



INDEPENDENT PROFESSIONAL SEED ASSOCIATION (IPSA)

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32nd (2021) Annual Conference Agenda & Guide

The Hybrid Conference/ Draft / Work in Progress

The 2021 Annual Conference brings a unique challenge. While all major meetings have gone virtual or been cancelled, the IPSA Board of Directors decided to move forward with an in-person meeting, while working towards a safe and healthy environment.

This decision did not come lightly or without great debate. One of the cornerstones of IPSA has been 'being together'. Even with competition, Independent Seed Companies have found strength in each other, learning with one another and yes, celebrating and commiserating.

"THE SPIRIT OF INDEPENDENCE" Began as this year's theme with a very different thought process. But through 2020, the true Spirit of Independence has been revealed. Togetherness. We are stronger together.

It is in that spirit that we meet in Tucson, Arizona in January of 2021. This year's meeting will be different. We will be safe and healthy. Our content and speakers will be strong. We will take time to celebrate together – both in-person and virtually for those that chose an alternate method of being together.

But make no mistake we will all be together in the Spirit of Independence.

Dynamic Speakers – Educational Opportunities – Business Management – Celebrating the End of 2020 – Fun – A different Meeting in a different type of year but preparing to move forward again in 2021.

Join us in Tucson. We miss you and want to see you. Healthy & Safely. Or just be virtual. Let's be together!

Registration remains the same in 2021.

- Seed Company Regular Members \$260/person
- Affiliate/Associate Members \$350/person
- Social Spouse \$150/person
- Exhibitor Display Area \$500/Exhibit (including virtual)
- *NEW VIRTUAL ATTENDANCE* \$100/COMPANY

VIRTUAL ATTENDANCE will be provided on a company level basis. For the Attendance fee, any number of your employees may log in to the virtual sessions to explore IPSA and get value from the speakers!

Sponsor Opportunities for dedicated events and recognition – individually discussed

Exhibits Limited to Banners only in person & Virtual Exhibit on IPSA Site for 6 months

REGISTRATION OPENS MID OCTOBER ON THE NEW IPSEED.ORG

Preparing for a Healthy Conference

Your health is very important to us and we understand things happen. All registrations will be fully refundable until the first general session. If you are sick, notify us and we will handle your registration refund.

ONSITE: When you arrive at the JW Marriott at Starr Pass and come to registration, we will ask you to fill out a standard 1-page health screening form and waiver. Your temperature will be logged on the first day only.

You will be given a TravelSafe pouch with PPE for each onsite attendee. This pouch will have documentation pertaining to the Marriott's efforts to keep you safe through extensive cleaning, and the Arizona guidelines we will need to follow.

We will have the meeting areas set up for social distancing and we will encourage all attendees to follow safe practices. We will not police this. We know you all know how to handles yourselves.

ATTACHED PLEASE FIND OUR AGENDA. We look forward to seeing you in Arizona!

ALL TIMES MOUNTAIN STANDARD TIME

***denotes Hybrid/Virtual Event*

Monday, Jan. 18, 2021

10 am – 6 pm Arrivals All Day
12 pm – 5 pm Optional activities for early arrivals
6 – 8 pm Event registration – Tucson Foyer

Tuesday, Jan. 19, 2021

10 am – 6 pm Event registration – Tucson Foyer
12 pm – 5 pm THE IPSA GOLF CHAMPIONSHIP (Other Activities – Horseback riding, hiking - Available)
6 – 8 pm IPSA Welcome Reception: Dia de los Muertos (DAY OF THE DEAD) – Starr Circle

Wednesday, Jan. 20, 2021

7 – 8 am **Networking Exhibitor Breakfast** – Ania Terrace - Exhibitors would be assigned a specific breakfast table with a tabletop banner to identify them. In-person attendees would join them for breakfast (best practices would be two or three per table).

8 – 9:30 am ****Opening General Session – Chaired by Brett Hodnefield, IPSA President, Champion Seeds of Iowa, Ellsworth, Iowa** – Tucson Ballroom

- Welcome
- Invocation
- Pledge of Allegiance
- Sponsor Recognition
- ****Keynote Speaker:** Peter Zeihan, Geopolitical Strategist and Author, “Disunited Nations”

9:30 – 10 am **Virtual Onyx Coffee Break & IPSA Board Trivial Pursuit Contest**

10 – 11:30 am ****2nd General Session – Chaired by Dan Hogstad, IPSA 1st Vice President, Northstar Genetics, Wanamingo, MN**

- ****National Update from Washington:** Constance Cullman, President & CEO American Feed Industry Association
- ****Learning Session #1, Managing Business,** presented by Walt Coleman, retired NFL Referee

11:30 – 12:30 pm ****IPSA Annual Business Luncheon – Tucson Ballroom**

- **Scholarship Recognition**
- Business Reports
- Election of New Directors
- Recognition of Retiring Directors
 - **Tim Bratland**
 - **Jeff Meints**
 - **Mark Denzler**

12:30 – 1 pm **Virtual Onyx Coffee Break & IPSA Board Trivial Pursuit Contest**

1 – 2 pm ****Learning Session #2A, Digital Weather Technology in Agriculture,** Presented by Don Day

1 – 2 pm ****Learning Session #2B, IPSA Research Trials Results**

2 – 2:30 pm **Virtual Onyx Coffee Break & Ag Photography Contest**

2:30 – 3:30 pm ****Learning Session #3, Non-Verbal Science,** Presented by Monica Levin

3:30 - 4 pm **Virtual Onyx Coffee Break & Ag Photography Contest**

4 – 5:30 pm ****3rd General Session – Chaired by Tim Greene, IPSA 2nd Vice President Burrus Seed, Jackson, IL**

- ****Keynote Speaker:** Ross Bernstein, Author, “The Champions Code”
- Adjournment

6 - until **Chili Cookoff Competition & Johnny Cash Concert – Ania Terrace**

Thursday, Jan 21, 2021

8 – 9:30 am **Closing General Session and working breakfast** Chaired by Brett Hodnefield, IPSA President, Champion Seeds of Iowa, Ellsworth, Iowa – Tucson Ballroom

- ****Crossfire Conversation: Post Patent Genetics**
- Sponsor Recognition
- Turning of the Gavel
- Adjournment

10 – 11am **Optional Sponsor Meeting 1**

11 – 12 pm **Optional Sponsor Meeting 2**

Noon In-person Grab ‘n Go Packed Lunch

Afternoon In-person Optional Activities, Horseback Riding, Golf, Guided Hike or Tequila Tasting

Friday, Jan. 22, 2021

10 am – 6 pm Departure All Day