

# General Session

Monday, January 19, 2009  
9:00AM-4:30PM

Chair - **Mr. Bud Hughes** - SSA President , (Verdant Partners LLC- Collierville, TN)

**9:00 - 9:30 Status & Outlook for Fertilizer Markets**

Mr. Toby Hlavinka  
Helena Chemical Company  
East Bernard, TX

**9:30-10:15 Southern Political Report**

Mr. Hastings Wyman  
Founding Editor, Southern Political Report  
Washington, DC

**10:15 - 10:30 Refreshment Break in Trading Room**

**10:30 - 11:45 Traits & Breeding Technology Panel**

Arlene Cotie  
Bayer CropScience  
Research Triangle Park, NC

Dr. Alan Gould  
Verdant Partners, LLC  
Sugar Land, TX

Dr. Arlo Thompson  
Pioneer Hi-Bred Int'l  
Bloomington, IL

**11:45 Announcements**

**12:00 - 1:30 Lunch**

Chair: **Mr. Tye Curtis** - SSA 1st Vice President (Curtis & Curtis, Inc.- Clovis, NM)

**1:30 - 2:00 Future of Ag Policy & Regulations**

Commissioner Todd Staples  
Texas Commissioner of Agriculture  
Austin, TX

**2:00 - 2:30 Financial Outlook for Agriculture**

Mr. David Sparks  
CoBank Agribusiness Banking  
St. Louis, MO

**2:30 - 3:00 The Future of Seed Treatment**

Dr. David Long  
Syngenta  
Memphis, TN

**3:00 - 3:30 Refreshments Break in Trading Room**

**3:30 - 4:30 Monsanto Product Pipeline Outlook**

Mr. Jim Hudson  
Monsanto Company  
Raleigh, NC