

# SouthWestern Association Annual Convention

## February 18-19, 2010

### Schedule at a Glance

#### Thursday, Feb. 18, 2010

- 5:30 p.m.** - Registration/Reception at Hampton Inn & Suites - Country Club Plaza, Kansas City, Mo.
- 6:30 p.m.** - Dinner & Program - featuring J.W. (Woody) McCartney - Chairman of NAEDA Board of Directors  
David Naster - "You Just Have to Laugh®"

#### Friday, Feb. 19, 2010

- 7:30 a.m.** - Buses depart the Hampton Inn & Suites (Shuttle transportation will be provided throughout the day.)  
Friday Seminars at the American Royal Complex
- 8:00 a.m.** - Continental breakfast and Association business
- 9:00 a.m.** - "Food and Fuel Forum"
- Noon** - Meeting adjourns
- Lunch on your own**
- Afternoon** - Tour the Western Farm Show
- 5:00 p.m.** - Last bus leaves for hotel

#### Who Should Attend:

Dealers, key employees and managers of equipment dealerships.

### Benefit Auction for EDF Disaster Relief Fund

*Participate in the very first SouthWestern Association Silent Auction to benefit the EDF Disaster Relief Fund. Auction items will be posted online, with culmination of the event at the SWA Convention Dinner on Thursday, Feb. 18, 2010 in Kansas City at the Hampton Inn and Suites, Country Club Plaza.*

*For more information contact Olivia Holcombe at South Western Association - 1-800-762-5616.*

### Convention Highlights

**"Top Dealer Challenges for 2010"** - J.W. (Woody) McCartney Chairman of the NAEDA board of directors.

McCartney owns A.C. McCartney Farm Equipment Company, an AGCO, Massey and Kubota dealership with locations in Durand, Wataga and Carthage, Ill. McCartney has been in the farm equipment business since 1972. His father Allen started the business as an Allis-Chalmers dealership in Durand in 1950. They currently have 55 employees. He represents the Midwest Equipment Dealers Association on NAEDA's board and served as Midwest's president in 2001.



**"You Just Have To Laugh®"** - David Naster, 6:30 p.m. - Thursday, Feb. 18 at Hampton Inn & Suites

David Naster grew up in a smart-alec family teaching him how to survive with humor. David went to college to study psychology. He decided he would rather make fun of people than help them. That's when Naster began making people laugh for a living, having no idea how laughter would help people in ways never imagined. Naster is a rare blend of quality entertainment and true inspiration. He is funny without cursing. He motivates without preaching. David's philosophy is: "Making people laugh is wonderful. Teaching them to find the humor in tough times and laugh is why I'm here."



#### **"Food and Fuel Forum" - sponsored by Missouri Farmer Today**

What is the future of alternative fuels and how does it impact agriculture in general and the services you provide to the agricultural community? We'll provide information regarding alternative fuels, reduced dependency on foreign oil, and pending federal legislation. We are bringing together content experts from agriculture, equipment, energy and food production. The program will feature three keynote speakers:

**Martha Schlicher**, Monsanto  
**Don Borgman**, John Deere Co.  
**William Becker**

At 10:00 a.m., Schlicher, Borgman and Becker will be joined by additional experts for a roundtable discussion:

**Jerry Ellis**, Show Me Energy  
**Larry Flowers**, National Renewable Energy Laboratory  
**Paul Harte**, USDA

You won't want to miss this important program focusing on a critical area that affects everyone's future, and particularly our industry. **Over**

## Friday Keynote Speakers

### Martha Schlicher, Bioenergy Technology Lead

Martha Schlicher leads Monsanto's bioenergy efforts in the technology organization focused on utilizing Monsanto's scientific expertise and capabilities to support and respond to policy. The responsibilities of this effort include defending the U.S. corn-based ethanol industry by generating and providing quality data to help guide regulatory policies and decisions related to bioenergy. These efforts should also continue to create opportunities for its growth and to anticipate and address threats to the global biofuels market.



### Don Borgman, Director, Agricultural Industry Relations for John Deere's North American Operations

Don Borgman started his career with Deere in 1974 after graduating from the University of Missouri with Agricultural Economics and Journalism degrees. He has held various product support, sales and marketing positions during his career. Don was instrumental in Deere's adoption of biodiesel as a factory fill and remains involved in several other ongoing renewable energy and growth initiatives within Deere.



### William Becker

Bill Becker is the former President and Chief Executive Officer of Lifeline Foods, LLC where for eight years he was involved extensively in the development of Lifeline as a processor of cereal and snack ingredients and its growth to become the second largest food processing dry corn mill in North America. During his tenure, Lifeline installed an ethanol production system that utilizes by-product from the food process to capture maximum value from the corn kernel.



## Roundtable Experts

### Jerry Ellis, Show Me Energy

Jerry Ellis is one of the founding Board Members and the Board Treasurer for Show Me Energy Cooperative, a cellulosic biomass facility owned by 400 plus farmers. The \$10 million project became operational in 2008, developing and processing energy crops and agricultural residues into biomass-engineered fiber fuel. This fuel is used at a local utility and for heating residents' homes. He has spent over 20 years in the banking industry, concentrating in the agricultural and commercial sectors. He also spent six years in the seed industry as a credit manager and alfalfa marketing manager.



### Larry Flowers, National Renewable Energy Laboratory

Larry Flowers has held various management positions at the National Renewable Energy Laboratory since 1980. Since 1990, he has been a team leader and principal project manager at NREL's National Wind Technology Center in Boulder, Colo. His current assignment is the National Technical Director of Wind Powering America, a U.S. Department of Energy program launched in 1999 to dramatically increase the deployment of wind in the United States. WPA focuses on states and institutions that have dramatically under-utilized their wind resources.



### Paul Harte, USDA Agriculture's Farm Service Agency

Paul Harte currently works as an Agricultural Economist for the United States Department of Agriculture's Farm Service Agency. He is stationed at FSA's Kansas City office. Paul currently supports FSA's national office's implementation and operation of the Biomass Crop Assistance Program (BCAP). He also conducts research and analysis for the Conservation Reserve Program (CRP) and other FSA conservation programs.



## Hotel Information

**The Hampton Inn & Suites – Country Club Plaza**, 4600 Summit, Kansas City, Missouri 64112  
Tel: 816-448-4600; Fax: 816-448-4610

We have arranged for a special group rate of \$119 per night. To make your reservations and obtain the special group rate, please call 816-448-4600 before January 28, 2010. Your reservation includes complimentary "On the House" breakfast, complimentary local calls and high speed wireless access. Secure underground parking is also complimentary.

## Cancellations

Full refunds will be issued until February 5, 2010. One-half refunds will be issued until February 15, 2010. After that date, no refunds will be issued for cancellations. You may substitute without penalty. To substitute or cancel, please submit your request in writing to SouthWestern Association or call the Association at 800-762-5616.

## Tax Deductible Education Expense

Under certain circumstances, the Internal Revenue Service allows an income tax deduction for education expenses undertaken to maintain or improve professional skills, including registration, meals, travel and lodging. Please consult your tax professional before taking any deductions.

## Registration Fees

For complete information and a registration form, contact SouthWestern Association at 816-561-5323 or 800-762-5616. Complete information is also available on our web site at [www.swassn.com](http://www.swassn.com).

## Special Needs or More Information

If anyone requires disability assistance or accommodations during the convention, or needs more information, please contact Olivia Holcombe at 816-561-5323 or 800-762-5616.



# REGISTRATION FORM 2010 CONVENTION

PLEASE PRINT OR TYPE

Firm Name \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

PLEASE CHECK ONE:

- Dealer
- Manufacturer
- Wholesaler
- Other \_\_\_\_\_  
(please specify)

## CONVENTION PRICING

Cost if Paid By  
Jan. 28, 2010

Cost if Paid  
After Jan. 28

_____ SouthWestern Association Member .....	\$99 .....	\$119
_____ Additional people from same company.....	\$79 each .....	\$99 each
_____ Non-Member .....	\$149 .....	\$169

## CONVENTION BADGE REQUEST

List all names as they should appear on badges.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## PAYMENT

\_\_\_ Check Enclosed (payable to SWA Trade Assoc.)

\_\_\_ Charge to:  MasterCard  
 VISA  
 American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Security # \_\_\_\_\_

Expir. Date \_\_\_\_\_

Signature \_\_\_\_\_

Make copy of this form for your files

Send Registration Form and Payment to:  
 SWA Trade Association  
 P.O. Box 419264  
 Kansas City, MO 64141-6264  
 or FAX to: 816-561-1249



### REGISTRATION POLICY & FEES

A registration fee is required for EACH PERSON  
 Advance registration is requested. Room reservations  
 must be made directly to the conference hotel.  
**REFUND POLICY:** If you find you cannot attend the  
 conference after sending your paid registration, notify us  
 by Feb. 5 and your fees will be refunded in full. One-half  
 refunds will be issued until Feb. 15. Substitutions may  
 be sent.

**IMPORTANT:** Please note hotel reservation cut-off  
 dates as listed on conference information.