



**7<sup>th</sup> EFFICACY RESEARCH WORKSHOP**  
**Monday, January 26, 2026**      **8:00 am – 4:30 pm**



- 7:45 – 8:30 am**      **REGISTRATION / BREAKFAST**
- 8:30 – 8:45 am**      **WELCOME**  
Moderators: Amalia Easton, Easton Agri-Consulting, Inc., Bagley, IA  
Allen Hubers, Alpha Ag Research, Sanborn, IA
- 8:45 – 9:30 am**      **STRESS MANAGEMENT**  
**How to Manage Stress Levels**  
Trisha Easton, Easton Agri-Consulting, Inc., Bagley, IA
- 9:30 – 10:30 am**      **WHAT I WISH I KNEW BEFORE STARTING AN EFFICACY PROGRAM**  
Matt Eich, Centrol Crop Consulting, Inc., Volga, SD
- 10:30 - 10:45 am**      **BREAK – Door Prize Drawing at 10:40 am**
- 10:45 – 11:30 am**      **FROM DATA TO DECISIONS: HOW INDUSTRY SPONSORS CAN UTILIZE CRO DATA**  
Nick Hurdle, Helena Agri-Enterprises, LLC, Memphis, TN
- 11:30 – 12:30 pm**      **QUALITY TRIAL SITE SELECTION**  
**Considerations to Improve Data Quality and Avoid Unexpected Problems**  
Corey Rozenboom, Alpha Ag Research, Sanborn, IA
- Managing Trial Sites to Niche Projects**  
Allen Hubers, Alpha Ag Research, Sanborn, IA
- 12:30 - 1:30 pm**      **LUNCH**
- 1:30 – 2:15 pm**      **CRO PANEL: WHAT DO YOU WISH YOU COULD TELL THE SPONSORS?**  
Panelist:  
Amalia Easton, Easton Agri-Consulting, Inc.  
Allen Hubers, Alpha Ag Research  
Matt Eich, Centrol Crop Consulting  
Jim Steffel, LabServices
- 2:15 – 3:00 pm**      **EXPANDING THE SCOPE OF YOUR CONTRACT RESEARCH BUSINESS**  
Jim Steffel, LabServices, Hamburg, PA
- 3:00 – 3:15 pm**      **BREAK – Door Prize Drawing at 3:10 pm**
- 3:15 – 4:15 pm**      **DIFFERENCES BETWEEN THE EXPECTATIONS FROM RESEARCH & DEVELOPMENT AND TECHNICAL SERVICE**  
Bruce Steward, FMC Corporation, Choctaw, OK
- 4:15 – 4:45 pm**      **FINAL Q&A**

