National Conference for Agribusiness

Pushing boundaries and discovering new ways to grow in a dynamic marketplace
"Growth is imperative, and to grow successfully in today's uncertain market, you need innovative ideas. This year's National Conference for Agribusiness will provide you with new ideas for growing yourself and your business, whether it is in markets, physical assets, or human resources."

Allan Gray  
Director and Professor  
Center for Food and Agricultural Business

NATIONAL CONFERENCE FOR AGRIBUSINESS
Purdue University • November 16–17, 2010 • $895

Early Bird: $845/person if registered by September 14, 2010  
Team Rate: Contact our office at (765) 494-4247 to learn more.  
Educational Credit: CEU and CCA credit is available.

Photo of University Hall, which was originally constructed in 1876, making it the oldest building on campus. It was renovated and remodeled in the early 1960s.
As the marketplace continues to undergo *dynamic change* and competitive forces heighten, mid-level directors and managers face many challenges. They have to *grow market share* while maintaining margins, manage demanding customers, understand how consolidation of competitors—or their own business—affects daily operations, and the list goes on. All aspects of agribusiness are being asked to *do more with less*. To be successful in this business environment, managers must *push themselves* to think differently and identify new ways to grow their areas of responsibility.

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**Learn more or register online:** [www.agecon.purdue.edu/cab/programs/nca](http://www.agecon.purdue.edu/cab/programs/nca)

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**Program Overview**
Executives want their teams to become more innovative, which means more than just creating the next category-defining product or service. It breaks the confines of research and development and product-testing labs. It is a value-creation process that happens at all levels of an organization and results in new solutions that can be big or small. This process is no longer the responsibility of a few, but the obligation of everyone in an agribusiness organization.

The 2010 National Conference for Agribusiness will give agribusiness professionals an opportunity to explore how they can push boundaries and discover new ways to grow in various management areas.

**Who Should Attend**
This conference is specifically designed for professionals working within all sectors of agribusiness. Typical attendees include directors and managers, presidents and vice presidents, chief executive officers, and other specialists who are responsible for sales and marketing, business development, research, agronomy, and logistics and operations, to name a few.

**Program Content**
Designed to highlight current industry topics and research of interest to professionals in agribusiness, this conference features a line-up of guest speakers, expert panelists, and faculty. Presentation topics will include defining your core business as a starting point for growth, the impact of changes occurring in the retail sector of agribusiness, how agribusinesses are responding to sustainability opportunities and challenges, recruiting and retaining employees from the Millennial generation, and agriculture’s responsibility for innovation.

**Key Benefits**
At this conference, you will:
- Challenge your basic assumptions and beliefs about growth and innovation
- Discover how, regardless of your job title, you play a vital role in your company’s future growth
- Discuss important talent management topics, such as recruiting and managing the Millennial generation
- Understand agriculture’s responsibility for innovation
- Meet, network, and share ideas with a group of your peers
Featured Keynote Speakers

Gebisa Ejeta, Ph.D.
2009 World Food Prize Winner
Distinguished Professor of Agronomy, Purdue University

Sam Rovit
Head of Global Agribusiness Practice
Bain & Company
Former President and CEO
Swift & Company

Session Leaders

Mike Boehlke, Ph.D.
Distinguished Professor of Agricultural Economics
Purdue University

Scott Downey, Ph.D.
Professor of Agricultural Economics
Purdue University

Allan Gray, Ph.D.
Professor of Agricultural Economics
Purdue University

Carolyn Wiethoff, Ph.D.
Clinical Associate Professor of Management
Indiana University

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Purdue is an equal access/equal opportunity university.