

REBOUND

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**Annual Convention
& Trade Show**

January 19-21, 2010

**Peoria Civic Center
Peoria, IL**



Illinois Fertilizer & Chemical Association

2009: What a year. Are you looking to **REBOUND in 2010**? The IFCA Convention is the place to start! We'll have speakers providing insight on the strategies you'll need for the future in terms of agronomy, business planning and your own personal well-being.

Please note that the show begins again on a **Tuesday**, with an agronomy packed CCA session at the Peoria Civic Center followed by the IFCA Annual Meeting. The trade show is Wednesday & Thursday. The entire 2010 IFCA Convention & Trade Show will return to Exhibit Hall D.

Here's a sampling of what we offer to help you rebound in 2010:

- Internationally respected speaker Sano Shimoda offers his insight on the generational changes coming to Midwest agriculture: farmers retiring, larger producers getting larger, the role of the retailer, the future of biofuels in new energy policies and the overall challenges facing us all in a much tougher (and more transparent?) regulatory climate.
- "Tough Times Don't Last, Tough People Do" is the message from Dr. Larry Helms, who is back by popular demand to give you the insight and advice on how to succeed when nothing seems to be going right.
- A special program for your office managers and administrative assistants on making your office environment more healthy and learning about new media tools for your business. Give the people who run your office a day to enjoy the IFCA convention – we are offering a special reduced rate for office managers who want to attend on January 20th.

- A regulatory workshop on the new USEPA rules for pesticide minibulks—this has major ramifications for the pesticide industry and it's coming soon. A court ruling requiring federal permits for pesticide applications is also coming down the tracks, learn what's coming and how you can manage it effectively.
- 10 hours of continuing education units for certified crop advisors including a variety of timely reports at the CCA Session on January 19th and additional sessions on the 20th and 21st.

- Anhydrous ammonia safety training and pesticide applicator training and exams—get a head start on your meeting your training and licensing requirements for 2010.
- A compliance workshop that provides an overview of all the federal and state regulations that impact ag retail facilities. Attend and make sure you aren't missing something!

Our convention hospitality on the trade show floor will feature

American's Comedian C. Willi Myles, who has toured with the Ojays, Temptations, Earth Wind & Fire, The Beach Boys, Pat Benatar, Toby Keith, Bonnie Raitt, Bill Cosby and Dennis Miller. Don't miss the laughs and the refreshments!

NOTE: The Housing Form is enclosed. If you will need a hotel room you must complete the form and mail it directly to the Peoria Convention & Visitors Bureau by December 11, 2009.



Illinois Fertilizer & Chemical Association



309.827.2774 • www.ifca.com

You can register on-line at www.ifca.com or return the enclosed registration form. Your registration fee includes the annual meeting reception, lunch and hospitality on the trade show floor as well as a trade show breakfast. If you have questions please call us at 309.827.2774.

See you in Peoria!

2010 IFCA Convention – Schedule of Events

January 19-21, 2010

Tuesday, January 19

- 9:00 am **CCA Session at Peoria Civic Center; Topics Include:***
to NPK Management for Intensive Wheat Production (Steve Ebelhar)
4:00 pm Economic Implications to IL Agriculture of Losing Fall Applied Nitrogen (Pat O'Rourke)
Lunch The 300 Bushel Corn Yield Formula (Fred Below)
Provided Fungicide's Role in the 2009 Crop and The Curative Question (Carl Bradley)
Long-term N Rate x Rotation & On-farm N Rate Studies (Emerson Nafziger)
Minibulk Tanks: Are You Handling Them with Care? (Fred Whitford)
Corn Insecticide Seed Treatment and Foliar Fungicide Effects on Corn (Steve Ebelhar)
Anhydrous Ammonia Safety Video for Farmers (Jean Payne)
A Long Term Look at Soil Profiles in Illinois (Harold Reetz)
Douglas County Tile Drainage Study (Bob Hoeft)
P & K Rate, Placement in No-till & Strip-till Corn Production Systems (Fabian Fernandez)
- 2:00 PM **Compliance Workshop @ Pere Marquette:** Federal and State DOT Regulations and USEPA Penalties for Ammonia Releases (IDOT, USDOT and Region 5 Officers)
- 4:30 PM IFCA Annual Meeting @ Pere Marquette Hotel, followed by IFCA Welcome Reception

Wednesday, January 20 – All Sessions at Peoria Civic Center

- 7:00 AM Ag-SOLVE Breakfast. Ralph Martire of the Center for Tax and Budget Accountability will discuss the dire situation of our state budget. How do we fix it?
- 8:00 am Pesticide Applicator Training & Testing (testing in all categories at 1:00 pm)
- 8:00 am Anhydrous Ammonia Safety Training by IDA and IFCA
- 8:15 am **CCA Session:** The Quest for High Yield Soybeans (Vince Davis, U of I)*
2010: A Fresh Look At Pest Management (Brian Flood, Del Monte)*
- 9:00 am **Update your Office:** Protect Your Health with Proper Ergonomics and Learn About the New Media: Facebook, YouTube and Twitter.
- 9:30 am **Generational Change in Midwest Agriculture, Moving at Lightspeed*** (Sano Shimoda)
- 10:30 am **Tough Times Don't Last, Tough People Do!*** (Dr. Larry Helms)
- 11:30 am TRADE SHOW FLOOR OPENS – Lunch Served from 11:30 to 1:30**
3:45 pm IFCA Hospitality: The American Comedy of C. Willi Myles
5:00 pm TRADE SHOW FLOOR CLOSES

Thursday, January 21 – All Sessions at Peoria Civic Center

- 7:30 am **TRADE SHOW OPENS;** Breakfast on Show Floor served from 7:30 – 9:00 am
- 9:15 am New Containment Requirements & Changes to Minibulk Rules: Jerry Kirbach (IDA) and Margaret Jones (Region 5 USEPA)
NPDES Permits: The Court Case and Impact on Pesticide Applicators (Crop Life America)
Spray Drift: Legislative Challenges, Pre-Notification, and Communication: Jean Payne (IFCA) and Bob Wolf (Kansas State)
- Short Break
The Low Rate Experience: Scott Bretthauer (U of I) and Bob Wolf (Kansas State)
- Noon **IFCA Convention Closes:** Dates for 2011: January 18-20, 2011.

*Classes with CEUs

Illinois Fertilizer & Chemical Association Annual Convention & Trade Show Peoria, IL • January 19 - 21, 2010

Peoria Civic Center
201 S.W. Jefferson Street • Peoria, IL 61602
(309) 673-8900

Directions to Peoria Civic Center
West to East
Take 24 East to Adams St. At Kumpf St., make a left.
The Peoria Civic Center is at the 2nd stoplight on the right-hand side.

East to West
Take 29 West or 24 West to Adams St. to Jefferson St. Pass I-74 overpass.
The Peoria Civic Center is five stoplights down on your right.

Downtown Directions
The Civic Center is located in the heart of downtown Peoria, framed by Jefferson, Monroe, Fulton and Kumpf.

The Pere Marquette Hotel is located at 501 Main St., one-half block north of the Civic Center.



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P.O. Box 1326, Bloomington, Illinois 61702-1326

