



2019 September Soybean Summit Agenda

DoubleTree Chesterfield • 16625 Swingley Ridge Road • Chesterfield, MO 63017

TUESDAY, SEPTEMBER 17

- 10:00 a.m.** **Welcome and Opening Remarks:** Polly Ruhland
- 10:15 a.m.** **USB Updates:** The soy checkoff continues to experience growth and change. Polly will introduce the USB team and provide updates on current USB efforts.
- 10:30 a.m.** **FY20 Strategy:** USB's strategy team will provide a summary of the FY20 program strategy, with an emphasis on opportunities for partnership and collaboration with QSSBs.
- 11:30 a.m.** **Long-Range Strategic Plan Update:** Gary Wheeler (Missouri Soybean Merchandising Council executive and member of USB's Strategic Plan Task Force) will provide an update on the work of the task force and what QSSBs can expect in the coming months.
- 11:45 a.m.** **Research Database:** A review of the anticipated next steps in FY20 to strengthen participation in the National Database.
- 12:00 p.m.** **Lunch**
- 1:00 p.m.** **QSSB Guidelines Rollout and Roundtable Discussion:** The Governance & Compliance and Finance teams will provide a review of the updated QSSB Guidelines. QSSBs will have the opportunity to ask questions and engage in roundtable discussion with USB staff.
- 5:30 p.m.** **Depart for Group Dinner:** Additional details forthcoming.



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WEDNESDAY, SEPTEMBER 18

- 7:00 a.m.** **Breakfast**
- 8:00 a.m.** **Compliance (Continued):** Additional details forthcoming.
- 10:00 a.m.** **Communications & Marketing Team: Who Are These People?:**
Mace Thornton, Vice President Communications & Marketing Strategy;
Lisa Humphreys, Senior Director of Content Mgmt. and Brand Stewardship;
George Harper, Director of Investor and Industry Communication; and
Paul Murphy-Spooner, Director of Public Relations and Issues Mgmt. The USB/USSEC Communications & Marketing team will provide a description of the team structure and roles, with an emphasis on opportunities for engagement between USB and QSSBs.
- 10:20 a.m.** **Break**
- 10:30 a.m.** **Issues & Crisis Management Exercise, African Swine Fever:** The USB/USSEC Communications & Marketing team will lead an interactive crisis communications exercise. The intent is for small groups to identify a proactive and coordinated approach through a simulated soybean crisis related to African swine fever.
- 12:00 p.m.** **Lunch**
- 1:00 p.m.** **Creative Plagiarism:** Every day, state soy partners encounter challenges and opportunities that can differentiate the competitive advantage of U.S. Soy. During this session, you will hear from several QSSBs and soy partners who will share case studies on communication and marketing programs they use to amplify a message or engage growers in their state.
- 2:00 p.m.** **Shedding Light on Science and Nutrition Communications:**
Nick Goeser, VP, Sustainability Sciences & Strategy, U.S. Farmers and Ranchers Alliance
Dr. Mark Messina, Executive Director, Soy Nutrition Institute
A panel of experts will shed light on communicating in a meaningful and understandable way about the science behind modern agriculture, in addition to the sustainability and nutritional advantages of soy.
- 3:00 p.m.** **The Measurement Formula:** This session will highlight insights from USB's recent Data Summit and the importance of alignment in measuring engagement across the national soy checkoff. All marketing and communications activities leave data behind, and USB can employ that data to maximize farmer investment by delivering the right information, at the right time and to the right hands.
- 3:30 p.m.** **Collaboration & Amplification in the New World of Soy Comms:** A wealth of creative and editorial material is produced by soy communicators at all levels. What tools can we use to maximize content marketing across all our platforms and create an environment for collaboration and amplification of our work?
- 5:00 p.m.** **Closing Remarks and Debrief**