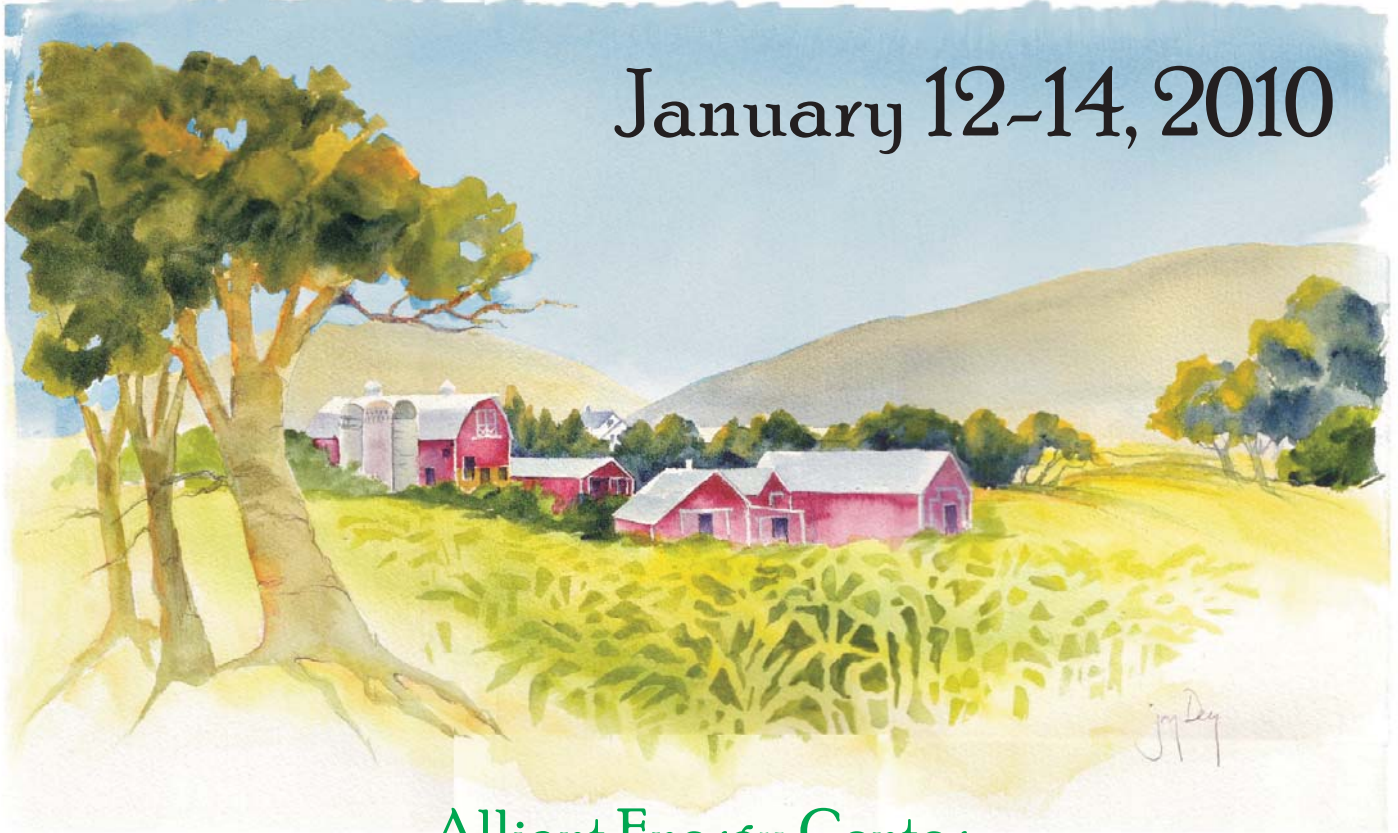


ATTEND THE MIDWEST'S PREMIER
AGRONOMIC INPUTS INDUSTRY EVENT
Wisconsin Crop Management Conference

January 12-14, 2010



Alliant Energy Center
1919 Alliant Energy Center Way, Madison, Wisconsin 53713

- ★ Over 50 Agronomic and Management Presentations
- ★ Tradeshow with Over 100 Industry Exhibitors
- ★ 70,000 Square Feet of Exhibits and Equipment
- ★ The Alliant Energy Center's Entire Conference Facility
- ★ Broad Attendance from the Crop Production Industry

Featuring the All Industry Reception, Exhibitor Reception, Product Premiers, Wide Ranging Product/Equipment displays, Service Industries Displays, Exhibitor Luncheon, CCA CEUs Available in all Five Areas, Association Meetings, WCPA Awards Ceremony, Scholarship Recipients, and much more.

SPONSORED BY:



Conference and Trade Show

Tuesday, January 12

Large Equipment Exhibitor Set-up	7:00 am - 1:00 pm
CCA Luncheon / Meeting	11:00 am - 12:30 pm
Exhibitor Lunch (exhibitors only)	11:45 am - 1:00 pm
Education Sessions	1:00 pm - 4:00 pm
Small Equipment/Display Set-up	1:00 pm - 6:00 pm
Exhibitor Reception (at Sheraton Hotel)	6:00 pm – 8:00 pm

Wednesday, January 13

Completion of Exhibitor Set-up	7:00 am - 8:00 am
Trade Show Open	8:00 am - 7:30 pm
Education Sessions	9:00 am - 11:30 am
Lunch	11:45 am - 1:00 pm
Education Sessions	2:00 pm - 4:50 pm
WCPA Awards Ceremony	5:00 pm - 5:30 pm
All Industry Reception	5:30 pm - 7:30 pm

Thursday, January 14

WAPAC Breakfast	7:00 am - 8:30 am
Trade Show Open	8:00 am - 2:00 pm
Education Sessions	9:00 am – 11:30 am
Lunch	11:45 am - 1:00 pm
Education Sessions	1:30 pm - 3:20 pm

**Don't Delay
Register Today**

Education Program Overview

Tuesday, January 12

Agronomy for 2010

Wednesday, January 13

Snap-Plus for Beginners

Fertilizer Trends

Spray School for 2010

Pesky Pests I

Manure Management and Water Quality

Precision Ag Tools

Pesky Pests II

Thursday, January 14

Vegetable Crop Management

Grain & Forage Crop Management

Weed Management

Water Quality and Agronomy Potpourri

Insect and Cover Crop Combo

Education Session Chairs

Randy Bina, United Ag Services
Tom Hoffman, Central Wisconsin Co-op
Brian Madigan, AgriLand Co-op
Scott Firlus, WI River Agronomy
Stan McGraw, Dodgeville Agri-Service
Chuck Bolte, AgSource Laboratories
Jim Sutter, Bullseye Ag
Mike Wichmann, West Central, Inc.
Paul Kratz, Service Motor Company
Larry Fiene, WinField Solutions
Dennis Podoll, Northern Star Minerals
Kelly Keyzers, Mycogen Seed

2010 Wisconsin Crop Management Conference Program

Tuesday, January 12, 2010	
Time	Mendota 1-4
Agronomy for 2010 <i>Moderator: Scott Firlus, Wis. River Agronomy</i>	
1:00-1:15	Welcome and Introduction <i>Carrie Laboski, UW Soil Science</i> <i>Rob Poehnehl, WCPA</i>
1:15-2:15	What if this is normal? Behavioral aspects of agriculture and the changes in farmer attitudes and responses. <i>John Phipps, ag communications specialist</i> (1.0 PD)
2:30-3:20	2010 nutrient watch list <i>Carrie Laboski, UW Soil Science</i> The soybean aphid/potassium relationship <i>Dave Hogg, UW Entomology</i> (0.5 NM, 0.5 PM)
3:30-4:00	2009 white mold and soybean: Impacts and recommendations <i>Paul Esker, UW Plant Pathology</i> (0.5 PM)

Wednesday, January 13, 2010 – Special Sessions	
Time	Monona (upstairs)
9:00-9:50	SNAP-Plus update and roundtable discussion <i>Sue Porter, Wis. DATCP</i> <i>Laura Ward Good, UW Soil Science</i> (1.0 NM)
10:00-12:00	SNAP-Plus for beginners <i>Sue Porter, Wis. DATCP</i> <i>Laura Ward Good, UW Soil Science</i> (2.0 NM) <u>Pre-registration required.</u> 30 people max. Must bring laptop computer with SNAP-Plus installed. Download the most recent version from www.snapplus.net .
12:30-2:00	SNAP-Plus Q&A SNAP-Plus software representatives from UW Soil Science and WDATCP will be available to answer your questions in an informal drop-in session during lunch.

Attention Certified Crop Advisors (CCA): All continuing education units (CEUs) are pending approval and are given in parenthesis for each session. Key to CEU abbreviations: CM, crop management; NM, nutrient management; PD, professional development; PM, pest management; SW, soil & water management. Please bring your certification card with the magnetic strip so that you can scan into and out of sessions to track your CEUs. A paper recording system will be available for CCAs that do not have cards with magnetic strips. **There will be no pro-rating of CEUs. In order to earn the CEUs, you must attend the entire session.** A session is either 30 or 50 minutes long and there may be more than one speaker during the session. You will be required to scan into the room before/during the first 10 minutes of a session.

Wednesday, January 13, 2010

Time	Mendota 1-3	Mendota 4	Mendota 5-8
	Fertilizer Trends <i>Moderator: Chuck Bolte, AgSource Laboratories</i>	Spray School for 2010 <i>Moderator: Jim Sutter, Bullseye Ag</i>	Pesky Pests I <i>Moderator: Mike Wichmann, West Central, Inc</i>
9:00-9:50	Micronutrients from B to Z <i>Scott Sturgul, UW NPM</i> Understanding the value of slow-release nitrogen fertilizers <i>Matt Ruark, UW Soil Science</i> (1.0 NM)	Optimizing herbicide performance through adjuvants: Resolving misconceptions and confusion <i>Richard Zollinger, NDSU</i> (1.0 PM)	How do GDUs affect insect populations? <i>Eileen Cullen, UW Entomology</i> Soybean aphid research update <i>Christian Krupke, Purdue Univ.</i> (1.0 PM)
10:00-10:50	Troubleshooting fields using plant analysis <i>Carrie Laboski, UW Soil Science</i> Effect of sampling time on soil test K results <i>Lauren Vitko, UW Soil Science</i> (1.0 NM)	Drift on sensitive crops/organics and complaint legitimacy <i>Jed Colquhoun, UW Horticulture</i> ABC's of pesticide misuse investigations <i>Mark McCloskey, WDATCP</i> (1.0 PM)	Beyond scouting: What to do when threshold is reached (panel discussion) <i>Bryan Jensen (moderator), UW Entomology</i> (1.0 PM)
11:00-11:30	Plant food markets, recent trends, and outlook <i>Joe Dillier, Growmark</i> (0.5 NM)	A high tech approach to nozzle and adjuvant selection <i>Eric Spandl, WinField Solutions</i> (0.5 PM)	2009 white mold and soybean: Impacts and recommendations <i>Paul Esker, UW Plant Pathology</i> (0.5 PM)
Lunch and Trade Show			
	Manure Management and Water Quality <i>Moderator: Stan McGraw, Dodgeville AgriService</i>	Precision Ag Tools <i>Moderator: Paul Kratz, Service Motor Company</i>	Pesky Pests II <i>Moderator: Larry Fiene, Winfield Solutions</i>
2:00-2:50	Tile basics and Discovery Farms tile findings <i>Eric Cooley, UW Discovery Farms</i> Techniques to mitigate inflow of manure to tile <i>John Panuska, UW Biol. Sys. Engr.</i> (1.0 SW)	Precision ag technologies: Options and applications <i>Brad Murray, Landmark Co-op</i> (1.0 CM)	Keeping pace with Bt corn: From stacked traits to blended refuges. <i>Christian Krupke, Purdue Univ.</i> Bt corn rootworm survey results <i>Bryan Jensen, UW Entomology</i> (1.0 PM)
3:00-3:50	Nutrient management plan regulatory panel <i>Jim VandenBrook, WDATCP</i> <i>Pat Murphy, NRCS</i> <i>Andrew Craig, WDNR</i> (0.5 NM, 0.5 SW)	What does yield monitor data tell us? <i>Joe Lauer, UW Agronomy</i> Concepts and calibration of yield monitors <i>Matt Digman, UW Biol. Sys. Engr.</i> (1.0 CM)	Use of fungicides on hail-damaged crops <i>Shawn Conley, UW Agronomy</i> Late blight in Wisconsin <i>Amanda Gevens, UW Plant Pathology</i> (1.0 PM)
4:00-4:50	How to prepare for a public hearing (panel discussion) <i>Jeff Polenske (moderator), Polenske Agronomic Consulting</i> <i>Jennifer Sereno, Wood Communications Group</i> <i>David Crass, Michael Best & Friedrich</i> <i>Joe Kennicker, Premier Cooperative</i> A preliminary analysis of 300 manure incidents in WI <i>Kevin Erb, UWEX Green Bay</i> (0.5 PD, 0.5 SW)	Use and value of precision ag tools (panel discussion) <i>Dick Wolkowski (moderator), UW Soil Science</i> <i>Others TBA</i> (1.0 CM)	Nematicide efficacy and necessity <i>Paul Esker, UW Plant Pathology</i> 2009 crop disease update <i>Anette Phibbs and Adrian Barta, WDATCP</i> (1.0 PM)
5:00-7:30	WCPA Awards Ceremony and All Industry Reception – Trade Show Floor		

Thursday, January 14, 2010

Time	Mendota 1	Mendota 2-4	Mendota 5-8
	Vegetable Crop Management <i>Moderator: Dennis Podoll, Northern Star Minerals</i>	Grain & Forage Crop Management <i>Moderator: Kelly Keyzers, Mycogen Seeds</i>	Weed Management <i>Moderator: Randy Bina, United Ag Services</i>
9:00-9:50	Nitrogen mineralization and uptake in snap bean <i>Mike Copas, UW Horticulture</i> Vine crop pest management and pollinators <i>Russ Groves, UW Entomology</i> (0.5 NM, 0.5 PM)	Roundup Ready, low lignin and other new traits in alfalfa's future <i>Dan Undersander, UW Agronomy</i> (1.0 CM)	New invasive species and the NR-40 rule <i>Kelly Kearns, WDNR</i> Dealing with listed invasive plants by the book <i>Mark Renz, UW Agronomy</i> (1.0 PM)
10:00-10:50	Density effects on sweet corn yield and recovery <i>AJ Bussan, UW Horticulture</i> Updates in vegetable disease management <i>Amanda Gevens, UW Plant Pathology</i> (0.5 CM, 0.5 PM)	Soybean yield plateau and Roundup Ready 2 soybeans <i>Shawn Conley, UW Agronomy</i> (1.0 CM)	Predicted yield losses with postemergence herbicides <i>Nathanael Fickett, UW Agronomy</i> Economics of Roundup Ready crops: Farmer benefits and the impact of weed resistance <i>Paul Mitchell, UW Ag & Applied Econ</i> (1.0 PM)
11:00-11:30	Sustainability standards: Implications for the processing industry <i>Jed Colquhoun, UW Horticulture</i> (0.5 PD)	Picking the top corn hybrids: Five keys to successful selection <i>Joe Lauer, UW Agronomy</i> (0.5 CM)	Optimizing perennial weed management in Wisconsin <i>Mark Renz, UW Agronomy</i> (0.5 PM)
Lunch and Trade Show			
		Water Quality and Agronomy Potpourri <i>Moderator: Tom Hoffman, Central Wis. Co-op</i>	Insect and Cover Crop Combo <i>Moderator: Brian Madigan, AgriLand Co-op</i>
1:30-2:20		Disappearing lakes: Groundwater levels in central Wisconsin <i>Amber Radatz, UW Discovery Farms</i> Atrazine risks: Still in debate <i>Dave Fredrickson, DATCP (retired)</i> (1.0 SW)	DATCP insect survey update and outlook for 2010 <i>Krista Hamilton, WDATCP</i> What is biting me?: Delusions of insects <i>Phil Pellitteri, UW Entomology</i> (0.5 PM)
2:30-3:20		Vertical tillage <i>Dick Wolkowski, UW Soil Science</i> Corn seeding densities and transgenic traits: Economics and farmer behavior <i>Paul Mitchell, UW Ag & Applied Econ</i> (0.5 SW, 0.5 CM)	Why include cover crops in Wisconsin crop rotations? <i>Kevin Shelley, UW NPM</i> No-till organic soybeans in rye <i>Emily Bernstein, UW Agronomy</i> (1.0 CM)

Hotel Accommodations

Wisconsin Crop Management Conference

Clarion Suites - attached to the Alliant Energy Center, 608-284-1234. All suites have 2 beds and a sleeper sofa, data port, 25" TV, coffee maker, iron & ironing board, hair dryer, pool, whirlpool, complimentary breakfast, cocktail area, 2 meeting rooms available.

Sheraton - 706 John Nolen Drive - Across from the Expo Center, 608-251-2300. Full service motel, with restaurant, pool, and full bar, meeting rooms available. Reserve online at a discount rate:
<http://www.starwoodmeeting.com/Book/wicrop>

Holiday Inn Express - 722 John Nolen Drive - Next to Sheraton, across from Expo Center 608-255-7400. Economy motel with free continental breakfast, and a midsize 24-hour pool and whirlpool, no meeting place, free social hour 5-7 pm

Inn on the Park - 22 S. Carroll St. - downtown on SW corner of Capitol, 800-279-8811 or 608-257-8811. Entire facility refurbished in 2001, free limo service from airport, free parking, indoor pool, restaurant, lounge, fitness center, coffee pot, iron & ironing board, hair dryer. One block from State Street, 1.5 mi from Expo Center, this is the place to stay if you want to enjoy Madison's downtown night life.

AmericInn - 101 W. Broadway (corner of Broadway & Monona Drive) - Exit #265 from 12 & 18 onto Monona Drive, left (west) on Broadway, right into motel, 608-222-8601. About 2 mi. east of Expo Center, mini-refrigerators, microwave, coffee maker, hair dryer, enhanced continental breakfast, whirlpool & sauna, 2 small meeting rooms available. Rooms with whirlpools and fireplaces available.

AmericInn Madison West - 516 Grand Canyon Dr. - Exit #255 from 12 & 18 onto Gammon Road, right (north) on Gammon, right on Odana Road to Grand Canyon Dr. left onto Grand Canyon Drive into motel, 608-662-1990. About 7 mi. west of Expo Center, business center, cable TV, wireless high speed internet, mini-refrigerators, microwave, coffee maker, hair dryer, buffet style breakfast, whirlpool, indoor heated pool, meeting room available. Ask for the WI Crop Management Conference block of rooms for a special discount.

Country Inn & Suites - 400 River Place - Exit #265 from 12 & 18 onto Monona Drive, at bottom of ramp north to traffic lights, left (west) onto Broadway, left on River Place, 1 block to hotel, 608-221-0055. About 2 miles east of the Expo Center, pool and workout room, extended continental breakfast, coffee maker.

Road Star - 6900 Seybold Road - Approximately 5 miles from the Expo Center, 1-800-445-INNS. Includes continental breakfast, microwaves, refrigerators, guest laundry, cable TV, smoking rooms, pets welcome, restaurants and shopping nearby.

Super 8 - 1602 W. Beltline Hwy - Exit from 12 & 18 onto Fish Hatchery Rd. or Todd Dr., located on North side of highway at Fish Hatchery Rd. (If using Todd, use frontage road) west of Expo Center, 608-258-8882. Five minutes from Expo Center, free continental breakfast, cable TV with HBO, pool & whirlpool, free fax & copy service, fitness center, business center, queen sized beds, completely remodeled.

Days Inn - 4402 E. Broadway - Exit from 12 & 18 onto Stoughton Road, Broadway is located on the north side of 12 & 18, 608-223-1800.

2010 Wisconsin Crop Management Conference

January 12 - 14, 2010

Exhibition Hall at Alliant Energy Center
1919 Alliant Energy Center Way, Madison, WI 53713

Please copy this form for additional registrants

Advance Registration Form

Name: _____

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____ e-mail _____

Registration Fees

Conference Registration Includes: parking, admission to education sessions, trade show, All-Industry Reception, a copy of the conference proceedings, and lunch on Wednesday, January 13 & Thursday, January 14, 2010. General admission registrants will be given WCPA conference membership and a 1 year subscription to the WCPA Industry News Quarterly. Sorry, No Refunds.

	Advance Registration Single Day	Advance Registration Full Conference	On-Site Registration Single Day	On-Site Registration Full Conference	
General Admission	\$90	\$125	\$110	\$165	\$ _____
College Student	\$30	\$40	\$35	\$45	\$ _____
Exhibitor	*gratis-\$0	*gratis-\$0	\$70	\$125	\$ _____

*Exhibitors only, 2 gratis pre-registrations per each 10x10 booth rented, maximum of 6. No on-site gratis registrations will be granted.

TOTAL \$ _____

Pre-Registration for Special Session – Snap Plus for Beginners

Registration is limited for the Snap Plus for Beginners session. You will be contacted if the session is full by the time you register. There is no fee for these sessions.

NAME _____

Snap-Plus for beginners (*limited to the first 30 people to pre-register*) _____

Payment Information

Visa, MasterCard and American Express Payments

1. Make check payable to: WCPA
2. Return registration and payment to:
WI Crop Production Association
2317 International Lane, Suite 102
Madison, WI 53704

-or-

Cardholder _____

Card Number _____

Signature _____

Fax with credit card information: 608-249-5311

Expiration Date _____

Advance registrations must be postmarked by January 1, 2010 or faxed by January 4, 2010

Wisconsin Crop Production Association ph: 608-249-4070 fax: 608-249-5311



2317 International Lane, Suite 102
Madison, WI 53704-3154

Attend The Midwest's Premier Agronomic Inputs Industry Event
Wisconsin Crop Management Conference



January 12-14, 2010

Alliant Energy Center
Madison, Wisconsin

Advance Education Program and
Registration Materials Enclosed



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