	Halls A-D
1:45pm - 2:00pm	WABA Awards Presentation	Mendota Rms 1-8
4:15pm - 5:00pm	WABA Annual Membership Meeting	Mendota Rms 1-8

## Wednesday, January 14

7:00am - 8:00am	Completion of Exhibitor Setup	Halls A-D
8:00am - 7:30pm	Trade Show Open	Halls A-D
8am Wed to 12:30 Thursday	WABA Silent Auction	Halls A-D
9:00am - 5:00pm	Grain & Feed Seminars	Waubesa/ Kegonsa
9:00am - 5:00pm	Education Sessions	Mendota Rms 1-8
9:00am - 11:00pm	Snap Plus Workshop	Monona
11:45am - 1:00pm	Lunch	Halls A-D
1:00pm	Scholarship Awards	Halls A-D
12:00pm - 1:00pm	WAPAC Meeting	Board Room
5:00pm - 7:30pm	All-Industry Reception	Halls A-D

## Thursday, January 15

7:00am - 8:30am	WAPAC Breakfast	Monona/ Wingra
8:00am- 2:00pm	Trade Show Open	Halls A-D
8:30am - 5:00pm	Grain & Feed Seminars	Waubesa/ Kegonsa
9:00am - 3:30pm	Education Sessions	Mendota Rms 1-8
11:45am - 1:00pm	Lunch	Halls A-D
12:45pm	Silent Auction Winners Announced	Halls A-D

## Tuesday, January 13

- Alison Wedeg, WI FFA State President
- WABA Awards Presentation
- Keynote Speaker 1: Leroy Butler, Member Green Bay Packer Hall of Fame and Inventor of the Lambeau Leap
- Keynote Speaker 2: Marie Sanchez, Sr., Marketing Director for the Panama Canal Authority
- WABA Awards Presentation
- WABA Annual Membership Meeting

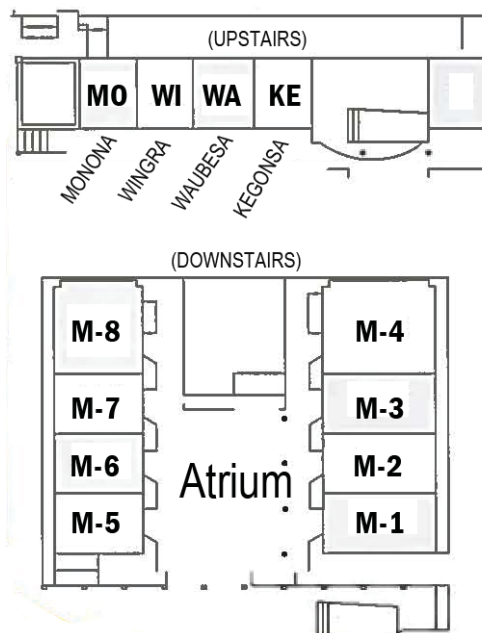
## Wednesday, January 14

- SNAP-Plus for beginners
- Soil and Water Management
- Traits, Application Technology, and Climate: An Agronomic Potpourri
- Insect Management
- Grain and Feed Regulatory Updates
- Manure and Fertilizer
- Precision Agriculture
- Weed Management
- Grain and Feed Marketing
- Scholarship Recipient Recognition

## Thursday, January 15

- Vegetable Crops
- Nitrogen and Nutrient Management
- Disease Management
- Agribusiness Management

Class Room Layout (M = Mendota Rooms)



# 2015 Wisconsin Crop Management Conference Program

## Tuesday, January 13, 2015

Time	Mendota 1-4	Mendota 6 & 7
	<b>Plenary Session</b> <i>Moderators: Tom Bressner and Shawn Conley</i>	
1:00-1:15	Welcome and introductions	
1:10-1:30	Legislative Speaker TBA	
1:30-1:45	Alison Wedeg, Wisconsin FFA State President	
1:45-2:00	WABA Awards Presentations	
2:00-3:00	Keynote 1: Leroy Butler, Member Green Bay Packer Hall of Fame and Inventor of the Lambeau Leap	
3:00-4:00	Keynote 2: Marie Sanchez, Senior Marketing Director for the Panama Canal Authority	
4:15-5:00	WABA Annual Membership Meeting	

## Wednesday, January 14, 2015 – Special Sessions

Time	Monona (upstairs)
9:00-11:00	<b>SNAP-Plus for beginners</b> <i>Sue Porter, Wis. DATCP</i> <i>Laura Ward Good, UW Madison</i> Pre-registration required. 30 people max. Must bring laptop computer with SNAP-Plus installed. Download the most recent version from <a href="http://www.snapplus.net">www.snapplus.net</a> . (2.0 NM)
8:00 (1/14)-12:30 (1/15)	WABA Scholarship Program Silent Auction – 8 am Wednesday to 12:30 pm Thursday – Trade Show Floor
	Lunch and tradeshow

**Attention Certified Crop Advisors (CCA):** All continuing education units (CEUs) are pending approval and are given in parenthesis for each session. Key to CEU abbreviations: CM, crop management; NM, nutrient management; PD, professional development; PM, pest management; SW, soil & water management. Please bring your certification card with the magnetic strip so that you can scan into and out of sessions to track your CEUs. A paper recording system will be available for CCAs that do not have cards with magnetic strips. **There will be no pro-rating of CEUs. In order to earn the CEUs, you must attend the entire session.** A session is either 30 or 50 minutes long and there may be more than one speaker during the session. You will be required to scan into the room before/during the first 10 minutes of a session.

# Wednesday, January 14, 2015

Time	Mendota 1-3	Mendota 4	Mendota 5-8	Waubesa/Kegonsa
	<b>Soil and Water Management</b> <i>Moderator: David Crass, Michael Best &amp; Friedrich</i>	<b>Traits, Application Technology, and Climate: An Agronomic Potpourri</b> <i>Moderator: Porter Martin, Michael Best &amp; Friedrich</i>	<b>Insect Management</b> <i>Moderator: Eric Birschbach, Ag Site Crop Consulting, LLC</i>	<b>Grain and Feed Regulatory Updates</b> <i>Moderator: Jon Accola, Premier Cooperative</i>
9:00-9:50	<b>Fixing tile blowouts: What you need to know!</b> <i>Eric Cooley, Discovery Farms</i> <b>Crop residue management: trash or treasure?</b> <i>Francisco Arriaga, UW Madison</i>	<b>Corn and soybean herbicide trait pipeline industry panel</b> <i>Daren Bohannon, Bayer CropScience; Johnathan Dierking, Monsanto; Jeff Laufenberg, Syngenta</i>	<b>Traits, insecticides, and crop rotation: corn rootworm management under tight crop budgets</b> <i>Ken Ostlie, Univ. of Minnesota</i> <b>Wisconsin insect survey results: 2014 and outlook for 2015</b> <i>Krista Hamilton, Wis. DATCP</i>	<b>DATCP issues and updates</b> <i>Robby Personette (Feed); Eric Hanson (Grain); Dan Smith (Ag development)</i>
10:00-10:50	<b>Manure irrigation: Benefits and challenges</b> <i>Becky Larson, UW Madison</i> <b>Irrigation water management</b> <i>John Panuska, UW Madison</i>	<b>Does adjuvant choice really matter?</b> <i>Bryan Young, Purdue Univ.</i> <b>Sprayer set-up to mitigate drift</b> <i>Dan Heider, UW Madison</i>	<b>Economic benefit of neonicotinoids in the U.S.</b> <i>Paul Mitchell and Russ Groves, UW Madison</i>	<b>Food safety modernization</b> <i>Henry Turlington, American Feed Industry Assoc.</i>
11:00-11:30	<b>Success: Producer implemented water quality improvement in the Driftless Area</b> <i>Laura Ward Good, UW Madison</i>	<b>Weather trend impact on U.S. soybean yield: Regional and in-season differences</b> <i>Shawn Conley, UW Madison</i>	<b>Seed companies, dealers, extension, and EPA: Making sense of differing corn rootworm management recommendations</b> <i>Ken Ostlie, Univ. of Minnesota</i>	<b>OSHA safety tips:</b> <i>Jim Nolte, WABA</i>
<b>Lunch and Trade Show</b>				
	<b>Manure and Fertilizer</b> <i>Moderator: Steve Hanvold, Ag Ventures, LLC</i>	<b>Precision Agriculture</b> <i>Moderator: Eric Cooley, Discovery Farms</i>	<b>Weed Management</b> <i>Moderator: Joe Theis, Precision Planting</i>	<b>Grain and Feed Marketing</b> <i>Moderator: David Habermann, Landmark Services Cooperative</i>
2:00-2:50	<b>Low-disturbance manure application methods in a corn silage-rye cover crop system</b> <i>Bill Jokela, USDA-ARS</i> <b>Impact of manure application in different seasons on phosphorus loss in runoff</b> <i>Peter Vadas, USDA-ARS</i>	<b>Understanding the science of managing spatial variability</b> <i>Raj Khosla, Colorado State Univ.</i>	<b>Uh oh...44 oz of glyphosate didn't touch it...what do I do now?</b> <i>Brian Young, Purdue Univ.</i> <b>Research progress on understanding herbicide resistance in Wisconsin giant ragweed</b> <i>Dave Stoltenberg, Stacey Marion, Courtney Glettner, and Vince Davis, UW Madison</i>	<b>GMO issues worldwide and what it means to U.S. grain handlers</b> <i>Jared Hill, Natl. Grain and Feed Assoc.</i>
3:00-3:50	<b>Defining nitrogen management zones with apparent electrical conductivity mapping</b> <i>Matt Ruark, UW Madison</i> <b>Measures of nitrogen use efficiency and environmental impacts of dairy production systems</b> <i>Mark Powell, USDA-ARS, UW Madison</i>	<b>Can we use spectral imaging to detect production issues</b> <i>Phil Townsend, UW Madison</i> <b>Integrating UAV's into your crop management system</b> <i>Brian Luck, UW Madison</i>	<b>Herbicide-resistant pigweeds (Amaranthus spp.) are in Wisconsin, how serious is it?</b> <i>Thomas Butts and Vince Davis, UW Madison</i> <b>Efficacy of "new" herbicides and program approaches for resistance management</b> <i>Vince Davis and Elizabeth Bosak, UW Madison</i>	<b>Transportation issues: rail car, waterway locks and dams, trucks</b> <i>Dan Mack, CHS Inc.</i>
4:00-4:50	<b>Fertilizer update</b> <i>TBA</i>	<b>The realities of precision farming for corn</b> <i>Joe Lauer, UW Madison</i> <b>Can soybean growers benefit from precision agricultural data</b> <i>Ethan Smidt and Shawn Conley, UW Madison</i>	<b>Cover crop establishment following commonly applied corn and soybean herbicides in Wisconsin</b> <i>Daniel Smith and Vince Davis, UW Madison</i>	<b>World grain production trends, supply/demand, price and yield projections, market outlook</b> <i>Dewey Hull, Advance Trading</i>
5:00-7:30	<b>All Industry Reception – Trade Show Floor</b>			

# Thursday, January 15, 2015

Time	Mendota 1	Mendota 2-4	Mendota 5-8	Waubesa/Kegonsa
	<b>Vegetable Crops</b> <i>Moderator: Rich Grabarski, Allied Cooperative</i>	<b>Nitrogen and Nutrient Management</b> <i>Moderator: Eric Clark, WinField</i>	<b>Disease Management</b> <i>Moderator: Tom Hoffman, Central Wisconsin Cooperative</i>	<b>Agribusiness Management</b> <i>Moderator: Erik Huschitt, Badger State Ethanol</i>
9:00-9:50	<b>Late blight and downy mildew updates in processing vegetable crops</b> <i>Amanda Gevens, UW Madison</i> <b>Co-application of the diamide insecticides in snap beans</b> <i>Russ Groves, UW Madison</i>	<b>Use of crop sensors for nitrogen management</b> <i>Richard Ferguson, Univ. of Nebraska-Lincoln</i> <b>Evaluation of Adapt-N for making N rate recommendations in Wisconsin and the Midwest</b> <i>Carrie Laboski, UW Madison</i>	<b>Making every seed count: Who's responsible for stand loss</b> <i>Martin Chilvers, Michigan State Univ.</i> <b>Fungicide use in alfalfa: What four years of research has taught us</b> <i>Damon Smith, UW Madison</i>	<b>Ag/manufacturing sales tax exemptions: What feed, fertilizer and grain equipment is exempt and what isn't</b> <i>Jerome Leis, CliftonLarsonAllen, LLP</i>
10:00-10:50	<b>Web-based pest and disease forecasting tool for enhanced processing vegetable crop management</b> <i>Kenneth Frost, Amanda Gevens and Russ Groves, UW Madison</i> <b>Implications of off-target herbicides near specialty crops</b> <i>Jed Colquhoun, UW Madison</i>	<b>Government agency panel on nutrient management</b> <i>Pat Murphy, NRCS; Sara Walling, Wis. DATCP; Andrew Craig and Joseph Baeten, Wis. DNR</i>	<b>DATCP update</b> <i>Anette Phibbs, Wis. DATCP</i> <b>Tools for better management of white mold on soybean</b> <i>Damon Smith, UW Madison</i>	<b>Recruiting good people for your agribusiness</b> <i>Mark Washak, Ag One Source; Jim Fleming, Rich Connell Agri-Search; Megan O'Rourke, UW Madison</i>
11:00-11:30	<b>Cover crops in processing crops</b> <i>Erin Silva, UW Madison</i>	<b>Groundwater nitrate and nitrogen use efficiency in Nebraska's Central Platte River Valley</b> <i>Richard Ferguson, Univ. of Nebraska-Lincoln</i>	<b>Soybean sudden death syndrome: plant infection and management</b> <i>Martin Chilvers, Michigan State Univ.</i>	<b>Legislative updates on issues important to agriculture</b> <i>Shawn Pfaff, Pfaff Public Affairs</i>
<b>Lunch and Trade Show</b> <b>Snap Plus Office Hours @ 11:30 am to 1:30 pm – Mendota 2-4</b>				
		<b>Forage</b> <i>Moderator: Kevan Klingberg, Discovery Farms</i>	<b>Economics and Soil Health</b> <i>Moderator: Dawn Miller, Allied Cooperative</i>	
1:30-2:20		<b>Making baleage</b> <i>Dan Undersander, UW Madison</i> <b>Effects of manure on legume productivity and persistence</b> <i>Geoff Brink, UW Madison</i>	<b>Farm policy update: County ARC or PLC+SCO</b> <i>Paul Mitchell, UW Madison</i> <b>Grains price outlook</b> <i>Brenda Boetel, UW River Falls</i>	
2:30-3:20		<b>Checking in on Wisconsin alfalfa yield and persistence</b> <i>Mike Rankin, UW Extension</i> <b>Effect of annual grass weeds on alfalfa establishment, yield and forage quality</b> <i>Mark Renz, UW Madison</i>	<b>Aerial application of cover crops into corn and soybeans</b> <i>Jim Stute, Michael Fields Ag. Inst.</i> <b>Interaction of FGD gypsum, tillage and soil type on corn production in Wisconsin</b> <i>Elyssa McFarland, UW Madison</i>	

## Hotel Accommodations

### Wisconsin Crop Management Conference & Agri-Industry Showcase

**Clarion Suites** - attached to the Alliant Energy Center, 608-284-1234. All suites have 2 beds and a sleeper sofa, data port, 25" TV, coffee maker, iron & ironing board, hair dryer, pool, whirlpool, complimentary breakfast, cocktail area, 2 meeting rooms available.

**Sheraton** - 706 John Nolen Drive - Across from the Expo Center, 608-251-2300. Full service motel, with restaurant, pool, and full bar, meeting rooms available. Reserve online at a discount rate.

**Holiday Inn Express** - 722 John Nolen Drive - Next to Sheraton, across from Expo Center 608-255-7400. Economy motel with free continental breakfast, and a midsize 24-hour pool and whirlpool, no meeting place, free social hour 5-7 pm

**Americas Best Value Inn Mayflower** - 2509 Perry St (exit 261) Less than 2 mile to Alliant Energy Center (4 minutes). 608-221-9999. Free hot breakfast including Belgian waffles, pastries, orange juice, cereal, toast, coffee. Refrigerator and microwave in rooms, free wireless high speed Internet, free local calls, 80+ cable channels, Internet kiosks by breakfast area.

**The Madison Concourse Hotel and Governor's Club** – 1 W. Dayton St, downtown Madison. 2.5 miles from Expo Center. 800-356-8293. Underground parking, indoor pool, restaurant, bar, fitness center, ½ block from State Street and Capitol Square. The best location to explore downtown and campus-area restaurants, bars, shopping, museums, lakes and parks. Mention WI Crop Management Conference for a special discount when making your reservation.

**Inn on the Park** - 22 S. Carroll St. - downtown on SW corner of Capitol, 800-279-8811 or 608-257-8811. Free limo service from airport, free parking, indoor pool, restaurant, lounge, fitness center, coffee pot, iron & ironing board, hair dryer. One block from State Street, 2.5 mi from Expo Center (7 minutes), this is the place to stay if you want to enjoy Madison's downtown night life.

**Hilton Monona Terrace** – 9 E. Wilson St. – downtown 608-255-5100. Free limo service from airport, indoor pool, whirlpool, fitness center, iron & ironing board, coffee maker, hair dryer, free wireless high speed internet, cable TV with free HBO, Nintendo. About 3 mi. to the Expo Center (7 minutes).

**Americas Best Value Inn Madison** - 3438 us hwy 12-18 exit 142 off of I90 (ne corner of I90 & hwy 12-18). About 10 minutes east of Alliant Energy Center. 608-226-9999 Coffee 24/7. Free full hot breakfast (cook to order omelets, Belgian waffles, biscuits & gravy, hash browns & sausages, orange juice, apple juice, milk, cereal, toast, bagels, pastries, fruit toppings, apples, bananas). Refrigerator and microwave in rooms, free wireless high speed internet, free local calls, 80+ cable channels, guest laundry, Internet kiosks in lobby, heated outdoor swimming pool (seasonal), fitness room, cooking area available in common area/kitchen. Meeting space available.

**AmericInn** - 101 W. Broadway (corner of Broadway & Monona Drive) - Exit #265 from 12 & 18 onto Monona Drive, left (west) on Broadway, right into motel, 608-222-8601. About 2 mi. east of Expo Center, mini-refrigerators, microwave, coffee maker, hair dryer, enhanced continental breakfast, whirlpool & sauna, 2 small meeting rooms available. Rooms with whirlpools and fireplaces available.

**AmericInn Madison West** - 516 Grand Canyon Dr. - Exit #255 from 12 & 18 onto Gammon Road, right (north) on Gammon, right on Odana Road to Grand Canyon Dr. left onto Grand Canyon Drive into motel, 608-662-1990. About 7 mi. west of Expo Center, shuttle service available, business center, cable TV, wireless high speed internet, mini-refrigerators, microwave, coffee maker, hair dryer, buffet style breakfast, whirlpool, indoor heated pool, meeting room available. Ask for the WI Crop Management Conference block of rooms for a special discount.

**Country Inn & Suites** - 400 River Place - Exit #265 from 12 & 18 onto Monona Drive, at bottom of ramp north to traffic lights, left (west) onto Broadway, left on River Place, 1 block to hotel, 608-221-0055. About 2 miles east of the Expo Center, pool and workout room, extended continental breakfast, coffee maker.

**Super 8** - 1602 W. Beltline Hwy - Exit from 12 & 18 onto Fish Hatchery Rd. or Todd Dr., located on North side of highway at Fish Hatchery Rd. (If using Todd, use frontage road) west of Expo Center, 608-258-8882. Five minutes from Expo Center, free continental breakfast, cable TV with HBO, pool & whirlpool, free fax & copy service, fitness center, business center, queen sized beds, completely remodeled.

# 2015 Wisconsin Crop Management Conference

January 13 - 15, 2015

Exhibition Hall at Alliant Energy Center • 1919 Alliant Energy Center Way • Madison, WI 53713

## Advance Registration Form

**Conference Registration Includes:** parking, admission to education sessions, trade show, All-Industry Reception, a copy of the conference proceedings, and lunch on Wednesday, January 14 & Thursday, January 15, 2015. Sorry, No Refunds.

Attendee: \_\_\_\_\_ Attendee: \_\_\_\_\_  
City/State City/State

Attendee: \_\_\_\_\_ Attendee: \_\_\_\_\_  
City/State City/State

Attendee: \_\_\_\_\_ Attendee: \_\_\_\_\_  
City/State City/State

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

E-mail \_\_\_\_\_ Are you a Farmer/Producer?  Yes  No

Farmer/Producer Sponsored by \_\_\_\_\_

For Single Day registration, which day will you be attending?  Tues.  Wed.  Thurs.

**Advance registrations must be either faxed or postmarked WITH PAYMENT by December 19, 2014**

You may also register on-line at [www.wiagribusiness.org/store/](http://www.wiagribusiness.org/store/) and click on "Conference Attendee" from the menu

	General	College Student w/ Student ID	Number of Registrations	x Price	
Full Conference:	\$135	\$45	_____	\$_____	\$_____
Single Day:	\$95	\$35	_____	\$_____	\$_____

### Pre-Registration for Special Sessions

Registration is limited to 30 people for this class, you will be contacted if the session is full by the time you register.

Snap-Plus for Beginners
Must bring laptop computer with SNAP-Plus installed. Download the most recent version from <a href="http://www.snapplus.net">http://www.snapplus.net</a>
Name: _____
Email Address: _____
Phone No. _____

**Visa, MasterCard or Discover Payments (American Express NOT accepted)**

Card holder (Please Print) \_\_\_\_\_

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Card billing address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

**Return registration and payment to: WABA • 2801 International Lane, Suite 105 • Madison, WI 53704**

**Phone: (608) 223-1111 • Fax: (608) 223-1147**



2801 International Lane, Suite 105  
Madison, WI 53704

## Wisconsin Crop Management Conference and Agri-Industry Showcase

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Advance Education Program and  
Registration Materials Enclosed

**PRE-REGISTER BEFORE 12/19/2014**