

Attend the Midwest's Premier Agribusiness Industry Event
The Wisconsin Agribusiness Classic



January 10-11, 2024

Aliant Energy Center Exhibition Hall
1919 Alliant Energy Center Way
Madison, WI 53713

The Wisconsin Agribusiness Classic is Wisconsin's premier agribusiness industry event drawing interest and participation from all confluences of the industry from throughout the Midwestern state.

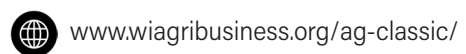
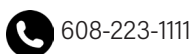
The event is held each January and boasts an attendance of nearly 1,000 attendees. The conference and tradeshow is a collaborative effort between the Wisconsin Agri-Business Association and the University of Wisconsin-Madison.

With nearly 100 industry exhibitors and over 40 educational presentations, the depth of coverage provided through the conference and tradeshow makes it clear why the Wisconsin Agribusiness Classic is Wisconsin's premier industry event.

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The Classic landing page.



2024 Wisconsin Agribusiness Classic Program

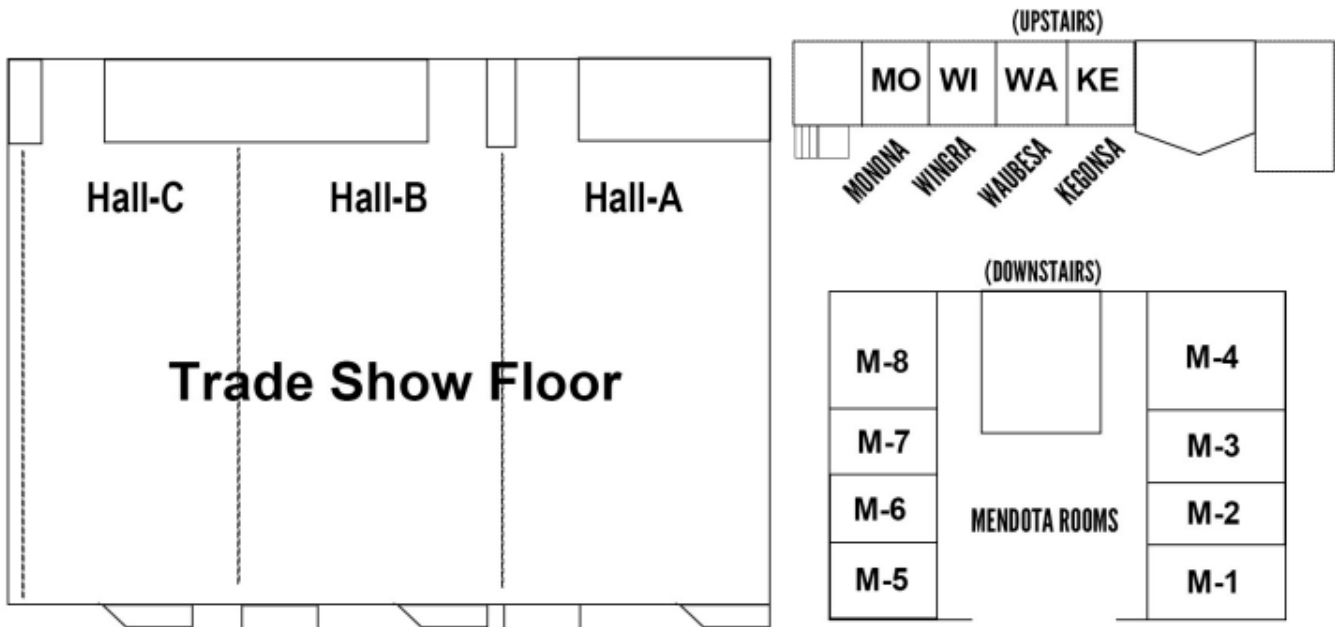
Special Sessions

Wednesday January 10, 2024	
Time	Monona/Wingra (upstairs)
8:30-10:20	<p>SnapPlus 101 <i>Laura Ward Good & Hava Blair</i> (UW-Madison Soil Science) <i>Andrea Topper</i> (Wis. DATCP) & <i>Dan Smith</i> (UW-Madison NPM)</p> <p>If possible, bring a laptop computer with SnapPlus installed. Download the most recent version from https://snapplus.wisc.edu/. Space is limited, register at https://forms.office.com/g/XA27juE5pC by January 3, 2024. Contact Andrea Topper (andrea.topper@wisconsin.gov) for more information.</p> <p style="text-align: right;">(2.0 NM)</p>
10:30-10:55	<p>SnapPlus for Agronomists <i>Laura Ward Good & Hava Blair</i> (UW-Madison Soil Science) <i>Andrea Topper</i> (Wis. DATCP) & <i>Dan Smith</i> (UW-Madison NPM)</p> <p>Bring your questions!</p> <p style="text-align: right;">(0.5 NM)</p>
BREAK	
12:00-1:30	Lunch and Trade Show

Attention Certified Crop Advisers (CCA): All continuing education units (CEUs) are pending approval and are given in parenthesis for each session.

Key to CEU abbreviation:	CM	crop management
	NM	nutrient management
	PD	professional development
	PM	pest management
	SW	soil & water management

A paper recording system will be available for CCAs that do not have the smart phone app. **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 10, 2024

Time	Mendota 1-3	Mendota 4	Mendota 5-8	Waubesa/Kegonsa
	SOIL & WATER MANAGEMENT Moderator: Matt Oehmichen, Short Lane Ag Supply	VEGETABLES Moderator: Aaron Burke, Atticus LLC	AGRONOMY Moderator: Porter Martin, Michael Best Law Firm	AGRIBUSINESS MANAGEMENT Moderator: Jeremy Beach, UW-Renk Agribusiness Institute
8:30-9:20	<p>Manure Treatment to Clean Water Systems and the Products Produced <i>Rebecca Larson (UW-Madison)</i></p> <p>Tillage Management Considerations for Row Crop Systems <i>Francisco Arriaga (UW-Madison)</i></p> <p style="text-align: right;">(0.5 ARPAS) (1.0 SW)</p>	<p>Eye in the Sky: Aerial Imaging for Sustainable Nitrogen Management in Processing Vegetable Crops <i>Taqdeer Gill & Yi Wang (UW-Madison)</i></p> <p>Cover Crops and Soil Health in the Central Sands <i>Afona Irabor, Amanda Gevens & Matt Ruark (UW-Madison)</i></p> <p style="text-align: right;">(1.0 NM)</p>	<p>Insect Pest Management in Early-Planted Soybeans: Pest Species, Damage, and Seed Treatment Efficacy <i>Christian Krupke (Purdue University)</i></p> <p>Soybean Planting Date, MG and Desiccants: Balancing High Yield with Harvestability <i>Andrew Malcomson & Shawn Conley (UW-Madison)</i></p> <p style="text-align: right;">(0.5 CM) (0.5 PM)</p>	<p>Panel How to Recruit Young Talent for Your Agribusiness Company <i>Kristina Vack (UW-Madison)</i> <i>Deb Ihm (Southwest Wisc. Technical College)</i> <i>Cole Hicken (Graduating student from UW-Madison)</i> <i>Katie Nusbaum (Graduating student from Southwest Wisc. Technical College)</i> <i>Shayla Danz (Premier Cooperative)</i></p>
9:20-9:30	BREAK			
9:30-10:00	<p>Economics of USDA Conservation Programs and Water Quality Trading <i>Jeff Hadachek (UW-Madison)</i></p> <p style="text-align: right;">(0.5 SW)</p>	<p>Practical Ways to Protect Water Quality Near Vegetable Production <i>Jed Colquhoun (UW-Madison)</i></p> <p style="text-align: right;">(0.5 CW)</p>	<p>Reviewing 20 Years of Bt Corn for Rootworm Control in the US Corn Belt: Resistance, Regional Trends and Recommendations <i>Christian Krupke (Purdue University)</i></p> <p style="text-align: right;">(0.5 PM)</p>	(1.5 PD)
10:00-11:00	TRADE SHOW BREAK			
11:00-11:50	<p>What do we Know About Nitrate Leaching in Wisconsin? <i>Kevin Masarik (UW-Stevens Point)</i></p> <p>Measuring Nitrate Leaching in Wisconsin <i>Amber Radatz (UW Discovery Farms)</i></p> <p style="text-align: right;">(1.0 SW)</p>	<p>Risk Mitigation and New Pesticide Evaluation: Consequences for Seed Treatments in the Future <i>Russ Groves, Ben Bradford & Scott Chapman (UW-Madison)</i></p> <p>Snap Bean Pathology <i>Doug Rouse (UW-Madison)</i></p> <p style="text-align: right;">(1.0 PM)</p>	<p>You've Come a Long Way: A Retrospective of Wisconsin Corn Yield Over the Last 30 Years and Beyond <i>Joe Lauer (UW-Madison)</i></p> <p>Where in the Deuce Did this Soybean Yield Come From? <i>Shawn Conley et al. (UW-Madison)</i></p> <p style="text-align: right;">(0.5 ARPAS) (1.0 CM)</p>	<p>You Have Questions? We Have Answers: The Volatile Property Insurance Marketplace Explained <i>Jim Bruncker & Jen Pino-Gallagher (M3 Insurance)</i></p> <p>Clearing the Fog on Cyber Attacks <i>Matt Thomson (M3 Insurance)</i></p> <p style="text-align: right;">(1.0 PD)</p>
12:00-1:30	LUNCH			

Wednesday January 10, 2024 continued...

Time	Mendota 1-3	Mendota 4	Mendota 5-8	Waubesa/Kegonsa
	NUTRIENT MANAGEMENT #1 Moderator: Chelsea Zegler, UW-Madison	DISEASE MANAGEMENT Moderator: Larry Fiene, Planet Earth Agronomy	WEED MANAGEMENT Moderator: Nicole Witt, Badger State Ethanol	ANIMAL HEALTH & NUTRITION Moderator: Steve Hellenbrand, Insight FS
1:30-2:20	What's the Latest and Greatest From our State Agencies? <i>Andrea Topper & Cody Calkins (DATCP), Aaron O'Rourke (DNR) & Eric Hurley (NRCS)</i> <div style="text-align: right;">(1.0 NM)</div>	Where Are We at With White Mold Management in Soybeans? <i>Damon Smith (UW-Madison)</i> White Mold and Fungicide Application Technology <i>Brian Luck (UW-Madison)</i> <div style="text-align: right;">(1.0 PM)</div>	Weed and Cover Crop Management in Drought Years - Lessons From 2023 <i>Rodrigo Werle (UW-Madison)</i> Setting Up Your Sprayer to Get the Best Efficacy <i>Tom Wolf (Agrimetrix)</i> <div style="text-align: right;">(0.5 APRAS) (1.0 PM)</div>	Forage Hygiene: Where Agronomy, Nutrition and Veterinary Science Intersect <i>John Goeser (Rock River Lab, UW-Madison Animal and Dairy Science Department, Cows Agree Consulting LLC)</i> Use of High Fiber Forages in Pregnant Dairy Heifer Diets <i>Matt Akins (USDA)</i> <div style="text-align: right;">(1.5 PD) (1.0 ARPAS)</div>
2:20-2:30	BREAK			
2:30-3:00	Fall Manure and Cover Crops: Can We Solidify Any Recommendations? <i>Matt Ruark (UW-Madison)</i> <div style="text-align: right;">(0.5 ARPAS) (0.5 NM)</div>	Vomitoxin Accumulation and Metabolism While Ensiling Corn for Silage <i>Maxwell Chibuogwu (UW-Madison)</i> <div style="text-align: right;">(0.5 ARPAS) (0.5 PM)</div>	Optical Spot Sprayers: What You Need to Know <i>Tom Wolf (Agrimetrix)</i> <div style="text-align: right;">(0.5 PM)</div>	
3:00-3:30	BREAK			
3:30-4:20	The Iowa Nitrogen Initiative: A Publicprivate Partnership for Productivity, Profitability and Environmental Performance <i>Michael Castellano (Iowa State University)</i> Highlights from DATCP's Nitrogen Optimization Pilot Program <i>Monica Schauer, Lindsey Rushford (UW-Madison Div. of Extension) & Matt Ruark (UW-Madison)</i> <div style="text-align: right;">(1.0 NM)</div>	Economics and Other Considerations for Fungicide Use in Corn <i>Damon Smith (UW-Madison)</i> The Status of Phytophthora and Pythium Populations in Soybean Fields in Wisconsin <i>Sarah De Souza (UW-Madison)</i> <div style="text-align: right;">(1.0 PM)</div>	DATCP Use Observation Inspections of Drone Applications <i>James Longo (DATCP)</i> Unmanned Aerial Applications in Wisconsin <i>Jeremy Williams (American Drone LLC)</i> <div style="text-align: right;">(1.0 PM)</div>	Defining Quality Forages Depends on the Forage Program/Ration Make-Up <i>Stuart Rymph (Purina Animal Nutrition)</i> <div style="text-align: right;">(1.0 PD) (1.0 ARPAS)</div>

Thursday January 11, 2024

Time	Mendota 1-3	Mendonta 4	Mendonta 5-8	Waubesa/Kegonsa
	NUTRIENT MANAGEMENT #2 Moderator: Tony Grapsas, Jay-Mar Inc.	FORAGES & INSECTS Moderator: Josh Grunnet, ALCIVIA	MANUFACTURERS SESSION Moderator: Bill Whitworth, Rosen's Inc.	AGRIBUSINESS SAFETY & COMPLIANCE Moderator: Jim Notle, WABA
9:00-9:50	Do We Need Nitrogen on Soybean? <i>Mark Kendall (UW-Madison)</i> Grain and Silage Nutrient Removal in Wisconsin: Trends and Implications <i>John Jones (UW-Madison)</i> (1.0 NM) (0.5 ARPAS)	Updates on Forages Work in Wisconsin <i>Marta Kohmann & Scott Newell (UW-Madison)</i> Comparison of Carbon Stocks in Perennial and Annual Forages <i>Alison Duff (USDA-ARS Dairy Forage)</i> (1.0 CM) (1.0 ARPAS)	Open discussion and Q&A with manufacturers of the products we sell and apply <i>Gowan, Bayer, Verdesian, Corteva, AMVAC, BASF, Valent, FMC & UPL</i> THIS SESSION WILL BEGIN AT 8:30.	What is the Most Important Thing to the Success of Your Agronomy Center? <i>Brian Miller (Miller Risk Management)</i> (1.0 PD)
9:50-10:00	BREAK			BREAK
10:00-10:50	Principles of Biological Nitrogen Fixation Products and Their Implications for Agriculture <i>Steven Hall (UW-Madison)</i> Inoculating Corn with Nitrogen Fixing Bacteria <i>Matt Ruark, John Jones & Damon Smith (UW-Madison)</i> (0.5 ARPAS) (1.0 NM)	Managing Pests in Interseeded Corn and Alfalfa to Maximize Alfalfa Establishment <i>Rayhan Shaheb (UW-Madison)</i> Advances in Sensor Use for Insect Pest Monitoring <i>Emily Bick & Fletcher Robbins (UW-Madison)</i> (1.0 PM)		What Has OSHA Been Up to Lately? Come and Find Out. <i>Jim Nolte (WABA)</i> DOT Rules and CDL Requirements Simplified <i>Robert Tenhagen (M3 Insurance)</i>
10:50-11:00	BREAK			
11:00-11:30	Instantaneous Low-Cost Sensors for Crop Nitrate and In-Season Management <i>Michael Castellano (EngeniusAg)</i> (0.5 NM)	Effects of Machinery Traffic and Tire Pressure on Alfalfa <i>Brian Luck (UW-Madison)</i> (0.5 ARPAS) (0.5 CM)	(2.5 PD)	(1.5 PD)
11:30-1:30	LUNCH			

Thursday January 11, 2024 continued...

Time	Mendota 1-3			
	ECONOMICS & SPECIAL TOPICS			
	Moderator: Jason Biddick, Biddick Inc			
1:30-2:20	D.C. Policy Update: Commodities and Conservation <i>Jeff Hadachek & Paul Mitchell (UW-Madison)</i> Corn and Soybean Situation and Outlook <i>Brenda Boetel (UW-River Falls)</i> (1.0 PD)			
2:20-2:30	BREAK			
2:30-3:20	EPA Endangered Species Regulations for Pesticides <i>Jed Colquhoun (UW-Madison)</i> (1.0 CM)			



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 1919 Alliant Energy Center Way
 Madison, WI 53713

Advance Registration Form

Includes Parking, Trade Show & Conference, All Meals and the Reception (If registering as a student, a Student ID must be shown)	Advance Rate*		Standard Rate	
	Regular	Student	Regular & Exhibitors	Student
Full Conference Admission	\$170	\$60	\$200	\$70
Single Day Admission (Wednesday or Thursday)	\$125	\$45	\$160	\$55

Attendee #1 ___ Student ___ Full Conference ___ Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____
 Company Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

Attendee #2 ___ Student ___ Full Conference ___ Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____
 Company Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

Attendee #3 ___ Student ___ Full Conference ___ Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____
 Company Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

Attendee #4 ___ Student ___ Full Conference ___ Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____
 Company Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

Attendee #5 ___ Student ___ Full Conference ___ Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____
 Company Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

***Postmark with payment due before December 22, 2023 to receive advance rate.**

Attendee #6 Student Full Conference Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #7 Student Full Conference Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #8 Student Full Conference Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #9 Student Full Conference Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Attendee #10 Student Full Conference Single Day (Wed, Thur) *(Circle Day Attending)*

Name: _____

Company Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Total number of attendees _____

(10% discount for all companies registering 10 or more people at the same time) _____

TOTAL _____

Form of Payment: Check (enclosed) Credit Card (Visa, MC, Disc, AmX)

Name on Card: _____ Card Number: _____ CVC: _____

Expiration Date: _____ Phone Number: _____ Email Address: _____

Card Billing Address: _____ City: _____ State: _____ Zip: _____

Signature: _____

***Postmark with payment due before December 22, 2023 to receive advance rate.**

Return registration and payment to: WABA • 2801 International Lane, Suite 105 Madison, WI 53704
Phone: (608) 223-1111 • Fax: (608) 223-1147

Hotel Accommodations

Clarion Suites - 2110 Rimrock Road (attached to the Alliant Energy Center) - 608-284-1234. Most suites have 1 bed and a sleeper sofa, 2 beds available, data port, 25" TV, coffee maker, iron and ironing board, hair dryer, pool, complimentary breakfast, cocktail area, 2 meeting rooms available. **ROOM BLOCKS AVAILABLE (when making a reservation mention the Wisconsin Agribusiness Classic).**

Sheraton - 706 John Nolan Drive (across from the Alliant Energy Center) - 1-888-625-4988. Newly renovated guestrooms, complimentary shuttle to Alliant Energy Center, downtown Madison, and the airport. Onsite restaurant and bar, indoor pool and hot tub, meeting space and fitness center. Onsite complimentary parking and Wi-Fi. **ROOM BLOCKS AVAILABLE (when making a reservation mention the Wisconsin Agribusiness Classic).**

Holiday Inn Express - 610 John Nolan Drive (across from Alliant Energy Center) - 608-709-5050. Features Modern and Spacious Rooms, Express Essentials, Express Start Breakfast, Wi-Fi, and Shuttle Service (3-mile radius.) Equipped with a 24-hour fitness center and indoor saltwater pool. **ROOM BLOCKS AVAILABLE (when making a reservation mention the Wisconsin Agribusiness Classic).**

Home2 Suites - 2153 Rimrock Road (across from Alliant Energy Center) - 608-949-9650. Home2 Suites has complimentary bonuses like the continental breakfast, internet access, fitness facility, pool and inviting outdoor spaces.

Comfort Inn - 722 John Nolan Drive (across from Alliant Energy Center) - 608-255-7400. Economy motel with free full hot breakfast, and a midsize pool and whirlpool, no meeting place, free social hour 5-7 pm.

America's Best Value Inn Mayflower - 2509 Perry Street (exit 261. Less than 2 miles to Alliant Energy Center) - 608-221-9999. Free hot breakfast. 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 Street (downtown Madison. 2.5 miles from Alliant Energy Center) - 800-356-8293. Underground parking, indoor pool, restaurant, bar, fitness center, ½ block from State Street and Capitol Square.

Park Hotel - 22 S. Carroll Street (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. 2.5 mi from Alliant Energy Center (7 minutes).

Hampton Inn and Suites - 440 W. Johnson Street (located in the heart of downtown Madison) - 608-255-0360. Expect a range of modern amenities including a refrigerator, microwave, and a clean and fresh Hampton bed. Each morning, start your day with Hampton's free hot breakfast!

Hilton Monona Terrace - 9 E. Wilson Street (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. About 3 mi. to the Alliant Energy Center (7 minutes).

Hotel Indigo Madison Downtown - 901 E Washington Avenue - 608-256-0061. Explore a colorful neighborhood scene that is as cultured as it is welcoming. Hotel Indigo features an on-site restaurant, Palette Bar & Grill, and includes many modern amenities like complimentary Wi-Fi, robes, 24-hour fitness center, and complimentary shuttle service.

America's Best Value Inn Madison - 3438 U.S. Highway 12-18 (Exit 142 off of I90, ne corner of I90 & Hwy 12-18) - 608-226-9999. About 10 minutes east of Alliant Energy Center. Coffee 24/7. Free full hot breakfast. 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) - 608-222-8601. About 2 mi. east of Alliant Energy Center, mini-refrigerators, microwave, coffee maker, hair dryer, enhanced continental breakfast, whirlpool & sauna, 2 small meeting rooms available. Rooms with whirlpools and fireplaces available.

Country Inn and Suites - 400 River Place (Exit #265 from 12 & 18 onto Monona Drive) - 608-221-0055. About 2 miles east of the Alliant Energy Center, pool and workout room, extended continental breakfast, coffee maker.

Super 8 - 1602 W. Beltline Highway (Exit from 12 & 18 onto Fish Hatchery Rd. or Todd Dr.) -608-258-8882. Five minutes from Alliant Energy Center, free continental breakfast, cable TV with HBO, pool & whirlpool, free fax & copy service, fitness center, business center, queen sized beds, completely remodeled.

Days Inn - 4404 E Broadway Service Road - 608-223-1800. 4.4 miles from Alliant Energy Center. Amenities include microwaves, mini refrigerators, and high-speed internet.