

RE-FRAME your thinking around commodity strategies

EDGE

January 2024

LOEWS HOTELS

Ventana Canyon Resort

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Fast moving economies. Ever-changing world events. Market fluctuations. Weather forecasts (yes, always weather forecasts).

There's a lot to consider when thinking about commodity strategies.... and that's in addition to the day-to-day operation of your farm. It's not hard to feel like you're drowning in information and searching for a real sense of direction.

Water Street Solutions' **EDGE** conference aims to break down each of the important components of your market plan so you understand how they function together. A line-up of experts will challenge your thinking around markets, weather and other fundamentals. Three days of learning sessions will give you a clearer picture of how Water Street approaches the market and offers leadership to your operation for better decision making.

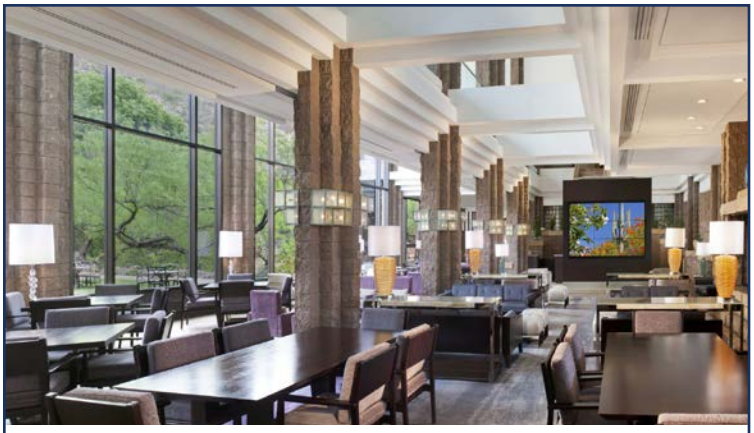
Join us for education and networking opportunities. You'll have time for entertainment, fellowship, or just enjoying some quiet time in the Arizona sun!

About your hosts...



Since 1994, with clients across the country and in Canada, Water Street Solutions has provided leadership to farm leaders. Darren and Becky Frye are passionate about educating our clients and promoting all aspects of the ag industry.

WATER STREET SOLUTIONS®



Schedule of Events

Wednesday, Jan. 3, 2024
Arrive in Tucson | Welcome Dinner • 5:30 pm

Thursday, Jan. 4, 2024
Morning Sessions begin at 8 am
Lunch and Farmer Panel
Afternoon & evening on your own

Friday, Jan. 5, 2024
Morning Sessions begin at 8 am
Lunch and Expert Panel
Afternoon & evening on your own

Saturday, Jan. 6, 2024
Communication Workshop begins at 8 am
Lunch
Afternoon on your own
Country-Western Theme Appreciation Banquet • 6 pm

Sunday, Jan. 7, 2024
Breakfast starting at 7 am | Travel home

Additional information distributed to registrants in Fall of 2023.

Register online:

www.WaterStreetConsulting.com/edge0315



You will stay at the Loews Ventana Canyon Resort

AAA Four Diamond Rating and Tripadvisor Travelers' Choice award winner

Relax and recharge at Loews Ventana Canyon Resort, a luxury resort in Tucson. Whether you explore the best of Tucson or enjoy the stunning Catalina Mountain range, you can consider us your desert oasis.

Learn more: www.loewshotels.com/ventana-canyon





EDGE

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Scheduled Speakers

We have secured a fantastic group of commodity industry leaders to provide cutting edge insights that will help you take your strategies to the next level.



DARREN R. FRYE

Darren Frye, owner and CEO of Water Street Solutions, grew up in Illinois agriculture. His first agricultural business in 1987, specializing in fertilizer distribution and crop consulting, has evolved over 35 years and now fulfills his passion of helping farmers across the country with commodity marketing strategies and financial analysis.



DR. DAVID KOHL, PROFESSOR EMERITUS, VIRGINIA TECH

Dr. Dave Kohl is an academic Hall of Famer in the College of Agriculture at Virginia Tech. Dr. Kohl has keen insight into the agriculture industry gained through extensive travel, research, and involvement in ag businesses. He has traveled over 10 million miles; conducted more than 7,000 presentations; and published more than 2,500 articles in his career. Dr. Kohl's engagement with all levels of the industry provide a unique perspective into future trends.



ERIC SNODGRASS

Eric Snodgrass is a Science Fellow and Principal Atmospheric Scientist for Nutrien Ag Solutions, where he develops predictive, analytical software solutions to manage weather risk for global production agriculture. He provides frequent weather updates that focus on how high-impact weather events influence global agriculture productivity. His current research uses machine learning to better understand field-level weather impacts on yields in the US and to increase confidence in long-range weather prediction.



KIRK HINZ

Since he was about 5 years old, Kirk has had an extreme fascination for all things weather. Kirk majored in professional meteorology at Ball State University and is the COO at BAM Weather. In his spare time he enjoys doing new things and creating memories with his wife and kids, traveling, reading, going to church, watching and playing sports and doing anything outdoors.

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JEFFREY KENNEDY

Jeffrey Kennedy, MSTA, CFTe, CMT, CEWA-M, is Chief Technical Analyst with Water Street Solutions with over 30 years of experience as an analyst, trader, and teacher. He is a Certified Elliott Wave Analyst – Master and co-author of Visual Guide to Elliott Wave Trading, which was published in 2013 by Wiley and Bloomberg Press.



ARLAN SUDERMAN

Arlan Suderman is the Chief Commodities Economist for StoneX Group Inc. – FCM Division, a financial services provider for global markets. Suderman oversees the company's commodity market intelligence efforts. He provides unique market insight on global macro-economic trends and their implications for the commodity markets.



STEVE O'NEILL

A foremost authority on production strategies, Steve O'Neill is a graduate of North Dakota State University and is currently the CEO of Corn Capital Innovations in Olivia, MN. Steve has assembled a team of specialists that tailor components of profitability toward the goal of maximizing return on investment. Steve resides in Minnesota with his wife Summer and their two sons.



DEAN HEFFTA

Dean Heffta is a speaker, trainer, and founder of the consulting firm Clarus Results. Dean works with global organizational leaders across agriculture, manufacturing, and non-profit organizations to grow leadership, strengthen communication, and improve effectiveness. A graduate of the University of Minnesota and Drake University's MBA program, his commitment is to helping leaders of all size organizations.



JOLENE BROWN

Preview Jolene's presentation at: www.bit.ly/EDGE24_Jolene_Brown

Jolene Brown is a walking-talking spokesperson and champion for the people of agriculture. She's a farmer in Eastern Iowa, contributor to *Successful Farming* magazine's popular family business column, author of two great books and an inductee into the prestigious CPAE Speaker Hall of Fame. Her worldwide audiences appreciate her fun-filled spirit and valuable information. She's on a mission to share leading-edge best practices, appreciation, laughter and celebration to increase productivity, profitability and peace of mind. www.JoleneBrown.com

Transportation Directions

Attendees will fly into Tucson International Airport. Rental cars are available at the airport, as well as app-based ride services (Uber and Lyft). The airport is about 21 miles from the resort.

For more information: www.flytucson.com

Phoenix Sky Harbor International Airport is also an option and would require a two-hour commute to Loew's Canyon Resort.

Information and rental cars: www.skyharbor.com

Additional Activities *(for an extra fee)*

Two afternoons and evenings are set aside for you to take in local attractions, enjoy the pool and amenities.

- Sonoran Desert Museum: www.desertmuseum.org
- Saguaro National Park: www.nps.gov/sagu
- Pima Air & Space Museum: www.pimaair.org
- Trail Dust Jeep Tours: www.traildusttours.com
- Tucson travel guide: www.visittucson.org/plan-your-visit/maps-and-guides
- Avis car rental drop off and pick up at resort with advance reservations: www.bit.ly/EDGE24_Avis
- Golf and tennis available at the resort. Info and reservations at: www.loewshotels.com/ventana-canyon/discover/golf-tennis

More Details

- Dress code is business casual
- Spouses and those in the day-to-day management of the farm are encouraged to attend!
- Cancellation refund requests made by Nov. 1, 2023 will be considered on a case-by-case basis.
- Saturday night's Appreciation Banquet is a western theme. Cowboy boots and hat are encouraged!

Registration Information

In keeping with our vision to offer leadership and education opportunities to as many as possible, we must limit seating due to venue space capacity. No accommodations are being offered for children.

PLEASE NOTE: Meals and/or sessions are only available to prepaid registrants. If the accommodations you desire are not available on the registration page, please add your request in the 'Comments' section. We will respond to each request!

Seating is Limited... REGISTER EARLY!

1 room/1person.....$2,695
1 room/2 people.....$3,495
**Rooms for additional attendees in your group available at same rates*

Included in your fee:

- Luxury hotel room with private patio or balcony
- All Conference meals except the few designated 'on own'
- All Conference sessions, including an expanded Communication session for all attendees
- Star gazing, guided hikes, pool games and treats, tennis clinic and more (all weather permitting)
- All taxes and resort fees
- Daily transportation to Sabino Canyon and Ventana Village and much more!

Questions, Dietary Restrictions, Additional Help?

Contact Debbie King at Water Street; 309-680-1200 or dking@waterstreetconsulting.com

Register Online

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