

**NICCA Spring Conference  
February 22-23, 2010  
Holiday Inn - Kearney, Nebraska**

**Monday, February 22**

- 3:30 to 4:00 p.m.      Registration
- 4:00 to 5:30 p.m.      Roundtable Discussion - Business Practices
- 5:30 to 6:15 p.m.      Social Hour & View Exhibits
- 6:15 to 8:00 p.m.      Banquet and Speaker  
                                 Storm Chasing with Nebraska Vortex Intercept Team  
                                 *Dr. Ken Dewey - University of Nebraska*
- 8:00 p.m.                3rd Annual NICCA Bowling Tournament - Big Apple

**Tuesday, February 23**

- 7:00 a.m.                Breakfast
- 8:00 to 8:45 a.m.      Profile of Nebraska's Highly Efficient Producers  
                                 *Tina Barrett, Executive Director - Nebraska Farm Business, Inc.*
- 8:45 to 9:15 a.m.      A Bank's Ag Inspector's Perspective: Common Themes Seen In Most Profitable  
                                 Producers, *Dean Schwenka-Independent Contractor Ag Appraisals and Consulting*
- 9:15 to 10:00 a.m.    Cargill AgHorizons Market Service and Market Outlook  
                                 *Mark Johnson, Personal Marketing Manager - Cargill AgHorizons Market Service*
- 10:00 to 10:30 a.m.   Break and View Exhibits
- 10:30 to 11:15 a.m.   Insights Into Ethanol Industry  
                                 *Duane Kristensen, General Manager - Chief Ethanol Fuels, Inc.*
- 11:15 to 11:35 a.m.   Doctor of Plant Health Program  
                                 *Gary Hein-University of Nebraska*
- 11:35 to 12:00 p.m.   Business Meeting - President Mark Wooldrik Presiding
- 12:00 to 1:00 p.m.    Lunch
- 1:00 to 1:45 p.m.      Challenges to Increasing Soybean Production  
                                 *Dr. Tom Clemente, Department of Agronomy and Horticulture—UNL*  
                                 Dr. Clemente is one of the lead researchers in the development of  
                                 dicamba resistance technology in soybeans.
- 1:45 to 2:30 p.m.      Balancing Plant Density and Inputs  
                                 Balancing plant density with agronomic conditions & nutrients in each field  
                                 *Rich Peters, Technical Sales Agronomist - Channel Bio*
- 2:30 to 2:50 p.m.      SoyGreen - Specialty Fertilizer for Soils Prone to Iron Chlorosis  
                                 *Chris Reeves, Solution Provider - West Central, Inc.*

**CONVENTION FEES**

**\$75 Member**

**\$125 Non-Member**

**Special Convention Room Rates are being held at the  
Holiday Inn in Kearney  
Call (308) 237-5971 to Reserve Your Room.**

**Committee Members**

**Tom Taylor**

**Duane Ebke**

**Mark Kottmeyer, Chairman**

**FACT:** Members of the Nebraska Independent Crop Consultant Association make crop production recommendations on more than 1,387,000 acres of crop land in Nebraska and Kansas.

## Target Marketing At It's Best

If you're looking to showcase your agricultural product or service to some of agriculture's most influential buyers, then you will want to be an exhibitor at the Spring 2010 Conference of the Nebraska Independent Crop Consultant Association.

For only \$250.00 your company can be at the forefront of this convention that features more than 90 independent crop consultants from across the state. Your exhibit fee will provide you an 6 foot skirted table, 1 full meeting registration and the opportunity to meet and mingle with professionals who provide recommendations on 1,387,000 of acres of Nebraska and Kansas crop land each year. **(If your company is currently a "Friend of NICCA" your exhibit space is free. Please return the registration form with the appropriate box marked.)**

## NICCA Spring Conference EXHIBIT RESERVATION

Please reserve 1 exhibit space for our company at the upcoming Annual Meeting. Our check for \$250.00 is enclosed.

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

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Our company is a "Friend of NICCA"

Please return by February 15 to  
NICCA  
P.O. Box 412  
Kearney, NE 68848-0412

Great Beginnings Start Here  
NICCA Spring Conference  
February 22-23, 2010



Nebraska Independent Crop  
Consultant Association  
P.O. Box 412  
Kearney, NE 68848

# Great Beginnings Start Here



*Nebraska Independent Crop  
Consultant Association  
Spring Conference*

---

---

*February 22-23, 2010  
Holiday Inn  
Kearney, Nebraska*