



Iowa Women in Agriculture  
Allison Coughenour  
28731 653rd Ave.  
Maxwell, IA 50161



Join us for the Iowa Women in Agriculture  
2021 Annual Conference

***Conserving Ag's Future Together***

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# 16th Annual Iowa Women in Agriculture Conference

## Conserving Ag's Future Together

Wednesday, August 4, 2021

- 1:00 p.m. – 4:00 p.m. Pre-conference tour: Iowa State University Poultry Science Farm and Iowa State University Horticulture Research Station
- 4:00 p.m. – 6:30 p.m. Welcome & Networking Wine & Cheese Reception featuring Katie Olthoff, co-founder of ChopLocal
- Please RSVP for reception and tour with your registration

## Thursday, August 5, 2021

- 7:15 a.m. – 8:00 a.m. Registration- FFA Enrichment Center, 1055 SW Prairie Trail Parkway, Ankeny
- 8:15 a.m. – 9:00 a.m. Amanda DeJong, *Business Unit Leader, Landus Cooperative and former Iowa Farm Service Agency executive director*: Trends in Ag Retail: Maximizing for the Future
- 9:00 a.m. – 10:00 a.m. Dr. Beth Hall, *Indiana State Climatologist*: Climate trends, Outlooks, and the Impact of Climate on Agriculture
- 10:00 a.m. – 10:15 a.m. Break/Networking/Exhibitors
- 10:15 a.m. – 11:15 a.m. Sue Martin, *CEO of AG and Investment Services, Inc.*: Taking Emotion Out of Marketing
- 11:30 a.m. Lunch
- 12:00 p.m. – 12:45 p.m. What's Your New Normal?
- 1:00 p.m. – 2:00 p.m. Breakout Sessions
- A. Angie Treptow, *Farm Credit Services of America regional vice president*: The 4 A's of Managing Your Financial Operation
- B. Dr. Emily Bruner, *American Farmland Trust Midwest science director* and Dr. DeAnn Presley, *Kansas State University professor of environmental soil science and management*: Reaping the Benefits of Investing in Soil Health: Measuring Impacts at the Field and Farm Scale
- C. Mary Kay Thatcher, *Syngenta, senior lead for Federal government relations and former American Farm Bureau lobbyist*: Washington, DC: The Good, The Bad, and The Ugly
- 2:00 p.m. – 2:15 p.m. Break/Networking/Exhibitors
- 2:15 p.m. – 3:15 p.m. Repeat Breakout Sessions
- 3:15 p.m. – 3:30 p.m. Break/Networking/Exhibitors
- 3:30 p.m. – 4:30 p.m. Amanda Radke, *ag advocate and fifth-generation South Dakota rancher*: Women in Ag: Agriculture's Strongest Voice
- 4:30 p.m. Conference Wrap-up

**RESERVE YOUR SPOT**  
**Register Today!**

**\$50 Pre-Registration**

**\$70 August 2–August 5**

(Includes continental breakfast, lunch, Networking Reception & Pre-Conference Tour)

**Mail to: IWIA**

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Checks payable to Iowa Women in Ag  
NO REFUNDS

You can also register online at: [www.iowawomeninag.org](http://www.iowawomeninag.org)

**Hotel:** The Courtyard at Marriott

2405 SE Creek View Drive • Ankeny, IA 50021 • 515-422-5555

Tell the hotel that you are part of the Iowa Women in Agriculture Conference to receive the room rate of \$109 + tax

### Iowa Women in Agriculture Conference Registration Form

August 5, 2021 | FFA Enrichment Center, Ankeny, Iowa

Please select each event you wish to participate in:

- Yes, I'd like to attend the IWIA Welcome and Networking Reception from 4:00 p.m.-6:30 p.m. on August 4 at Prairie Moon Winery, 3801 W. 190th St., Ames
- Yes, I'd like to attend the Pre-Conference Tour on August 4, meeting at the Iowa State University Poultry Science Farm 3840 520th Ave., Ames, Iowa at 1:00 p.m. and driving my own vehicle to the Iowa State University Horticulture Research Station, 55519 170th St., Ames.
- Yes, I'd like to attend the Conference (August 4, 8:00 a.m. to 4:45 p.m.)

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

Business/Organization (if applicable): \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ County \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

