

Controlling the Uncontrollable:  
*Facing Regulatory & Moral Dilemmas*

PennAg  
Annual Meeting & Spring Banquet

SPONSORSHIP, ADVERTISING & ATTENDEE INFORMATION

March 29, 2012

Annual Meeting • Heritage Hills Resort, York

Spring Banquet • Memorial Hall, York Fairgrounds & Expo Center, York

Registration information for sponsorships, advertisements and attendance enclosed.



Featuring  
*Kevin Murphy*  
CEO of FoodChain  
Communications  
as your Keynote Speaker



Plus comedian  
*Mark Mayfield*  
for your banquet  
entertainment

*Our sincere appreciation for our event sponsors...*

Diamond Sponsors



Gold Sponsors

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PCS Sales  
Risser's Poultry  
Sylvite Sales (USA)

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Murray Risk Management & Insurance  
University of Pennsylvania

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Gingrich Animal Supply  
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Nachurs Alpine Solutions  
Stevens Feed Mill  
T.A. Seeds  
York Ag Products  
Zeiset Equipment

Student Sponsors

J.W. Safety Management & Training  
MainJoy Unlimited  
University of Pennsylvania  
York Ag Products

# Preliminary Agenda

Thursday, March 29

## Heritage Hills Resort -

9:00 a.m.	Registration & Networking
9:45 a.m. – 11:00 a.m.	Annual Business Meeting
11:00 a.m. – 11:15 a.m.	Break
11:15 a.m. – 11:45 a.m.	Political Action Committee (PAC) Speaker
11:45 a.m. – 12:30 p.m.	PAC Luncheon
12:30 p.m. – 1:30 p.m.	Regulatory Panel Discussion - Federal & State
1:30 p.m. – 2:00 p.m.	Question & Answer Session with Panel
2:00 p.m. – 3:00 p.m.	Keynote Speaker Presentation <i>Kevin Murphy, Food-Chain Communications</i>
3:00 p.m. – 4:00 p.m.	Committee/Council Meetings

## Memorial Hall, York Expo Center -

4:30 p.m. – 6:00 p.m.	President's Reception
6:00 p.m. – 6:45 p.m.	Banquet
6:45 p.m. – 7:15 p.m.	Program - Recognition of Distinguished Service Recipients
7:15 p.m. – 8:15 p.m.	Entertainment <i>Mark Mayfield, Comedian</i>

For ticket and event details,  
contact a member of the Annual Meeting Committee

Jay Shannon - Chair  
MidAtlantic Farm Credit  
800-477-9947  
jshannon@mafc.com

Andrew Bradford  
Pfizer Animal Health - Global Poultry  
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hbrecht@agrotain.com

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ddickson@hequip.com

Kurtis Good  
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bsydell@wengerfeeds.com

John Wolgemuth  
J.W. Safety Mgt & Training  
717-832-6386  
john@jwsafety.com

## Meet Your Keynote Speaker

Kevin Murphy is the owner and founder of Food-Chain Communications, an organization devoted to helping food-chain stakeholders communicate more effectively within our modern food system. Murphy started Food-Chain Communications after a 14-year tenure at Vance Publishing Corporation where he served in sales, Marketing Manager, Director of Market Development and finally, Brand Director. His responsibilities carried him up and down the food-chain interacting with people from production agriculture all the way through to grocery retailing and foodservice. It was here that Murphy adopted a 'full-chain view' and began to see the disconnect a product encounters on its path to the consumer. Murphy is passionate about the need for better communication within the food-chain and his current topic of focus is the Food Morality Movement.

## Panel Discussion

A panel, consisting of representatives from state and federal regulatory agencies, will provide insight and information on relevant topics, focusing on possible member issues/challenges. Panelists will update the group on current regulations, what is in the works, and what may be coming down the pike.

EPA will be asked to touch on Chesapeake Bay issues, with which DEP will then respond to EPA's comments and explain how Pennsylvania will be impacted.

In order to make the panel discussion as applicable and relevant to the agribusiness community as possible, we are requesting feedback from attendees as to topics and areas of interest. If you have a specific topic you would like to hear more about from state and federal agencies, please send your request to Kelly Caldwell at [kcaldwell@pennag.com](mailto:kcaldwell@pennag.com).

Representatives from the following government agencies will serve as panelists:

**State:** Department of Environmental Protection (DEP)  
PA Department of Agriculture (PDA)  
PA Department of Transportation (PennDOT)

**Federal:** Environmental Protection Agency (EPA)  
U.S. Department of Agriculture (USDA)  
Federal Highway Administration

## Meet Your Evening Entertainer

Comedian Mark Mayfield has shared the stage with celebrities like Paul Newman, Peter Frampton, Colin Powell and Bob Newhart and has introduced the President of the United States on a live, nationwide television broadcast. He delivers more than 100 presentations annually to conventions, trade associations, and Fortune 500 companies and is the author of the popular book, "Mom's Rules," a comedic yet poignant look at all those things that mom said to us as kids.

Raised on a farm, Mark received two degrees Magna Cum Laude from Kansas State University, served as National President of the Future Farmers of America, and spent time as a teacher, lobbyist and nightclub owner.

# Opportunities

Registration for sponsorship, advertisement, scholarship fund donations and attendance.

## Attendance

Daytime \$100 PennAg Member; \$125 Non-Member

Includes: Annual Business Meeting, PAC Speaker & Luncheon, Panel Discussion, Keynote Presentation, Committee/Council Meetings

President's Reception & Banquet \$100/ticket

Includes: President's Reception, Banquet, Program, Entertainment

## Sponsorship

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.

Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500	Student Sponsor \$200
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### BENEFITS OF SPONSORSHIP

	Diamond Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Event Patron \$500	Student Sponsor \$200
• Opportunity to display a company banner	•				
• Opportunity to provide company information (brochure, etc.) for table placement during event	•				
• Company name mentioned in all event press releases	•				
• Public recognition of sponsorship during Annual Meeting and Spring Banquet	•	•			
• Complimentary ad placement in upcoming edition of PennAg Journal	1/2 page	1/4 page			
• Complimentary ad placement in the program handbook	1/2 page	1/4 page			
• Complimentary registration for Annual Meeting	4	2	1		
• Complimentary registration for Spring Banquet	10	6	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 web site	•	•	•	•	
• Signage displayed throughout the entire day, including handbook recognition	•	•	•	•	
• Sponsor a Penn State University, Delaware Valley College or University of Pennsylvania student for the event. Sponsorship includes a student's access to annual meeting and banquet activities. A great way to network with potential employees and show students the importance of agriculture!					•

## Handbook Advertisements

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**

• 7.25" wide by 8.5" high

**Half Page Ad \$1,000**

• 7.25" wide by 4.25" high

**Quarter Page Ad \$500**

• 3.5" wide by 4.25" wide

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

Ads must be received by **February 17** to be included. Email ads to [kcaldwell@pennag.com](mailto:kcaldwell@pennag.com).

## Scholarship Fund Donations

Previously, a silent auction was held during the annual meeting and banquet, proceeds benefiting the PennAg Scholarship Fund. For 2012, the PennAg Annual Meeting Committee and Membership Committee are simply requesting donations to the fund, rather than hosting a silent auction. If interested in donating to this worthwhile cause, please note your donation amount on the registration form and send a check payable to *PennAg Scholarship Fund*.

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 2011, twenty-eight scholarships were awarded, thanks to the support of members and friends of the industry.

# 2012 PennAg Annual Meeting & Banquet

March 29, 2012 • Heritage Hills Resort • York Fairgrounds & Expo Center • York, PA  
(daytime) (evening banquet)

## Sponsorship, Advertising & Attendee Registration

### Attendance

- \_\_\_\_\_ **Entire Event** (Daytime & Banquet); PennAg Member \$200; Non-Member \$225  
\_\_\_\_\_ **Daytime Only**: PennAg Member \$100; Non-Member \$125  
\_\_\_\_\_ **Banquet Only**: Ticket \$100  
\_\_\_\_\_ **Absentee Banquet Ticket** \$100 (If unable to attend, please consider purchasing a ticket to have your name listed in the program.)  
\_\_\_\_\_ **Table of 10** (Banquet) \$1,000      \_\_\_\_\_ **Table of 12** (Banquet) \$1,200  
(If you have purchased a table, please send your company logo to kcalldwell@pennag.com.)

### Sponsorship

- \_\_\_\_\_ **\*Diamond Level Sponsor** \$5,000 - Four (4) complimentary Annual Meeting registrations to be used by:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **\*Gold Level Sponsor** \$2,500 - Two (2) complimentary Annual Meeting registrations to be used by:  
\_\_\_\_\_  
\_\_\_\_\_ **\*Silver Level Sponsor** \$1,000 - One (1) complimentary Annual Meeting registration to be used by:  
\_\_\_\_\_  
\_\_\_\_\_ **Event Patron** \$500      \_\_\_\_\_ **Student Sponsor** \$200

Attention sponsors:  
Please send company logo to kcalldwell@pennag.com to ensure proper recognition.

### Handbook Advertisements

- \_\_\_\_\_ **Full Page Ad** (7.25" wide by 8.5" high) \$2,000  
\_\_\_\_\_ **Half Page Ad** (7.25" wide by 4.25" high) \$1,000  
\_\_\_\_\_ **Quarter Page Ad** (3.5" wide by 4.25" high) \$500
- \_\_\_\_\_ **New Advertisement**  
(must be submitted by February 17)  
OR  
\_\_\_\_\_ **Renew Last Year's Ad**

All ads will be printed in full color!

### PennAg Scholarship Fund Donation

I would like to donate to the PennAg Scholarship Fund. Donation Amount: \$ \_\_\_\_\_

Please make separate check payable to PennAg Scholarship Fund.

### Contact Information

Firm Name (as you would like it printed) \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Authorization Signature \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### Method of Payment:

\$ \_\_\_\_\_ **TOTAL**

\_\_\_\_\_ Please invoice

\_\_\_\_\_ Check/Money Order Enclosed (*Payable to PennAg Service Corporation*)

\_\_\_\_\_ Payment by Credit Card    \_\_\_\_\_ Visa    \_\_\_\_\_ MasterCard    \_\_\_\_\_ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Address on Card (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

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

Salesperson \_\_\_\_\_

### 3 ways to register:

1 • Fax form to:  
717-651-5926

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

3 • Online:  
www.pennag.com