

PENNAG SPRING BANQUET & ANNUAL MEETING



EXCEEDING
THE VISION:

Building a Team in Today's World

March 21-22, 2017



Manheim, Pennsylvania

Registration information for **SPONSORSHIP, ADVERTISING, & ATTENDANCE** OPPORTUNITIES enclosed. Registration Deadline: February 22



Sincere Thank You to Our 2016 Event Sponsors:

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New Holland Agriculture
Purina Animal Nutrition
Triple-M-Farms
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York Ag Products

Preliminary Agenda

TUESDAY, MARCH 21



- 4:30 p.m. – 6 p.m. **President's Reception**
David Newman and Tim Price Jazz Quartet
- 6 p.m. – 6:45 p.m. **Banquet**
- 6:45 p.m. – 7:15 p.m. **Program, Emceed by Matt Barcaro, WGAL 8**
Recognition of Outgoing President of the PennAg Board of Directors
Recognition of PennAg Distinguished Service Award Recipients
- 7:15 p.m. – 9:15 p.m. **Post Banquet Reception**
David Newman and Tim Price Jazz Quartet

WEDNESDAY, MARCH 22



- 7 a.m. - 8 a.m. **Registration, Breakfast**
- 8 a.m. – 9:30 a.m. **Annual Business Meeting**
- 9:45 a.m. – 10:30 a.m. **Session #1: Technology / Next Generation**
Ms. Sarah Cornelisse, Penn State University
- 10:30 a.m. – 11:15 a.m. **Session #2: Workforce Development**
Mr. Randy Schwalke, Feed Marketing LLC
- 11:15 a.m. – 12 p.m. **Session #3: Human Resources / Cultural Changes**
Ms. Emilie Thomas, Hershey Foods
- 12 p.m. – 1 p.m. **Luncheon**
- 1 p.m. **Adjournment**

MEET YOUR SPEAKERS

SARAH CORNELISSE

Sarah is a Senior Extension Associate at Penn State University. She has a master's of science in Agricultural Economics and master's of science in Animal Science, both from Penn State University.

She serves in the Department of Agricultural Economics, Sociology and Education, with her areas of expertise including social media, business and marketing planning and value added dairy entrepreneurship and marketing.

RANDY SCHWALKE

Randy is owner of Feed Marketing LLC and is also an Integrity Solutions Certified Training Consultant. He has been in the feed and pet food business since 1973 with a background in General Management, Sales/Marketing Management, Operations and Finance.

Having worked for ADM/MoorMan's and Blue Seal Feeds, Randy has commercial feed, specialty feed and pet food experience. He has managed teams of nearly 400 sales and technical people selling directly to dairy and livestock producers in the Mid-West, Northeast and Mid-Atlantic. He has also managed the sales and marketing of an extensive line of specialty feeds and pet foods sold thru over 1,000 independent farm/feed dealers and pet stores on the East Coast. Randy has served on AFIA's Board of Directors and President of the Northeast Ag & Feed Alliance.

EMILIE THOMAS

Emilie is Director, HR Analytics & People Insights for Hershey Foods, a leading North American manufacturer of quality chocolate and non-chocolate confectioneries.

Today, The Hershey Company is a global confectionery leader with a footprint that spans countries and cultures around the world, with their international operations expanding across 70 countries—and yet the company is still unified behind a shared vision of Bringing Goodness to the World. This is done through a wide portfolio of iconic brands, 21,000+ remarkable people and their commitment to helping children in need.

They have a strong focus on utilizing technological modernizations and strategic acquisitions with continued product development to spread goodness wherever they go.

Opportunities

Registration for sponsorship, advertisement, scholarship fund donations and attendance. *Deadline: February 22*

ATTENDANCE *(Deadline: February 22)*

Quantity

_____ **President's Reception & Banquet \$125 / ticket**

Includes: President's Reception, Banquet, Program, Post Banquet Reception. *(Please note: A cash bar will be available throughout the evening.)*

_____ **Table of 8 (Banquet) \$1,000** *(If you have purchased a table, please send your company logo to kcaldwell@pennag.com.)*

_____ **Daytime \$125**

Includes: Breakfast, Annual Business Meeting, Keynote Presentations, Luncheon

TOTAL ATTENDANCE DUE: _____

SPONSORSHIP *(Deadline: February 22)*

Sponsorship of the PennAg Annual Meeting is a great way to support the association, while promoting your business! Please review the below information to determine the best option for you and your business.

Please select a level(s):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500

BENEFITS OF SPONSORSHIP

	Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500
• Opportunity to display a company banner	•			
• Opportunity to provide company information (brochure, etc.) for table placement during event	•			
• Complimentary full color ad in program handbook	1/2 page	1/4 page		
• Complimentary registration for Annual Meeting <i>(value: \$125 per registration)</i>	4	2	1	
• Complimentary registration for Spring Banquet <i>(value: \$125 per registration)</i>	8	4	2	
• Your logo/company name featured on Annual Meeting & Spring Banquet printed materials, video loop displayed during Spring Banquet and on Annual Meeting portion of the PennAg website	•	•	•	
• Signage displayed throughout the entire day, including handbook recognition	•	•	•	•

TOTAL SPONSORSHIP DUE: _____

HANDBOOK ADVERTISEMENTS *(Deadline: February 22)*

Advertisements will adorn the pages of the event handbook, distributed to daytime and banquet guests. Don't miss this opportunity to display your business in front of hundreds!

Full Page Ad \$2,000

• 7.5" wide by 10" high

Half Page Ad \$1,000

• 7.5" wide by 5" high

Quarter Page Ad \$500

• 3.75" wide by 5" high

Please note: Ads are printed in full color. Ads must be received in Microsoft Word, InDesign or PDF format. Images must be TIF or JPG.

Email ads to kcaldwell@pennag.com by February 22 to be included.

TOTAL ADVERTISEMENT DUE: _____

GRAND TOTAL DUE: _____

SCHOLARSHIP FUND DONATIONS

Each year, the PennAg Scholarship fund provides scholarships to students who are employed by or have a parent employed by a member of PennAg. Awards must be used in the pursuit of post-secondary education at an accredited institution. In 2016, award amounts were bolstered and twenty-two scholarships were awarded, thanks to the support of members and friends of the industry.

If interested in donating to the PennAg Scholarship Fund, please note your donation amount on the registration form and send a check payable to *PennAg Scholarship Fund*. *(Payment must be separate from above items.)*

TOTAL SCHOLARSHIP DUE: _____

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A block of rooms has been reserved at The Warehouse Hotel, within The Spooky Nook Sports Complex. Room rate is \$109 plus tax. Call 855-618-6181 or visit www.warehousehotel.com to make a reservation. To receive the special room rate, please use the PennAg code: 2149 when booking. Deadline to book a room is February 22.

REGISTER ONLINE AT

<http://www.cvent.com/d/3vq6gl>

Total Due for Attendance Opportunities: \$ _____

Total Due for Sponsorship Opportunities: \$ _____

Please send company logo to kcaldwell@pennag.com.

Diamond Level Sponsor - Four (4) complimentary Annual Meeting registrations to be used by:

Gold Level Sponsor - Two (2) complimentary Annual Meeting registrations to be used by:

Silver Level Sponsor - One (1) complimentary Annual Meeting registration to be used by:

Total Due for Advertisement Opportunities: \$ _____

Ads printed in **full color!**

_____ New Advertisement (must be submitted by Feb. 22) OR _____ Renew Last Year's Ad

Total Due for PennAg Scholarship Fund Donations: \$ _____

Please make *separate check* payable to PennAg Scholarship Fund.

Company (as you would like it printed) _____

Contact Name _____

Address _____

Phone _____ Fax _____ Email _____

\$ _____ GRAND TOTAL DUE

1 • Fax form to:
717-651-5926

2 • Mail form to:
PennAg Industries Assoc.
2215 Forest Hills Dr., Ste. 39
Harrisburg, PA 17112

3 • Register Online at:
<http://www.cvent.com/d/3vq6gl>

_____ Please Invoice

_____ Check Enclosed *Payable to PennAg Service Corporation and/or PennAg Scholarship Fund (for scholarship donation)*

_____ Payment by Credit Card _____ Visa _____ MasterCard _____ Discover

Card # _____ Exp. Date _____ 3-Digit Security Code: _____

Name on Card _____

Address on Card (if different from above) _____

Signature _____

Per my signature, I authorize PennAg Industries Service Corporation to charge my credit card the total amount.