

Monday, March 2	Tuesday, March 3	Wednesday, March 4	Thursday, March 5	Friday, March 6
	<b>Location</b> Krannert 758	<b>Location</b> **STEW 278/279**	<b>Location</b> Krannert 758	<b>Location</b> Krannert 758
	8:00 a.m. Economic Outlook <i>Larry DeBoer</i>	8:00 a.m. Organizational Leadership — Leading Change <i>Pete Hammett</i>	8:00 a.m. Financial Management <i>Brady Brewer</i>	8:00 a.m. Business Strategy - Positioning to Play the Game <i>Larry Lad</i>
	9:15 a.m. Fundamentals of Financial Management <i>Brady Brewer</i>		11:30 a.m. Multiple Brand Strategies <i>Craig Newman</i>	Our Responses as Managers and Leaders <i>Larry Lad</i>
4:00 p.m. Registration <i>Krannert 758</i>	12:00 p.m. Lunch	12:00 p.m. Lunch	12:15 p.m. Lunch	11:45 a.m. Closing Comments, Certificates and Evaluation
4:30 p.m. Program Welcome and Introductions	1:00 p.m. Drivers of Change in Agriculture — Implications for the Seed Industry <i>Allan Gray</i>	1:00 p.m. Sales and Marketing — Creating and Communicating Value <i>Scott Downey</i>	1:15 p.m. Effective Supply Chain Management <i>Brian Bourquard</i> <i>Global Agribusiness, Ernst &amp; Young</i>	Noon Adjourn
5:15 p.m. Thinking Strategically — Acting Intentionally <i>Allan Gray</i>	3:30 p.m. Disruption & Chaos — Impact for the Seed Industry — <i>Allan Gray</i>		4:45 p.m. Business Strategy — Laying the Groundwork <i>Larry Lad</i>	
6:00 p.m. ASTA Overview and Industry Perspective <i>Wayne Gayle, President of Stokes Seeds and Chairman of ASTA</i>	5:30 p.m. Adjourn	5:30 p.m. Adjourn  <i>Dinner on own</i>		
6:30 p.m. Networking – 8:00 p.m. Reception <i>Purdue Memorial Union Room 118</i>	<i>Dinner on own</i>		6:30 p.m. – 8:00 p.m. Reception – Harry's Chocolate Shop	