

# TUESDAY, NOVEMBER 15, 2016

7:00AM

REGISTRATION OPENS



8:00-9:00AM

BREAKFAST SPONSORED BY CSU, CHICO,  
COLLEGE OF AGRICULTURE

FLAHERTY HALL

8:15AM

WELCOMING REMARKS:

FLAHERTY HALL

**Kevin Spafford**, Founder, Legacy by Design, LLC  
**Ryann Newman**, CEO Glenn County Fair

KEYNOTE ADDRESS: THE ROLE OF HIGHER EDUCATION IN FEEDING THE  
WORLD



**Dr. John Unruh**, Dean, CSU Chico, College of Agriculture

*Dr. Unruh will discuss the state of higher education and its role in filling the demand for agriculture's workforce. Specifically, he will address his vision for the CSU, Chico College of Agriculture and its mission to help agriculture feed the world.*

9:00AM

TRADE SHOW OPENS

WHITSETT COOK

10:00AM

SEEING YOUR FIELDS FROM A WHOLE NEW ANGLE

FLAHERTY HALL

**Joe Richter**, Co-Founder, AgVision, LLC

*How pairing high quality, timely, aerial imagery with precision ag technologies is having an immediate impact on growers' profitability.*



ARTS & CRAFTS

THE CONTRIBUTION OF AGRICULTURE TO NORTHEASTERN  
CALIFORNIA'S ECONOMY



**Dr. Eric Houk**, Professor, CSU, Chico, College of Agriculture

*Dr. Houk will share the results of a recent study about the significance of agricultural production, processing, and its related industries to the overall economy of Northeastern California.*

10:30AM

MAXIMIZING YOUR PERSONAL WEALTH

ARTS & CRAFTS

**Vince Crivello**, Vice President, Loring Ward Financial

*In this session, farmers, ranchers and family business owners will learn the what, how, and who of employing a wealth manager to help guide their decision-making efforts.*



11:00AM

PRECISION IRRIGATION TO EVALUATE ORCHARD WATER STRESS

FLAHERTY HALL

**Allan Fulton**, UC Irrigation & Water Resources Farm Advisor, Tehama, Glenn & Colusa Counties

*Allan Fulton will discuss how water stress affects walnut and almond production, the current standard for quantifying water stress and then alternative methods to evaluate water stress through the Phytech and Tule Systems.*



12:00PM

LUNCH SPONSORED BY  
COLUSA-GLENN FARM CREDIT SERVICES

WHITSETT COOK



# TUESDAY, NOVEMBER 15, 2016

1:00PM

FLAHERTY HALL



ARTS & CRAFTS



## UTILIZING TECHNOLOGY FOR PRECISION NUTRIENT MANAGEMENT

**Michael Larkin**, Precision Information Manager, Helena Chemical Company

*Today's technology offers greater precision to address within-field variability of soil quality and soil nutritional status. Learn about the process and the agronomy that takes precision nutrient management from concept to application.*

## RIGHTRISK SEMINAR

**John Hewlett**, Farm/Ranch Specialist, Department of Agricultural and Applied

Economics, University of Wyoming, **Dr. Eric Houk**, Professor, CSU, Chico, College of Ag.

*The Surviving in Agriculture Workshop offered by RightRisk is a risk simulation designed to help farmers or ranchers understand and explore risk management decisions and evaluate the consequences of those decisions. Participants will practice making management decisions for an example ranch. Results will be used to compare various strategies to learn which is the most successful/facilitator.*

2:00PM

FLAHERTY HALL

## AG TECHNOLOGY – MAKING IT WORK FOR YOU

Panel Moderator:

**Eric Wavra**, Precision Ag Segment Manager, Sitech

Panelist:

**Seth Fiack**, Agriculturalist, Fiack Farms

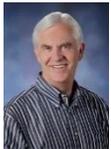
**Scott Seus**, Agriculturalist, Seus Farms

**Billy Musselman**, Field Manager, Keyawa Orchards

**Jim Bell**, Co-Founder, Ag Vision

3:00PM

ARTS & CRAFTS



## TAKING LEADERSHIP SERIOUSLY

**Barry Bedwell**, CEO, California Ag Leadership Foundation

*Leadership skills may be the most overlooked and sometimes under-recognized talents a person can bring to their role in a family farming operation. During this presentation, participants will learn about principals of good leadership, including creating teams, navigating difficult situations, diversity as strength, and promoting the best people.*

4:00PM

FLAHERTY HALL



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## THE CENSUS OF AGRICULTURE - THE USDA AGRICULTURE DATA PROGRAM

**Chris Messer**, Director of Pacific Region, USDA/NASS

*Conducted every five years, the Census of Agriculture provides a detailed picture of U.S. farms and ranches and the people who operate them. It is the only source of uniform, comprehensive agricultural data for every state and county in the United States.*

## IS YOUR BRAND HELPING OR HINDERING YOU?

**Nicole Andreini**, Owner, Studio 22

*Brands are the stories people tell about your business. Make sure you are telling a good one. Nicole will be interactively discussing the branding and creative strategic planning process, as well as delivering examples of an array of brands and their stories.*

5:00PM

WHITSETT COOK

MIXER SPONSORED BY HERITAGE INSURANCE AGENCY &  
CALIFORNIA WOMEN IN AG



6:00PM

TRADE SHOW CLOSES

# WEDNESDAY, NOVEMBER 16, 2016

8:00AM

BREAKFAST SPONSORED BY

FLAHERTY HALL

THOMAS MANUFACTURING CO., LLC



8:15AM

FLAHERTY HALL



## KEYNOTE ADDRESS: LAND VALUES IN CALIFORNIA AGRICULTURE AND HOW THEY AFFECT YOUR OPPORTUNITIES

**Dr. Roland Fumasi**, Senior Analyst, Rabobank

*A new report from the Rabobank Food & Agribusiness Research and Advisory group says that 2017-18 could be a make-or-break period for individual land values. Those values are tied to both commodity prices and land rental rates, which the research group describes as "unsustainably high" at current levels.*

9:00AM

WHITSETT COOK

## TRADE SHOW OPENS

10:00AM

FLAHERTY HALL



## PRECISION FARMING – SOIL MOISTURE SENSORS AND AG TECHNOLOGY

**Bob Coates**, Associate Devel. Engineer, UC Davis Biological & Agriculture Engineering

**Jack Coats**, Regional Director, Farm Data Systems, Inc.

*Learn about sensors, telemetry, and software for monitoring soil moisture, water meters, water level, climate, and more. Know how to prepare for technology adoption and how to use the data for making informed management decisions.*

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## CAN WE AGREE... TRANSITION HAPPENS?

**Kevin Spafford**, CFP, Legacy by Design, LLC & Ryan Wealth Management

*Most farmers, ranchers, and family business owners fail in the transition from one generation to the next. This session will demonstrate the value of a comprehensive and coordinated approach to succession planning.*

10:30AM

ARTS & CRAFTS



## UNFORTUNATELY, 'WE MEAN WELL,' ISN'T ENOUGH

**Dr. Neil Koenig**, Family Business Consultant

*In this session, participants will be encouraged to communicate effectively, reduce conflict, embrace change, and look forward to a well-planned transition. The family meeting process can be uncomfortable for all, during this session Dr. Koenig will help participants to embrace the challenge and acknowledge that it may not always go as planned.*

11:00AM

FLAHERTY HALL



## AG APPS THAT CHANGE THE WAY YOU DO BUSINESS

**Eric Wavra**, Precision Ag Segment Manager, Sitech

*In today's ever changing technological environment there is an app for most everything, that is true in agriculture as well. Join Eric Wavra as he discusses apps covering everything from basic farm operations, weed identification, to full farm management.*

ARTS & CRAFTS



## USING LOCAL MARKET CHANNELS TO DIVERSIFY AND GROW

**Dr. Jake Brimlow**, Professor, CSU, Chico, College of Agriculture

**Noelle Ferdon**, Director of Marketing & Outreach, Golden State Farm Credit

*Participants will learn about research conducted to understand the barriers and opportunities for local food sales in the North State region, and possible strategies to remove those barriers, including development of a regional food hub and other local resources.*

12:00PM

WHITSETT COOK

LUNCH SPONSORED BY

GOLDEN STATE FARM CREDIT



# WEDNESDAY, NOVEMBER 16, 2016

1:00PM

FLAHERTY HALL



## A FOOD SAFETY AND SECURITY REGULATIONS CONVERSATION

**William Ludwig**, Assistant Vice President, TheZenith Agribusiness Solutions

**Roger Isom**, President, Western Agricultural Processor Association

*The Food Safety Modernization Act (FSMA) is changing the landscape of agriculture in the United States from the field to the supermarket and restaurant. Protecting consumers is our mission and farmers and agricultural processors are changing their practices to account for this. This presentation will highlight the key FSMA rules and how they impact farmers and processors.*

## SAFETY ISN'T ROCKET SCIENCE...OR IS IT?

**Carl Morello**, P.E., ARM, ALCM, AFIS, TheZenith Agribusiness Solutions

*Developing a safety culture that works in business can be difficult when P-Q-P, (Profits, Quality, Production) don't involve and embrace it. This presentation will identify that behavior and this concept to the culture in our businesses today.*

ARTS & CRAFTS



2:00PM

FLAHERTY HALL



## AERIAL IMAGING TO INFORM YOUR BUSINESS PRACTICES

**Scott Gregory**, Program Manager & GIS Analyst, AgOne Solutions

*Recent advancements in robotics, mobile device technology, lithium polymer battery technology, and geospatial processing software have all come together to create a new, more convenient, and often less expensive alternative to collecting aerial imagery using conventional aircraft. Learn how mapping crops from the air with color cameras and multispectral sensors is helping farmers infer their variable-rate applications, monitor the effects of crop treatments, conduct stand counts, and scout for foliar stress from disease, insects, or nutrient issues.*

## ANALYZING FARM FINANCIAL PERFORMANCE AND ACCESSING CAPITAL

**Dr. Kishore Joseph**, Professor, CSU, Chico, College of Agriculture

**Scott Rogalski**, Director of Lender Relations, NE CA Small Business Development Center

*This session will help farmers, ranchers, and agribusiness owners to understand the 'what' and 'how' of securing financing for their next business venture or expansion.*

ARTS & CRAFTS



3:00PM

FLAHERTY HALL



## CLOSING ADDRESS: AGRICULTURE DEVELOPMENT OPPORTUNITIES IN THE NORTH STATE

**David Schabazian**, Program Manager, Rural-Urban Connections Strategy

4:00PM

WHITSETT COOK

## TRADE SHOW CLOSES