

Agenda, NPIC 2012

Sunday, July 8

6:30 pm Enjoy a great barbeque with the meat prepared by Lynch Livestock on their BIG GRILL that you've seen at World Pork Expo. Join old friends and make new ones. Take this opportunity to visit and compare notes with the "who's who" in the pork industry. Also, back by popular demand is Half Twisted - Half Knot, balloon man, Peter John Lindsay.

Monday, July 9

6:30am **Buffet Breakfast available**

8:00am **Keynote Morning Session** – Awaiting speaker confirmation

"How to 'YouTube Proof' Your Operation"

Elite Producer Panel

Industry Risk Assessment: First-look at Survey Results

Charlie Arnot, CMA

(This pork industry multi-segment survey sponsored by the National Pork Board and National Pork Producers Council yields revealing information about our industry.)

Noon Group Lunch sponsored by the National Pork Board and NPPC

1:15pm Breakout sessions begin. These session will rotate three times:
1:15 – 2:15; 2:30 – 3:30; 3:45 – 4:45 with intermediate refreshment breaks.
You'll have your choice of multiple breakout sessions presented by the Lead Sponsors and others. Some of the sessions being offered include:

Eradicating Mycoplasma pneumoniae with Dr. Tim Loula, Swine Vet Center

Generational Transfers moderated by Mark Greenwood, AgStar

The Value of Manure discussion led by Steve Weiss, VAST

What You Said in the Frost Survey reported by T.J. Boyle, Frost PLLC

More to come -----

4:45pm Conference ends for the day. Enjoy your evening.

Tuesday, July 10

6:30am **Buffet breakfast available**

6:30am **Early Bird Session:** For those who want to attend, this is truly a bull session. Some past attendees have rated it the most beneficial session of the conference. It's a chance for a smaller group of producers to get together and discuss anything on your minds. This session will end in time for participants to have breakfast before the next general session.

8:00am **Charlie Cook**, a friend of the pork industry and frequent political analyst on all the major networks, will handicap the national election for us. *The New York Times* has called Charlie "one of the best political handicappers in the nation" and has said the *Cook Political Report* is "a newsletter which both parties regard as authoritative." The late David Broder wrote in the *Washington Post* that Charlie was "perhaps the best non-partisan tracker of Congressional races," while CBS News' Bob Schieffer called the *Cook Political Report*, "the bible of the political community." Charlie's session at NPIC 2008 received the highest ratings for the conference. You are in for a treat.

Charlie Cook is proudly brought to you by Land O'Lakes Purina & 21st Century Strategic Forums

Dr. Dermot Hayes, Iowa State University, will again share his insights on pork exports and his global perspective on pork. His positive view of the position of the U.S. pork producer in the global market was embraced by the 2011 audience. Your NPIC 2011 feedback said that you wanted Dr. Hayes back for NPIC 2012. *The National Pork Producers Council is proudly bringing us this session.*

Noon **Conference ends for the day.** Enjoy golf, boating, sightseeing in the dells or just relaxing with your family in the water park.

Wednesday, July 11

6:30am **Buffet Breakfast available**

8:00am **"Focusing on the Markets"** led by our industry economic experts.

11:00am **Conference adjourns See you next year July 14 – 17, 2013**