



# 2020 ASAC Annual Meeting

## *"Becoming a Better Consultant"*

Virtual Conference – Speaker Portion only

**NOTE: Some sessions will be live and some will be pre-recorded. Each session will be followed by a live Q&A. Paid Registrants for the Conference will have access to the recorded sessions and Q&A after the session is completed, for multiple reviews or an alternate viewing time.**

(All times listed below are in the CENTRAL time zone.)

### Monday, November 2:

- 8:45 – 9:00 Welcome, Mick Lewis CAC, ASAC President
- 9:00 – 9:50 *"Outlook for U.S. Agricultural Trade: The Trade War, COVID-19 and Beyond"*  
Andrew Mohammed, Blasingame Chair of Excellence, University of Tennessee
- 10:00 – 10:50 *"U.S. Cotton and the Presidential Election, COVID-19 and International Trade"*  
Gary Adams, CEO, National Cotton Council
- 11:00 ASAC Business Meeting (Includes Election of 2021 Officers)
- 12:10 – 1:00 Charlie Hatcher D.V.M., Commissioner, Tennessee Department of Agriculture

### Tuesday, November 3:

- 9:00 – 9:50 *"Succession Planning – The Role of the Ag Consultant" and "The DIRRT Project"*  
Rena Striegel, Succession Planning Consultant, Transition Point Business Advisors
- 10:00 – 10:50 *"A Look at the Ag Economy at the End of 2020 – Where To From Here?"*  
Dr. Keith Coble, Giles Distinguished and Head, Ag Econ. Department, Mississippi State University
- 11:00 Virtual Tour/Presentation: *"HydroGreen - Feed of the Future, or Fodder of the Past?"*

### Wednesday, November 4:

- 9:00 – 9:50 *"What We Expect from Our Consultants and How We Use Them: A Client's Perspective"*  
Moderated by Bill Zweigbaum CAC, Farm Credit East, with Steve Kayhart (Client), Kayhart Brothers LLC, Kayhart Brothers Land Holdings LLC, Kayhart Dairy Partnership LLC
- 10:00 – 11:20 *"Ideas and Answers for Your Consulting Practice – A Panel Discussion"*  
Moderator Paige Gilligan MBA CAC, with fellow ag consultants: Norm Brown CAC, Ron Rabou, Mike Salisbury CAC
- 11:30 – 12:20 *"Ethics in Agricultural Consulting"*  
Ib Hagsten CAC, Independent Accredited Organic Inspector, Hagsten Enterprises International, Inc.
- 12:30 ASAC Virtual Banquet, Awards and Presentations

### Thursday, November 5:

- 9:00 – 9:50 *"Ag Influencers: The Power of Grassroots Social Media"*  
Joanna Lidback MBA CAC, Adirondack Farms
- 10:00 – 10:50 *"Animal Protein Outlook"*  
Will Sawyer, Lead Economist, Protein Knowledge Exchange Division, Co-Bank
- 11:00 – 11:50 Tentative – Virtual Tour/Presentation: Vertical Farming; Urban Farming; Mega-Greenhouse Farms
- 11:50 Closing Remarks, Ethan Robertson CAC, 2021 ASAC President