

REGISTRATION BROCHURE



December 8-10, 2019

Little Rock Marriott • Little Rock, AR

2019 USA RICE OUTLOOK CONFERENCE



[Click here for the USA Rice Outlook Conference Website](#)

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 Statehouse Convention Center in Little Rock, AR adjacent to the Little Rock Marriott, which is the official convention hotel.

CONFERENCE HOTEL:

[Little Rock Marriott](#)
3 Statehouse Plaza
Little Rock, AR 72201
Phone: 501-906-4000
Reservations: (877) 759-6290

CONVENTION CENTER:

[Statehouse Convention Center](#)
1 Statehouse Plaza
Little Rock, AR 72201
Phone: (800) 844-4781; (501) 376-4781

HOTEL ROOM RATES, DATES, AND AVAILABILITY:

USA Rice has a special conference rate of \$139 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 6, 2019. 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 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 (877) 759-6290 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

HOTEL CHECK-IN/CHECK-OUT TIMES: Check-in is 3:00 p.m. and check-out is Noon.

PARKING: The Little Rock Marriott offers overnight parking at \$25 daily and also offers a day visitor rate of \$18 for those not staying overnight. No self-parking available at the hotel. Two blocks from the hotel is a parking garage that offers self-parking for approximately \$12 per day.



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TRANSPORTATION: The Little Rock Marriott is located seven miles from the Bill and Hillary Clinton National Airport (LIT). The Little Rock Marriott provides complimentary shuttle service, reservation required. To reserve your spot call 501-906-4000.

PHOTO RELEASE: Attendees acknowledge and give unrestricted permission for USA Rice to use photographs, video, and audio recordings taken during the event to report on and promote this and future conferences.

CONFERENCE REGISTRATION: Register by Nov. 6 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 guest 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 all or any portion of the conference program must pay the general registration fee. Guest registration does not include guest events/tours with separate fees (see registration form) or any guest events that require ticket purchase.

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

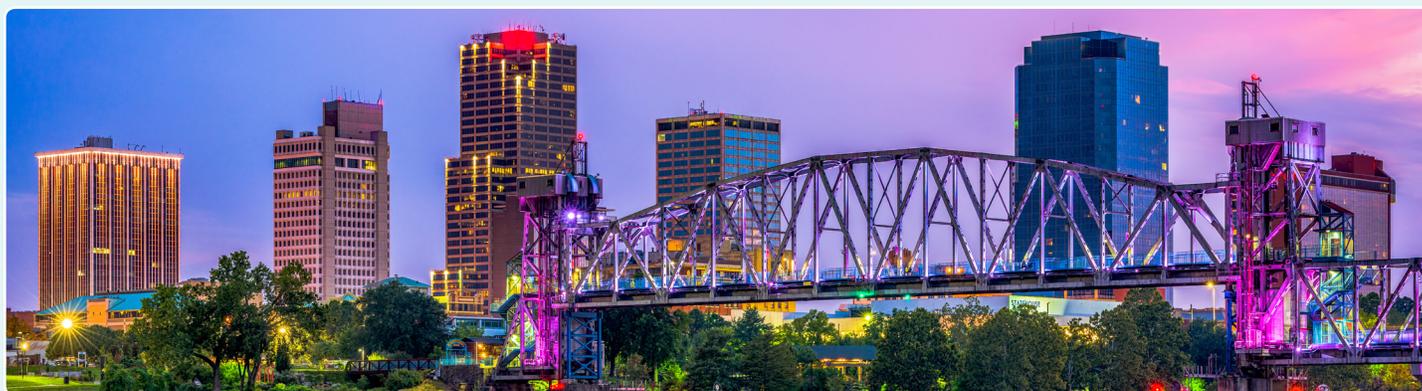
CANCELLATION POLICY: All changes/cancellations must be sent in writing to jbryant@usarice.com by Nov. 22, 2019. All cancellation requests received by Nov. 22, 2019, will receive a full refund. No refunds will be made after that date.

SPECIAL ASSISTANCE: Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (703) 236-1447 or e-mail jdavis@usarice.com no later than Nov. 29, 2019.

REGISTRATION:

All U.S. rice farmers are eligible to register at the member rate. You may also register at this rate if you are an employee of a company that is a current member of one of the following: USA Rice Enterprise Partners, USA Rice Millers' Association, USA Rice Merchants' Association, and/or The Rice Foundation.

Registration Type	Early Registration (On/Before Nov. 6)	Registration (Nov. 7 Through Dec. 6)	Onsite Registration (Dec. 7-10)
Member	\$250	\$350	\$375
Non-Member	\$400	\$500	\$525
First Time NEW!	\$99	\$99	\$99
Guest	\$150	\$150	\$150



GUEST EVENT

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

CHRISTMAS AT MARLSGATE – TOUR AND TEA

Date: Monday, Dec. 9
Time: 2:00 pm – 5:30 pm
Departure: Meet at the registration desk at 1:45 p.m.
Return: Approximately 5:30 p.m.
Price: \$95.00

Step into the living history and legacy that began in 1850 with the creation of Marlsgate Plantation. The “wedding gift” of 1,100 acres to Nettie Steele upon her marriage to William Pinkney Dortch ignited a reign that stood over 100 years. David P. Garner and his family took the torch in 1983, and restored Marlsgate to resplendent glory

and gracious entertaining. Today, Martha Ellen and Beau Talbot extend a cordial welcome to all guests who travel to the Arkansas Delta seeking a glimpse of the plantation culture of the nineteenth century which is preserved and maintained at Marlsgate Plantation. The house will be decorated for the holidays, adding to the splendor of Marlsgate. An afternoon tea of savory sandwiches, scones, and sweets will follow the tour.

Price Includes:

- Transportation
- Admission to the tour
- Afternoon Tea and Snacks

Minimum: 25 participants

Win the 2019 Ride with Rice Truck!

This Fall, USA Rice will be on the road again visiting with consumers throughout the Mid-Atlantic, telling the story of U.S.-grown rice and giving away Aroma rice cookers and rice samples. The last stop on this year’s tour is the Outlook Conference where they will be turning the truck over to one lucky winner! That’s right, you can win this tricked out 2019 Ford F-150 4x4 Crew Cab XLT 5.0 L V8. Add tickets to your registration – one for \$75, 3 for \$200, or 5 for \$300. You don’t need to be present to win, we will ship the truck to the winner if necessary, and yes, you can take that beautiful wrap off if you like. Full rules are available online at www.thinkrice.com.

There are only 2,000 tickets available – so be sure to sign up today!



← Louisiana farmer Michael Fruge won last year’s truck!

JOIN USA RICE

A variety of membership opportunities are available, including Enterprise Partnership memberships for companies and entities affiliated with the U.S. rice industry. Benefits include discounts at the USA Rice Outlook Conference and more!

For USA Rice membership information, please contact Jeanette Davis, jdavis@usarice.com, (703) 236-1447.

Exciting and Timely Programming

The Outlook team is curating cutting edge programming that will make your time spent in Little Rock truly impactful! To you, to your bottom line, and to your operation.



Keynote Speaker:

Dr. Shimi Kang

Neuroscience expert and author will speak about the science of human behavior, stress, and our hectic world.



Here's just a few of the Educational Breakout Sessions Being Offered



Transact: eCommerce Strategies & Tactics to Drive Sales

eCommerce is predicted to hit \$4.8 trillion by 2021 and continues to be a key strategy for product and service companies alike. Winning at

eCommerce requires the combination of a smart go-to-market strategy, powerful platform, integrated demand generation, and constant optimization.



Customers Also Viewed This: Unpacking Consumer Retail Behavior

David Fikes from the Food Marketing Institute will share exciting results from the organization's new,

groundbreaking study of U.S. grocery shopper trends. What do they care about and why? And what do they expect from the people who feed them?



A Conversation with the NRCS

NRCS Chief Matthew Lohr (invited) sits down for a fireside chat to talk conservation, technology, and what conservation success will look like in the future and how we can

get there together.



Estate & Succession Planning for Farms

The number one mistake people make when it comes to estate planning is not planning at all. Attorney Trav Baxter is going to demystify estate and trust planning and help you chart a course ahead.



Macroeconomics Outlook for Agriculture

Veronica Nigh of the American Farm Bureau will separate fact from fiction as the U.S. economy and the U.S. ag economy seem to diverge, specifically digging into the drivers of the U.S. economy, farm economy, farm debt and financial indicators, interest rates, cash rents and farmland values, and trade.

Other session topics include:

Farm Shop Design, the Latest Mapping Technology, Precision Ag and Rice, Gene Editing for Rice, Farm & Mill Safety, Co-op 101, Farming Fails and Tales, and much more!

2019 USA RICE OUTLOOK CONFERENCE REGISTRATION FORM

Please register yourself and guest(s) only.

Name: _____ (primary registrant) Badge Name: _____ (if different)
 Name: _____ (guest registrant) Badge Name: _____ (if different)
 Name: _____ (guest registrant) Badge Name: _____ (if different)
 Farm/Company: _____ Telephone: _____

Address: _____

City/State/Zip: _____

Telephone: _____
 Mobile: _____ Fax: _____ E-mail: _____

Affiliation:

Please check your primary affiliation with the U.S. Rice Industry:

- | | | |
|--|---|--|
| <input type="checkbox"/> Farmer | <input type="checkbox"/> End User | <input type="checkbox"/> Farm Equipment/Technology |
| <input type="checkbox"/> Miller | <input type="checkbox"/> Government/Ext./Univ. | <input type="checkbox"/> Ag Lender |
| <input type="checkbox"/> Rough Rice Merchant | <input type="checkbox"/> Crop Protection Products | <input type="checkbox"/> Industry Relations/Advocacy |
| <input type="checkbox"/> Seed Business | <input type="checkbox"/> Crop Consultant | <input type="checkbox"/> Other: _____ |

Registration:

All U.S. rice farmers are eligible to register at the member rate. You may also register at this rate if you are an employee of a company that is a current member of one of the following: USA Rice Enterprise Partners, USA Rice Millers' Association, USA Rice Merchants' Association, and/or The Rice Foundation.

	Quantity	Fee	Total
Registration Fee, see page 1 for dates of rate changes			
Member Registration Fee: (\$250 on/before Nov. 6; \$250 Nov. 7-Dec.6; or \$375 Dec. 7-10)			
Non-Member Registration Fee (\$400 on/before Nov. 6; \$500 Nov. 7-Dec.6; or \$525 Dec. 7-10)			
First Time Registration Fee (\$99)			
Guest Fee (\$150)			
Guest Event: Christmas at Marlsgate – Tea and Tour (\$95)			
Ride with Rice Truck – (1 for \$75)			
Ride with Rice Truck – (3 for \$200)			
Ride with Rice Truck – (5 for \$300)			
Grand Total			

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2019 USA RICE OUTLOOK CONFERENCE REGISTRATION FORM (CONTINUED)

Please fill out:	List	Total
Annual Awards Luncheon (free); please list who will be attending under List.	<hr/> <hr/> <hr/> <hr/> <hr/>	
Please list any Dietary Restrictions in List box.	<hr/> <hr/> <hr/> <hr/> <hr/>	
Please list any attendees that you don't want on the registration list.	<hr/> <hr/> <hr/> <hr/> <hr/>	

For Sponsor and/or Exhibitor Information please contact, Jenni Bryant, (703) 236-1477, jbryant@usarice.com

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.

Person's requiring special accommodations or having any dietary restrictions attend or participate in this conference should contact Jeanette Davis at (703) 236-1447 or email jdavis@usarice.com no later than Nov. 25, 2019.

PROPOSED SCHEDULE

Saturday, Dec. 7, 2019

1:00 p.m. to 5:00 p.m. REGISTRATION DESK OPEN

Sunday, Dec. 8, 2019

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

7:30 p.m. to 11:00 p.m. USA RICE PAC EVENT (Ticketed event)

Monday, Dec. 9, 2019

7:00 a.m. to 6:00 p.m. HOSPITALITY DESK OPEN

7:30 a.m. to 9:30 a.m. EXHIBIT HALL/INNOVATION STAGE WITH CONTINENTAL BREAKFAST

9:30 a.m. to Noon GENERAL SESSION I

Noon to 1:30 p.m. USA RICE OUTLOOK ANNUAL RICE AWARDS LUNCHEON

CONCURRENT BREAKOUT SESSIONS:

2:00 p.m. to 3:15 p.m. EDUCATION SESSIONS

3:15 p.m. to 3:45 p.m. BREAK IN EXHIBIT HALL

CONCURRENT BREAKOUT SESSIONS:

3:45 p.m. to 5:00 p.m. EDUCATION SESSIONS

5:00 p.m. to 6:00 p.m. VISIT EXHIBITS AND NETWORKING OPPORTUNITIES

6:00 p.m. to 7:00 p.m. ANNUAL USA RICE OUTLOOK CONFERENCE RECEPTION

Tuesday, Dec. 10, 2019

7:00 a.m. to 10:00 a.m. HOSPITALITY DESK

7:30 a.m. to 9:00 a.m. VISIT EXHIBITS AND NETWORKING OPPORTUNITIES WITH CONTINENTAL BREAKFAST

CONCURRENT BREAKOUT SESSIONS:

9:00 a.m. to 11:30 a.m. EDUCATION SESSIONS

Noon EXHIBIT HALL CLOSES

1:00 p.m. to 3:30 p.m. GENERAL SESSION II

3:30 p.m. 2019 USA RICE OUTLOOK CONFERENCE ADJOURNS