



Profit Robbers Road Show
Ames, Iowa
March 23, 2010
Scheman Building at Iowa State Center

Sponsored by Syngenta Crop Protection **syngenta**

Getting Ready for 2010

Special event offers farmers a chance to hear about key topics just before the 2010 season gets under way.

Taking control of the weeds, insects and diseases that can plague your crop takes management and input. The Profit Robbers Road Tour offers you the chance to hear from top experts firsthand about a wide range of topics just ahead of planting 2010.

Growers around the Ames area in central Iowa have that chance on Tuesday, March 23. This afternoon program, capped by a dinner and special laser light show, at the Iowa State Center will offer you insight into a host of key topics. The speakers include:

Arlan Suderman, Market Analyst, Farm Progress and Farm Futures magazine.

Get your marketing and risk management plan in shape before you hit the field. Suderman, a longtime columnist for the Farm Progress family of magazines, can clue you in on key issues to consider.

Mike Owen, Weed Scientist, Iowa State University. Weed resistance is a growing issue in the region with new weeds classified as glyphosate resistant almost every season. Owen offers his field and research experience to farmers and shows how you can tailor your weed control plan to keep these issues under control.

Wayne Pederson, Emeritus Associate Professor, University of Illinois.

Integrating your pest management can help get you a better crop with a higher-quality output. Pederson offers his insight into key topics for your operation in 2010.

Fred Below, Professor of Plant Physiology, University of Illinois. Below helps unlock the secret life of plants, providing producers insights into ways to reach next-level yields. He'll explore those issues in his presentation.

To wrap up the event, we'll have a dynamic panel discussion with the event's speakers along with experts from Syngenta.

Plan to join us, Tuesday, March 23. You can register online [HERE](#), or call (800) 441-1410 to sign up for this meeting. Join us at the Scheman Building at Iowa State Center.

THE EVENT IS FREE, but space is limited. Sign up today!

Registration: 2 p.m.

Meeting starts: 3 p.m.

Dinner: 6 p.m.

Laser show: 6:45 p.m.

This special event is sponsored by Syngenta Crop Protection.

