



## Bob Utterback

Bob Utterback has more than 26 years of experience and offers producers a disciplined approach to marketing and preparing for the future. A graduate of Purdue University (B.S.) and Oregon State University (M.S.) Utterback served as a 5-County Area Specialist/Extension Agent with Purdue University Cooperative Extension, the Hog Analyst at AgriVisor, Inc., and the Chief Analyst at Top Farmer and Farm Futures. In 1990 he put his analytical skills to the test as a full-time commodities broker; and set up his own brokerage office in 1991. Since 1993 he has been the Economist for Farm Journal magazine and a frequent guest speaker and/or panelist on U.S. Farm Report [formerly AgDay's WeekEnd MarketPlace] and AgDay television shows.



## Ken Ferrie

Farm Journal field agronomist Ken Ferrie oversees the test plots in the Farm Journal Field Test Program. Ken applies his extensive, cutting-edge knowledge and his systems approach to farming to the plots. In addition to working with Farm Journal, he operates an independent agronomic consulting business in central Illinois.

A graduate of Illinois State University, Ken credits much of his knowledge of the systems approach to the late Dr. Everett Dennis, who took what Ken had learned in books and "brought it to life." A native of northeast Iowa, Ken has previous experience as a floater operator, crop scout, maintenance manager over three elevators, coop manager and company agronomist.

Ferrie is one of only a few completely independent agronomists in the United States. He is not an employee of any agribusiness company (including Farm Journal), and he doesn't sell anything, accept any commissions or have any hidden agendas.

## Registration Form

Name: \_\_\_\_\_

Farm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

No. Attending: \_\_\_\_\_ @ \$50 (\$40\*) \$ \_\_\_\_\_

No. Attending: \_\_\_\_\_ @ \$75 (\$65\*) \$ \_\_\_\_\_

No. Attending: \_\_\_\_\_ @ \$125 (\$100\*) \$ \_\_\_\_\_

New Memberships: \_\_\_\_\_ @ \$25.00 \$ \_\_\_\_\_

**Total: \$** \_\_\_\_\_

Credit Card (circle): MC / Visa / AMEX / Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

3 Digit Code on Back: \_\_\_\_\_

4 Digit Code on Front (AMEX only): \_\_\_\_\_

Signature: \_\_\_\_\_

### Send Registration Form and Check to:

NEW YORK CORN GROWERS ASSOCIATION

4 Youngs Place, Latham, New York 12110

Phone: 518.783.1322 Fax: 518.783.1258

[www.nycorn.org](http://www.nycorn.org)

# NEW YORK CORN GROWERS ASSOCIATION

## Summer Crop Tour



**August 17, 2010**  
**8:30 am - 5:00 pm**  
**Howlett Farms**  
**Avon, New York**

Featuring:

**Bob Utterback**

*Utterback Marketing Services, Inc.*

*Farm Journal: Economist*

**Ken Ferrie**

*Farm Journal: Field Agronomist*

### **Registrations received by August 6, 2010:**

\$40\* Corn Grower Members

\$65\* Non-Members (includes new membership)

\$100\* Corn Grower Member Family/Car Load

### **On-site registrations or registrations received after August 6, 2010:**

\$50 Corn Grower Members

\$75 Non-Members (includes new membership)

\$125 Corn Grower Member Family/Car Load

Membership required for admittance.

Registration fee includes lunch.

## Agenda

8:30 am **Registration and Exhibits**

9:30 am - **Session I**

11:30 am **Ken Ferrie: Understanding Your Soils Ecosystem** (farm shop)

11:30 am- **Explore**

- 1:30 pm
- Crop Trial Plots
  - Precision Agriculture Demonstrations
  - Manure Management Displays
  - Agribusiness Exhibits
  - Equipment Displays
  - Tour Howlett Farms
  - Cornell Cooperative Extension:

### Ask the Experts

Have a crop related question? Want to have a problem weed or insect identified? Cornell University Extension Faculty and Educators will be on hand to answer your questions. Demonstrations and resource materials will be available throughout the day.

**Bill Cox** The Impact of Row Spacing in Soybeans

12:00 - **Dinosaur Bar-B-Que Lunch**



1:30 pm **Session II**

### Multiple Breakouts:

- **Bob Utterback** Market Overview and Outlook (farm shop);
- **Ken Ferrie** Knowing a Good Corn Stand When You See It;
- **Isaac Ferrie** A Yield Map to Success;

2:30 pm **Session III (repeat of Session II)**

### Multiple Breakouts:

- **Bob Utterback** Market Overview and Outlook (farm shop);
- **Ken Ferrie** Knowing a Good Corn Stand When You See It;
- **Isaac Ferrie** A Yield Map to Success;

3:30 - **Optional Workshop**

5:00 pm **Bob Utterback: Farming for Profit: Advanced Marketing Strategies** (farm shop)

## Directions

I-390, Exit 10, Route 20 West through Avon, to Rochester Street. First right beyond circle. Farm is 1 mile north on left.

**Refund Policy** - Cancellations received prior to August 10 will be assessed a \$20 cancellation fee. Refunds will not be issued after August 10 or for no-shows.

## Thank you to our Sponsors:

### Speaker

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