



August 15 – August 17, 2023

**Note: All times are Eastern (ET)*

Tuesday, August 15	Wednesday, August 16	Thursday, August 17
<p>8:00 a.m. – Welcome and Kick Off</p> <p>9:00 a.m. – Thinking Strategically: Implications for the Seed Industry <i>Brenna Ellison, Purdue University</i></p>	<p>8:00 a.m. – Leadership and Change Management Strategies <i>Pete Hammett, Hammett Consulting</i></p>	<p>8:00 a.m. – Financial Management for the Non-Financial Manager <i>Brady Brewer, Purdue University</i></p>
Lunch	Lunch	Lunch
<p>1:00 p.m. – Sales and Marketing – Creating and Communicating Value <i>Scott Downey, Purdue University</i></p> <p>5:00 p.m. – Adjourn</p> <p>5:45 p.m. – 7:30 p.m. – Networking Reception at Digby’s Pub and Patio</p>	<p>1:00 p.m. – Operations and Supply Chain Management <i>Bobby Martens, Iowa State University</i></p> <p>5:00 p.m. – Adjourn</p>	<p>1:00 p.m. – Business Strategy <i>Brenna Ellison, Purdue University</i></p> <p>4:00 p.m. – Closing and Final Thoughts</p> <p>5:00 p.m. – Adjourn – Safe Travels Home</p>