HOTEL ACCOMMODATIONS

AIRPORT HOLIDAY INN
6111 FLEUR DRIVE
DES MOINES, IA 50321
(515)–287–2400 OR (800)–248–4013

Group rate rooms $89 per night (reservations by 2/8/13)

There will be a shuttle to and from the airport and within a 2-mile radius of the hotel.

Within a 2-mile radius of the Airport Holiday Inn are a variety of restaurants including Italian, American, Chinese, a Steakhouse, and several fast food and pizza places. There are at least five pizza places and a Chinese restaurant that will deliver food to the hotel.

Dinner on your own Tuesday, February 19.

REGISTRATION
Ballroom Foyer

ALL SESSIONS
Ballroom South

VENDORS, EXHIBIT HALL, LUNCH, BREAKFAST, AND BREAKS
Ballroom Central North

SPONSORED BY:
The National Alliance of Independent Crop Consultants &
The Iowa Independent Crop Consultants Association

FOCUS ON
February 19 & 20

DES MOINES 2013
<table>
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<th>TUESDAY, FEBRUARY 19</th>
<th>WEDNESDAY, FEBRUARY 20</th>
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<tr>
<td>8:00</td>
<td>Registration</td>
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<td>8:00–9:00</td>
<td>Breakfast in Exhibit Area</td>
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| 9:15–9:30 | Welcome and Introduction  
Jeff Polenske, Polenske Agronomics |
| 9:30–10:30 | Confounding Water Availability with Other Soil Properties  
Keynote Speaker: Clay Mitchell, Farmer—Geneseo, IA |
| 10:30–10:45 | Break |
| 10:45–11:45 | Automation Technologies in Cropping Systems  
Keynote Speaker: Clay Mitchell, Farmer—Geneseo, IA |
| 11:45–12:00 | Exhibitor Introductions |
| 12:00–1:30 | Lunch & Vendor Display |
| 1:30–2:30 | Sensor Based Nitrogen Application  
Dr. Peter Scharf, Division of Plant Sciences, University of Missouri |
| 2:30–3:30 | PGR Review and New Uses in Agronomic Crops  
Dr. Roger Kaiser, Valent Biosciences |
| 3:30–3:45 | Break |
| 3:45–4:30 | Cloud Based Data Management  
Bryan Arndorfer, Precision Management Services |
| 4:45–6:00 | Mixer |
| 6:00 | Dinner on Your Own |

| 7:30 | Registration |
| 7:30–8:00 | Breakfast in Exhibit Area |
| 8:30–9:30 | An Update on Adapt N  
Dr. Harold Van Es, Department Head, Crops and Soils, Cornell University |
| 9:30–10:00 | Chlorophyll Meter Phone App  
Chris Bertelsen, Spectrum Technologies |
| 10:00–10:15 | Break |
| 10:15–11:00 | Aerial Drone: Flight Management Software and Flight Simulation  
Baptiste Tripard |
| 11:00–12:00 | High Yield Soybean Production Systems  
Dr. Edwin Ritchey, Extension Soils Specialist, University of Kentucky |
| 12:00–1:30 | Lunch and Vendor Display |
| 1:30–2:30 | Marketing and Branding Your Business  
Alison Doyle, Research Marketing Manager, Iowa State University |
| 2:30–3:30 | A Consultant’s Experience with Variable Rate Planting  
Jason Fussy, Centrol Inc. |
| 6:00 | Dinner on Your Own |

**EARLY REGISTRATION FEES**

(Due by February 12)

- **2-day Registration:**  
  - $180 for members* of NAICC or state affiliates;  
  - $240 for non-members.

- **1-day Registration:**  
  - $90 for members* of NAICC or state affiliates;  
  - $120 for non-members.

**ONSITE REGISTRATION**

- **2-day Registration:**  
  - $240 for members* of NAICC or state affiliates;  
  - $300 for non-members.

- **1-day Registration:**  
  - $120 for members* of NAICC or state affiliates;  
  - $150 for non-members.

**Tabletop Exhibit**

- $250 (includes one registration and meals)

**Additional Passes**

- $125 (includes one registration and meals)

* Academics, Extension Specialists, and County Extension Agents register at the Member rate

**TO REGISTER, PLEASE VISIT NAICC.ORG**