

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



January 13-14, 2025

Kalahari Resort & Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965

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 states.

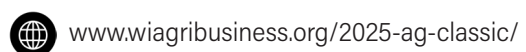
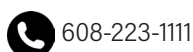
The event is held each January and boasts an attendance of nearly 900 attendees. The conference and tradeshow is a collaborative effort between the Wisconsin Agri-Business Association and the University of Wisconsin-Madison.

With nearly 100 industry exhibitors and over 50 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.

Co-Sponsored by:



Stay connected and up-to-date by visiting
The Classic landing page.



2025 Wisconsin Agribusiness Classic Special Information

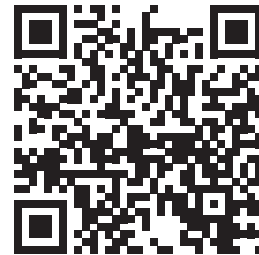


Breakout Room Map

All breakout sessions will be held in the rooms highlighted in pink and the Cypress room highlighted in light blue.

Hotel Reservation

There is a hotel room block at the Kalahari for The Classic. Rooms are limited, so please book at your earliest convenience. The deadline to book is December 13. To book a room with the special rate, scan the QR code below. The reservation link can also be found on the Classic webpage.



<https://book.passkey.com/event/50854940/owner/57143/home>

Attendee Registration

Attendees can register online or by using the printed registration form below. To register online, please scan the QR code below.



<https://wiagribusiness.org/2025-ag-classic/>

Attention Certified Crop Advisers (CCA): All continuing education units (CEUs) are pending approval.

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.



WISCONSIN
Agri-Business Association

Monday, January 13, 2025

Location	Tamboti & Aloeswood	Marula, Aralia & Mangrove	Guava & Tamarind	Portia & Wisteria	Cypress
	AGRONOMY	SOIL & WATER MANAGEMENT	PROFESSIONAL SALES	INSECTS	PESTICIDE APPLICATION
8:30-9:20	<p>Soy First Then Corn? That's Planting Heresy: Talk About a Crop Twist! <i>Shawn Conley (UW-Madison)</i></p> <p>Using Drone Assisted Technology for Corn Management <i>Harkirat Kaur (UW-Madison)</i></p> <p style="text-align: right;">1.0 CM</p>	<p>Strategies for Minimizing Phosphorus Losses From Soil After Dairy Liquid Manure Applications <i>Francisco Arriaga (UW-Madison)</i></p> <p>Recent Lessons Learned From Discovery Farms On-Farm Water Quality Monitoring <i>Lindsey Hartfiel (Discovery Farms)</i></p> <p style="text-align: right;">1.0 SW</p>	<p>Sales Skills for the Ag Sales Professional <i>Greg Martinelli (Ag Sales Professionals)</i></p>	<p>Updates on Corn Earworm Hybridization and Resistance <i>Emily Bick (UW-Madison)</i></p> <p>European Corn Borer: An Old Foe with Emerging Resistance Challenges <i>Justin McMechan (University of Nebraska-Lincoln)</i></p> <p style="text-align: right;">1.0 PM</p>	<p>Pesticide Applicator Training <i>Jordan Kampa & Laura Flandermeyer (UW-Extension Pesticide Applicator Program Director)</i></p> <p style="color: green;">This training is separate from the Wisconsin Agribusiness Classic and requires separate registration. You do not need to attend the WI Agribusiness Classic to attend the Pesticide Training event.</p> <p style="color: green;">Registration link: Commercial 1.1 PAT at WI Ag Classic</p>
9:20-9:30	BREAK				
9:30-10:00	<p>Does Enhancing Soil Health Boost Soybean Yield <i>Tatiane Severo Silva (UW-Madison)</i></p> <p style="text-align: right;">0.5 CM</p>	<p>An Economic Assessment of Wisconsin's Producer Led Watershed Grant Program <i>Jeff Hadachek (UW-Madison)</i></p> <p style="text-align: right;">0.5 SW</p>	<p style="text-align: right;">1.5 PD</p>	<p>Soybean Gall Midge: A New and Emerging Threat to Soybean Production <i>Justin McMechan (University of Nebraska-Lincoln)</i></p> <p style="text-align: right;">0.5 PM</p>	<p style="color: green;">Classic registration includes access to lunch, the trade show, the industry reception, and hospitality suites. To register or for more information, email denise@wiagribusiness.org.</p>
10:00-10:30	TRADESHOW BREAK				
10:30-11:30	<p>An Update on Endangered Species Act Implications for Agriculture <i>Jed Couquhoun (UW-Madison)</i></p> <p style="text-align: right;">1.0 CM</p>	<p>Taking a Longer View on Nitrogen Sustainability in Wisconsin's Cropping Systems <i>Steven Hall (UW-Madison)</i></p> <p>Tile Drainage Considerations for Wisconsin <i>Mallika Nocco (UW-Madison)</i></p> <p style="text-align: right;">1.0 SW</p>	<p>Sales Skills for the Ag Sales Professional <i>Greg Martinelli (Ag Sales Professionals)</i></p> <p style="text-align: right;">1.0 PD</p>	<p>Forecasting Pest Distributions in the Upper Midwest <i>Fletcher Robbins (UW-Madison)</i></p> <p>Landcasing Factors Influencing Neonicotinoid Detections in the Central Sands <i>Russ Groves (UW-Madison)</i></p> <p style="text-align: right;">1.0 PM</p>	
11:30-1:30	LUNCH BREAK				

Monday, January 13, 2025 continued

Location	Tamboti & Aloeswood	Marula, Aralia & Mangrove	Guava & Tamarind	Portia & Wisteria	Cypress
	WEEDS	NUTRIENT MANAGEMENT	COMMUNICATIONS & MANAGEMENT	TECHNOLOGY	PESTICIDE APPLICATION
1:30-2:20	<p>Keys for Successful Weed Management in Corn <i>Peter Sikkema</i> (University of Guelph Ridgetown Campus)</p> <p>Keys for Successful Weed Management in Soybeans <i>Peter Sikkema</i> (University of Guelph Ridgetown Campus)</p> <p align="right">1.0 PM</p>	<p>Updating A2809: What's New, What's Next? <i>Natasha Rayne</i> (UW-Madison)</p> <p>Updated Soil Test P and K Recommendations For Corn and Soybean <i>John Jones</i> (University of Illinois)</p> <p align="right">1.0 NM</p>	<p>1:30-2:20</p> <p>Artificial Intelligence in Agriculture <i>Ryan Raguse</i> (Bushel)</p> <p align="right">1.0 PD</p> <p>2:20-3:10</p>	<p>Data and Tech in Ag <i>Kyle Cranmer</i> (UW-Madison)</p> <p>How It's Made: What it Takes to Deliver an AI Product in Ag <i>John Hageman</i> (John Deere)</p> <p align="right">1.0 CM</p>	<p>Pesticide Applicator Testing <i>DATCP</i></p>
2:20-2:30	BREAK				
2:30-3:00	<p>Integrated Multiple Herbicide-Resistant Waterhemp Control <i>Peter Sikkema</i> (University of Guelph Ridgetown Campus)</p> <p align="right">0.5 PM</p>	<p>Corn Yield and Profitability Response to Nitrogen as Affected by Soil Test P and K <i>John Jones</i> (University of Illinois)</p> <p align="right">0.5 NM</p>	<p>Cultivating Growth: 5 Ways to Harness Social Media for Agri-Business Success <i>Teyanna Marx</i> (Agriculture Social Media Strategist) <i>Allison Young</i> (Premier Cooperative)</p> <p align="right">1.0 PD</p>	<p>Integration of Autonomy and AI with Private Wireless Networks <i>Scott Shearer</i> (Ohio State University)</p> <p align="right">0.5 CM</p>	
3:00-3:10	BREAK				
3:10-4:00	<p>Update on Waterhemp Resistance in Wisconsin and Effective Herbicide Mixtures <i>Rodrigo Werle</i> (UW-Madison)</p> <p>Weed Suppression with Cover Crops and Advances in See & Spray Technologies: WiscWeeds Research Update <i>Rodrigo Werle</i> (UW-Madison)</p> <p align="right">1.0 PM</p>	<p>Government Agency Panel <i>Andrea Topper</i> (DATCP) <i>Aaron O'Rourke</i> (DNR) <i>Eric Hurley</i> (NRCS)</p> <p align="right">1.0 NM</p>	<p>3:10-4:00</p> <p>Crisis Management: Are You Prepared for the Unthinkable? <i>Angie Greving</i> (Insight FS)</p> <p align="right">1.0 PD</p>	<p>Empowering the Next Generation of Farmers with Virtual Field Operations <i>Cory Spaetti</i> (Sabanto Ag)</p> <p>Panel Discussion Cultivating Innovation: How AI and Robotics are Shaping Precision Row Crop Agriculture</p> <p align="right">1.0 CM</p>	

Tuesday, January 14, 2025

Location	Tamboti & Aloeswood	Marula & Aralia	Guava & Tamarind	Portia & Wisteria	Cypress
	DISEASE MANAGEMENT	SOIL FERTILITY	WORKFORCE MANAGEMENT	WEATHER & FORAGES	SNAP PLUS
9:00-9:50	<p>Using Biocontrol Approaches to Manage Scierotina Stem Rot of Soybean with a Focus on Coniothyrium Minitans <i>Amit Sharma (UW-Madison)</i></p> <p>A Deep Dive on Mycotoxin Accumulation in Silage Corn <i>Damon Smith (UW-Madison)</i></p> <p style="text-align: right;">1.0 PM</p>	<p>Biochar Application to Corn Silage, Assessing Impacts in Agronomic and Environmental Outcomes in Field Trials <i>Becky Larson (UW-Madison)</i></p> <p>Micronutrient and Tissue Testing <i>Chris Clark (UW-Madison)</i></p> <p style="text-align: right;">1.0 NM</p>	<p>9:00-11:30</p> <p>The Secret Power of Engagement: Leveraging Engagement to Improve Your Agribusiness Recruiting <i>Erin Mies & Kristen Ireland (Peoples Spark Company)</i></p>	<p>Wisconet: Weather and Soil Monitoring for Wisconsin <i>Chris Kucharik (UW-Madison)</i></p> <p>Climate Change and Extreme Weather Challenges for Wisconsin Agriculture <i>Chris Kucharik (UW-Madison)</i></p> <p style="text-align: right;">1.0 CM</p>	<p>How to Use SnapPlus Version 3 <i>Hava Blair (SnapPlus)</i> <i>Andrea Topper & Wrangler Jones (DATCP)</i> <i>Chris Clark & Michael Geissinger (Extension NPM)</i></p> <p style="color: green;">Learn how to use the new web version of SnapPlus (Version 3). If possible, bring a laptop computer that can connect to WiFi. Space is limited, register by January 3, 2025 at https://forms.office.com/r/9MhcQeA4wR. Contact Hava Blair (support@snappplus.wisc.edu) for more information.</p>
9:50-10:00	BREAK				
10:00-10:50	<p>Resilient Roots: Strategies for Managing Phytophthora and Other Soilborne Pathogens in Soybean <i>Horacio Lopez-Nicora (Ohio State University)</i></p> <p>An Update on Phytophthora and Other Soilborne Pathogens in Soybean <i>Damon Smith (UW-Madison)</i></p> <p style="text-align: right;">1.0 PM</p>	<p>Benchmarking Soil Health in Wisconsin <i>Chris Bandura (UW-Madison)</i></p> <p>The Art of Nitrogen Crediting <i>Matt Rurak (UW-Madison)</i></p> <p style="text-align: right;">1.0 NM</p>		<p>Alfalfa in Integrated Systems <i>Marta Kohmann & Scott Newell (UW-Madison)</i></p> <p>Improving Weed Management by Adding Alfalfa in Your Rotation <i>Mark Renz (UW-Madison)</i></p> <p style="text-align: right;">1.0 CM</p>	
10:50-11:00	BREAK				
	<p>The Soybean Cyst Nematode Challenge: Today and Tomorrow <i>Horacio Lopez-Nicora (Ohio State University)</i></p> <p style="text-align: right;">0.5 PM</p>	<p>Fertilizer Market Update <i>Speaker TBD</i></p> <p style="text-align: right;">0.5 NM</p>	2.5 PD	<p>Feeding Alfalfa to Dairy Cattle <i>Luiz Ferrareto (UW-Madison)</i></p> <p style="text-align: right;">0.5 CM</p>	2.5 NM

Tuesday, January 14, 2025 continued

Location		Marula & Aralia	Guava & Tamarind	Portia & Wisteria	
		ECONOMICS/INDUSTRY TOPICS	AGRIBUSINESS SAFETY & MANAGEMENT	GRAIN QUALITY MANAGEMENT	
11:30-1:30	LUNCH BREAK				
1:30-2:30		Managing Margins in Tough Times <i>Paul Mitchell (UW-Madison)</i> Grain Market Update <i>Brenda Boetel (UW-River Falls)</i> 1.0 CM	1:30-2:30 Corrosion Damage to Ag Vehicles: What Causes Corrosion and How Can We Minimize It's Effects <i>Bob Lawrie (Pro Fleet Care)</i> 1.0 PD	1:30-3:30 Grain Quality: Things to Remember When Storing & Handling Grain <i>Jess McCluer (National Grain and Feed Association)</i> 2.0 PD	
2:20-2:30		BREAK	2:30-3:30		
2:30-3:20		Nitrogen Optimization Pilot Program: Highlights of On-Farm Research <i>Monica Schauer & Jerry Clark (UW-Madison)</i> <i>Jason Rowe & Ted Hoffman (InDepth Agronomy)</i> <i>Susan Mockert (DATCP)</i> 1.0 NM	Preventive Maintenance, Cleanliness, and General Plant Safety: How Do You Stack Up? <i>Dave Nelson (WABA Safety Program Director)</i> <i>Zach Ciak (NDGDA Safety and Health Program)</i> 1.0 PD		



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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	\$185	\$70	\$220	\$80
Single Day Admission (Monday or Tuesday)	\$140	\$55	\$175	\$65

Attendee #1 ___ Student ___ Full Conference ___ Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #2 ___ Student ___ Full Conference ___ Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #3 ___ Student ___ Full Conference ___ Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #4 ___ Student ___ Full Conference ___ Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #5 ___ Student ___ Full Conference ___ Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

***Postmark with payment due before December 20, 2024 to receive advance rate.**

Attendee #6 Student Full Conference Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #7 Student Full Conference Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #8 Student Full Conference Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #9 Student Full Conference Single Day (Mon / Tues) *(Circle Day Attending)*

Name: _____

Company Name: _____

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

Email: _____

Attendee #10 Student Full Conference Single Day (Mon / Tues) *(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 20, 2024 to receive advance rate.**