



09/11/2016

12:00 pm - 4:00 pm

Registration Open

09/12/2016

7:00 am - 5:00 pm

Registration Open

7:00 am - 8:30 am

Buffet Breakfast

8:30 am - 9:00 am

Conference Welcome & Overview

Scott Binder, CEO, FCC Services

Curtis Hancock, Farm Credit Council Board Chair, AgFirst Farm Credit Bank Board, FCC Services Board

The Effect of Generational Dynamics on Banking

9:00 am - 10:15 am

Refreshment Break

10:15 am - 10:45 am

10:45 am - 12:00 pm

Producing for a Brand: Benefits for All

James Herring, President and CEO, Friona Industries, L.P.

12:00 pm - 1:30 pm

Lunch

1:30 pm - 2:45 pm

2:45 pm - 3:15 pm

3:15 pm - 4:30 pm

5:00 pm - 6:00 pm

09/13/2016

7:00 am - 12:00 pm

7:00 am - 8:00 am

8:00 am - 9:00 am

9:00 am - 9:15 am

9:15 am - 10:15 am

10:15 am - 10:45 am

10:45 am - 11:45 am

11:45 am - 12:00 pm

Make Some Noise: Open the Throttle and Dominate Your Market Place

Ken Schmidt, Former Director of Communications Strategy for Harley-Davidson Motor Company

How do you create brand loyalty in a crowded space?

Refreshment Break

System Update: Reputation Risk Analysis & Planning Workgroup

Reception

Registration Open

Buffet Breakfast

Is Your Company Prepared for a Disruptive Economic Event in 2016

Ron Insana

Transition Break

The Economic Outlook for U.S. Agriculture

Brent Gloy, Agricultural Economist

Refreshment Break

A Technology Infused Leader

Scott Klososky, Principal at Future Point of View

Invitation to Next Year's NDC and Closing Comments

Curtis Hancock, Farm Credit Council Board Chair, AgFirst Farm Credit Bank Board, FCC Services Board