

Capturing Opportunities in 2020

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Register and pay for the seminar online at:
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Complete the form below and mail with your payment.

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AgCountry Farm Credit Services
Attention: Marketing Communications
P.O. Box 6020
Fargo, ND 58108-6020

Overnight Accommodations

A block of rooms has been reserved for January 21 at the Holiday Inn under "AgCountry". The block will be released on January 9, 2020. Please call early to reserve your room.

Holiday Inn Fargo • 3803 13th Avenue South
Fargo, ND • 701-282-2700

*AgCountry would like to thank
Marketing Day co-sponsors:*

*Gateway Building Systems,
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AgCountry Marketing Day

Capturing Opportunities in 2020

Wednesday, January 22, 2020
Holiday Inn, Fargo, ND



AgCountry®
Farm Credit Services

Capturing Opportunities in 2020

There is never a lack of surprises in the industry of agriculture. On this journey, we continue to see new found challenges. Volatility within an industry can lead to unseen losses and opportunities. As we try to wrap up this 2019 crop year, we need to also be looking at 2020. If there is one thing consistent with success, it's having a plan. As we plan for the next year we need to learn from the past and try to predict the future.

Our speakers at AgCountry Marketing Day will address many lessons learned while helping to navigate the future and discover opportunities. During these stressful times we need to remember to focus on those items we can impact. Being ready to capture opportunities when they present themselves will be key going forward. Please join us for a day full of insight and opinions that may help in the 2020 growing season.

Space is limited, so submit your registration early. We hope to see you there.

Marketing Day Agenda Wednesday, January 22

8:15 a.m. – Continental Breakfast

9:00 to 4:00 p.m. – Program

4:00 to 6:00 p.m. – Networking social

\$99.00 per person

(Lunch and breaks are included. Fee excludes accommodations)

Marketing Day Presentations



“Equipment Market Update”

Plus stories from 30 years on the auction trail.

Machinery Pete

Greg Peterson, also known as Machinery Pete, is a trusted source of information about used farm equipment and has a network of 1,000 regional auctioneers, 600 ag lenders, 2,000 implement dealers and thousands of farmers throughout the U.S. and Canada. Since 1989, Machinery Pete has compiled more than 600,000 auction prices on all types of used farm and construction equipment sold throughout North America.

MachineryPete.com is the fastest growing farm equipment website and features more than 114,000 listings from dealers across the country. Additionally, Machinery Pete is partnering with farm equipment dealer partners across the country offering them leading multi-media marketing tools.

Peterson is the multimedia expert on used equipment values for Farm Journal Media, including print and broadcast. He analyzes data for trends in used equipment values, as well as regularly reports on stories surrounding farm equipment.



“Washington Update: What to Expect in 2020”

Jim Wiesemeyer

From his office near Washington, DC, Jim Wiesemeyer contributes daily to Pro Farmer's online website at **FarmJournal-Pro.com**, providing members with the latest information on agricultural policy and trade developments. He is a twice-weekly participant in Farm Journal's Agri-Talk radio program and serves as a Washington analyst for Pro Farmer.

Since 1978, Wiesemeyer has reported on and interviewed senior government officials, including Presidents Reagan and Carter, as well as USDA Secretaries since Earl Butz. He is a frequent speaker on farm policy and trade issues. Wiesemeyer rejoined Pro Farmer in June this year, after serving as their Washington consultant for 19 years while at Informa Economics. Wiesemeyer also is one of the writers for the Agriculture Letter, formerly the Kiplinger Ag Letter, now owned by Farm Journal Media. Wiesemeyer was the Washington bureau chief for Futures World News. Prior to Pro Farmer, he was a Washington editor with Doane's Agricultural Report and Washington editor and managing editor of the Washington Farmletter.



“2020 Market Update”

Clayton Pope

Clayton Pope has an extensive background in the world of agricultural risk management. From managing the largest floor operation in the industry at both the CME and the CBOT, working as a consultant serving many of the country's largest grain elevators, years of floor trading and order filling and acting as co-Risk Manager in charge of corn for Cargill's premier farmer consulting group, Pope has gained invaluable experience. This experience allows him, in his current role as owner of Clayton Pope Commodities, LLC to effectively assist today's farming operations with their risk management needs. Clayton Pope Commodities, LLC is a registered Introducing Broker and advisory firm with seven locations across the country.



“The Business of Agriculture”

Damian Mason

Damian Mason speaks on the two subjects he knows best: business and agriculture. Since 1994, he has spoken to nearly 2,000 audiences in all 50 states, 5 provinces, and 7 foreign countries.

Mason is a graduate of Purdue University. He also studied comedy writing and improvisation at The Second City - Chicago. Mason is a member of the Screen Actors Guild and the National Speakers Association. He is one of less than 1000 public speakers in the world to hold the Certified Speaking Professional designation.

When he's not traveling for work, Mason can be found on his Indiana farm with his wife Lori, or escaping from winter at their Arizona residence.

***Seating is limited so complete
your registration today!***