

# REGISTRATION BROCHURE

A stylized graphic of a city skyline and water. The skyline is represented by two grey hills with streetlights. A large, dark blue arch is positioned behind the hills. Below the arch is a blue area representing water, with a white five-pointed star in the center.

**SAN ANTONIO, TX**  
**DECEMBER 10-12, 2017**

# 2017 USA RICE OUTLOOK CONFERENCE



The USA Rice Outlook Conference is an educational service of USA Rice, the global advocate for all segments of the U.S. rice industry. Our mission is to ensure the health and vitality of a unified U.S. rice industry by advocating on behalf of farmers, millers, merchants, and allied businesses.

This year's conference will be held at the [Henry B. González Convention Center](#) in San Antonio, TX next door to the [Grand Hyatt San Antonio](#).

## CONFERENCE HOTEL:

[Grand Hyatt San Antonio](#)

600 East Market Street

San Antonio, TX 78205

Phone: (210)-224-1234

Hyatt Reservations: (888) 421-1442

## CONVENTION CENTER:

[Henry B. González Convention Center](#)

900 East Market Street

San Antonio, TX 78205

Phone: (210) 207-8500

## HOTEL ROOM RATES, DATES AND AVAILABILITY:

USA Rice has a special conference rate of \$159 single and \$184 double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 9, 2017. Making reservations by this deadline does not guarantee that a room is available, so it is recommended you make your hotel reservations as soon as possible. The conference rates are available for the meeting dates as well as three days prior and three days after, subject to availability.

**HOTEL RESERVATIONS:** [Click here](#) to reserve your room online or call the hotel directly at (210) 224-1234 or reservations at (888) 421-1442 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

## HOTEL CHECK-IN/CHECK-OUT TIMES:

Check-in is 4:00 p.m. and check-out is 11:00 a.m.

**PARKING:** The Grand Hyatt offers valet parking at \$39 plus tax daily. Self-parking is available at a daily rate of \$29 plus tax. The entrance is on Market Street.



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# 2017 USA RICE OUTLOOK CONFERENCE

**CONVENTION CENTER:** The Henry B. Gonzalez Convention Center is located next door to the Grand Hyatt San Antonio Hotel. Our Exhibit Hall, featuring the Rice Foundation Innovation Stage, receptions, continental breakfasts, and registration will be housed on the main level. Session breakouts will take place on the Meetings level, and our General Sessions and Annual Awards Lunch will be held on the Ballroom level.

**TRANSPORTATION:** The Grand Hyatt is located ten miles from the [San Antonio International Airport](#). The Grand Hyatt does not provide shuttle service.

**PHOTO RELEASE:** Any pictures and video taken by USA Rice may be used in publicizing USA Rice events, including this and future conferences.

## REGISTRATION:

Registration Type	Early Registration (Through Nov. 10)	Late and Onsite Registration (After Nov. 10)
General	\$195	\$225
Guest	\$125	\$125

**GENERAL REGISTRATION.** Register by Nov. 10 for the lowest rate. The general registration fee provides admittance to the entire conference program, trade show, continental breakfasts, receptions in the Exhibit Hall, and the Rice Awards Luncheon. It does not include guest events/tours with separate fees (see registration form) or any special events that require ticket purchases.



**GUEST REGISTRATION.** The guest registration fee provides admittance to receptions and the Rice Awards Luncheon only. Those interested in attending any portion of the conference program must pay the general registration fee. Guest registration does not include the guest event with a separate fee (see registration form).

**NAME BADGES.** Name badges are required for admittance to **all** conference functions. Name badges are issued **only** to conference registrants and registered guests.

**REGISTRATION REFUND POLICY.** A full refund will be made for cancellations received in writing prior to Nov. 25, 2017. No refunds will be made after that date.

**SPECIAL ASSISTANCE.** Persons requiring special accommodations or who have dietary restrictions should contact Jeanette Davis at (703) 236-1447 or e-mail [jdavis@usarice.com](mailto:jdavis@usarice.com) no later than Nov. 25, 2017.



# SCHEDULE

## Sunday, Dec. 10, 2017

9:00 a.m. to 6:00 p.m.	REGISTRATION DESK OPEN
6:00 p.m. to 7:00 p.m.	USA RICE OUTLOOK CONFERENCE GRAND OPENING RECEPTION
7:15 p.m. to 11:00 p.m.	USA RICE PAC EVENT (Ticketed event)

## Monday, Dec. 11, 2017

7:00 a.m. to 6:00 p.m.	REGISTRATION DESK OPEN
7:30 a.m. to 10:00 a.m.	EXHIBIT HALL WITH CONTINENTAL BREAKFAST
7:45 a.m. to 9:15 a.m.	THE RICE FOUNDATION INNOVATION STAGE IN EXHIBIT HALL
9:30 a.m. to Noon	GENERAL SESSION I
Noon to 1:30 p.m.	USA RICE OUTLOOK ANNUAL RICE AWARDS LUNCHEON
2:00 p.m. to 5:30 p.m.	GUEST EVENT: CITY MISSION TOUR

### CONCURRENT BREAKOUT SESSIONS:

2:00 p.m. to 3:00 p.m.	FUTURES MARKETS 101 – AN INTRODUCTION
2:00 p.m. to 3:00 p.m.	FROM PILES TO FILES
2:00 p.m. to 3:30 p.m.	FARM BILL PANEL
2:00 p.m. to 3:30 p.m.	FSMA COMPLIANCE UPDATE
3:30 p.m. to 4:30 p.m.	FUTURES MARKETS 201 – A DEEPER DIVE
3:30 p.m. to 4:30 p.m.	EVERYTHING YOU NEED TO KNOW ABOUT CHINA PHYTOSANITARY AGREEMENT BUT WERE AFRAID TO ASK
3:30 p.m. to 5:00 p.m.	STATE OUTLOOK AND RESEARCH REPORTS (TX, CA, AR)
3:30 p.m. to 5:00 p.m.	CONSERVATION TALES
5:00 p.m. to 6:00 p.m.	THE RICE FOUNDATION INNOVATION STAGE IN EXHIBIT HALL
6:00 p.m. to 7:00 p.m.	ANNUAL USA RICE OUTLOOK CONFERENCE RECEPTION

## Tuesday, Dec. 12, 2017

7:00 a.m. to 11:00 a.m.	REGISTRATION DESK OPEN
7:30 a.m. to 9:30 a.m.	EXHIBIT HALL WITH CONTINENTAL BREAKFAST
7:45 a.m. to 9:15 a.m.	THE RICE FOUNDATION INNOVATION STAGE IN EXHIBIT HALL

### CONCURRENT BREAKOUT SESSIONS:

9:30 a.m. to 10:30 a.m.	RICE STORYTELLING
9:30 a.m. to 10:30 a.m.	CROP INSURANCE OPTIONS FOR ORGANIC AND NON-ORGANIC FARMERS
9:30 a.m. to 10:30 a.m.	FROM PILES TO FILES
9:30 a.m. to 11:00 a.m.	STATE OUTLOOK AND RESEARCH REPORTS (LA, MS, MO)
10:30 a.m.	EXHIBIT HALL CLOSES
11:00 a.m. to Noon	NAFTA 2.0 PANEL
1:00 p.m. to 3:00 p.m.	GENERAL SESSION II
3:00 p.m.	2017 USA RICE OUTLOOK CONFERENCE ADJOURNS

# PROGRAM



## General Session I

### Keynote

#### MARK MCKINNON

Mark McKinnon is one of the most successful, influential, and respected political and media advisors in

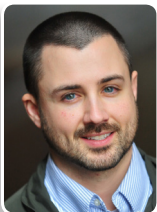
the modern era. He is the creator, executive producer, and co-host of Showtime's real-time documentary series on the 2016 election and the Trump presidency, *The Circus: Inside the Greatest Political Show on Earth*, and he was the chief media strategist to five successful presidential primary and general election campaigns, including those of President George W. Bush and Senator John McCain.

Praised by politicians and leaders on both sides of the aisle for his expertise and his integrity, Mark will share with Outlook attendees how lessons he learned crafting successful political messages can be used to tell the agriculture story to audiences unfamiliar with the territory, as well as share some of his unique up close experiences with world leaders and candidates.

## CONCURRENT SESSIONS

(Check Schedule for dates and times):

### Futures Market 101 – An Introduction



#### JASON WHEELER

#### WHITE COMMERCIAL CORPORATION

Have you thought about getting involved in the futures market but aren't sure if it's for you? Jason is a risk management expert who will explain how the futures market can be used by rice farmers to create a diversified portfolio in this introductory session.

### Futures Market 201 – A Deeper Dive

Perhaps you've dabbled in the futures market, or maybe you just attended the 101 course here at Outlook. Jason will take attendees further into the futures market and impart some "rules of the road," pitfalls, and strategic guidance.

## Rice Storytelling



Every farmer has a story. Hear from three rice farmers who have built an audience. Their stories get viewed and liked and listened to by people all over the world. Come get inspired!

## From Piles to Files



#### LORI FIRSDON

#### FORTE ORGANIZERS

Paperwork grows like weeds. Conquer it by learning how to sort, categorize and file your paper files. In this informative seminar, you'll learn how to:

- Apply simple strategies to address your daily mail
- Attack your paper stacks with confidence
- Make decisions and systemize document storage
- Reduce the paper you process and keep
- Streamline your filing system and find documents fast and more

## Farm Bill Panel – The Past, Present, and Future of the Farm Bill



The first Farm Bill was signed in 1965 by Texas' LBJ, the 2014 Farm Bill was close to a trillion dollar piece of legislation that impacted every Outlook Conference attendee in profound ways. Congress is hard at work on the next Farm Bill, and this session will feature policy experts who've been in the room before and are in the room now to discuss lessons learned and make predictions about where we are heading.

## FSMA Compliance Update



Signed into law in 2011, the U.S. FDA's Food Safety Modernization Act (FSMA) was the most sweeping reform of food safety laws in almost a century, and with change that large, questions, conflicts, and unintended consequences abound. Experts in this session will discuss key issues as they pertain to rice mills and answer your questions.

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# PROGRAM (continued)

## Conservation Tales



Success stories are great, but sometimes the best way to grow as an industry is by sharing our missteps. Hear these personal stories on how things went differently than planned. Don't let the fear of failure keep you from achieving great feats.

## Everything You Need to Know About the China Phytosanitary Agreement But Were Afraid to Ask



After more than a decade of work, the U.S. and China have finally signed a phytosanitary agreement to allow for the importation of U.S. rice into China, the world's largest rice market. However, the phyto is notable

not just for how long it took, but for how complex it is. Experts will discuss the deal, the work plan, USA Rice marketing programs, and what it's going to take to get rice from your field and mill to Chinese kitchens.

## State Outlook and Research Reports



Rice researchers from the six rice producing states will share the latest cutting edge research they are working on and provide personalized outlook for the rice industry in their states in these Can't Miss Sessions!

## Crop Insurance Options for Organic and Non-Organic Farmers

Keep up-to-date on mitigating financial risk by attending this session on crop insurance and rice.

## NAFTA 2.0 Panel



The North American Free Trade Agreement (NAFTA) has made Mexico the number one and Canada the number four markets for U.S. rice. President Trump wants to update the enormous deal, or abandon it. USA Rice's man in Mexico, Marvin Lehrer, will lead this panel consisting of some of our best customers, Mexican millers, and U.S. government officials to get to the bottom of what NAFTA 2.0 might look like, and what it's going to mean for us.

## GENERAL SESSION II



### NATHAN CHILDS USDA/ERS

Nathan will present the current USDA forecasts for the U.S. and global rice markets and explain the economic factors driving production, use, trade, and price.



### JIM WIESEMEYER Pro Farmer

Jim will provide his always informative, always entertaining take on Washington and what it all means for agriculture.



Credit: visitsanantonio.com, Richard Nowitz

# GUEST EVENTS

The following guest events are offered for registered attendees and guests only.  
Advance payment is required (see registration form) to reserve a spot.

## CITY MISSION TOUR

**Date:** Monday, Dec. 11, 2017  
**Time:** 2:00 p.m. to 5:30 p.m. (meet at Grand Hyatt Hotel Lobby at 1:45)  
**Cost:** \$60.00

Often considered the heart and soul of San Antonio, the San Fernando Cathedral has played an integral's part of the city's growth. Built in 1738, its history includes both religious and secular duties. Texas hero James Bow married Ursula de Veramendi in its sanctuary, and the Mexican General Santa Anna used the church as a lookout. Today it still serves the city and citizens as the cathedral of the Diocese of San Antonio.

San Antonio is home to one of the few National Parks located within an urban setting, the Mission Trail. Mission San José located just south of downtown, offers an informative film followed by a walk of the grounds of the largest and best restored of all the missions. The church at this mission is one of the most beautiful in the country with its elaborate carvings on the chapel façade.

### Tour Includes:

- Bus Transportation
- Guided Tour and Admission Fees

Minimum: 20 participants  
Maximum: 50 participants



Credit: visitsanantonio.com

# 2017 USA Rice Outlook Conference Registration Form

Please register yourself and guest(s) only.

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_  
 (primary registrant) (if different)

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_  
 (guest registrant) (if different)

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_  
 (guest registrant) (if different)

Farm/Company: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Affiliation refers to your **primary** relationship with the U.S. rice industry:  
 Farmer, Miller, Rough Rice Merchant, Seed Business, End User, Government/Extension/University, Crop Protection  
 Products, Crop Consultant, Farm Equipment/Technology, Ag Lender, Industry Relations/Advocacy,  
 Other (please specify): \_\_\_\_\_

Registration	Fee	Total
Early Bird Conference Registration – Prior to Nov. 10	\$195	
Late and Onsite Conference Registration – Nov. 10 and After	\$225	
Guest Registration	\$125	

Sessions		
All Sessions below require sign up but are included in the conference registration		
General Session I	\$0	
General Session II	\$0	
Annual Rice Awards Luncheon	\$0	
Futures Market 101	\$0	
From Piles to Files (Monday)	\$0	
Farm Bill Update	\$0	
FSMA Compliance Update	\$0	
Futures Market 201	\$0	
Everything You Need to Know About the China Phytosanitary Agreement But Were Afraid to Ask	\$0	
State Outlook and Research Reports (TX, CA, AR)	\$0	
Conservation Tales	\$0	
Rice Storytelling	\$0	
Crop Insurance Options for Organic and Non-Organic Farmers	\$0	
From Piles to Files (Tuesday)	\$0	
State Outlook and Research Reports (LA, MS, MO)	\$0	

Guest Events		
City Mission Tour	\$60	

Please check:		
<input type="checkbox"/> Do not include my name on the registration list.		
<input type="checkbox"/> Do not include my guest(s) on the registration list.		

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# 2017 USA Rice Outlook Conference Registration Form (continued)

**To register for Sponsorship, Sponsor Packages and Exhibits see Sponsor and Exhibit Brochure**

**CREDIT CARD:**     AMEX         MC         VISA         DISCOVER

Cardholder's Name: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

Billing Zip code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Make checks payable to USA Rice Federation



*USA Rice is an equal opportunity provider and employer. USA Rice does not discriminate based on race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital/family status or political beliefs.*