

# It's Milwaukee Time!

The 2005 Ag Media Summit is just days away and we're ready for you! We've been hoping you'll "Come See What's Brewin' in Ag Media" as you're about to witness the largest InfoExpo ever and be able to take in a program that will touch on almost every topic in the agriculture publishing world. You are guaranteed of making new friends and taking home information that will make you a better journalist, photographer, designer or beer drinker...oh just kidding. You ARE going to know more about cheese when you leave.

Here are a couple of tips and updates before you hit the road to Milwaukee.

**Sunday night:** Welcome Party at Sprecher Brewery. *Bus staging area is on the west side of the hotel on Sixth Street --- look for the signs.* Buses will run continuously starting around 5:45. Don't worry if you miss the first, second or third bus, there'll be another one within minutes. Same on the way back--- but the last bus will leave the Brewery by 10:00. Dress is casual --- or maybe you have a great "brew pub" shirt. Don't be shy, we're used to themed outfits!

**Monday morning:** Attention Golfers! It's a 6:30 departure from the Sixth Street side of the

hotel. The golf course is looking forward to having you tee off at 7:30 sharp, so don't be late. The restaurant on the lower level of the hotel will be open early just for you if you want to grab a fat-laden muffin and coffee. Still want to golf? Contact Steve May now, smay@primediabusiness.com.

**Monday afternoon:** Exhibitors, you already have your marching orders. Two reps needed at 3:30 in the Ballroom to take part in the Grand Opening Extravaganza. (Need more info here? Get with David Hest at dhest@qwest.net.)

**Everyone else plan to be in the Ballroom Foyer by 4:00.** It's on the first floor, east side of the Convention Center. We'll kick off this year's InfoExpo with an extra-special event. Don't miss this... it's going to be GRAND! Then you'll have time to enjoy visiting with your friends and make new contacts with this year's exhibitors. There will be plenty of food and beverage for you. And at 6:30... you just wait... we're going to Cheese Head Heaven! The Taste of Wisconsin will include a wonderful display of Wisconsin cheeses plus we'll have enough substantial food that you can call it dinner.

## InfoExpo Exhibitors

25 X 25 - Ag Energy Work Group  
AGCO  
Agrium  
Allen Press  
American Farm Bureau Federation  
American Meat Institute  
American Society of Agronomy/Certified Crop Adviser Program  
The Audit Bureau of Circulations  
BASF  
Bayer CropScience  
Boehringer Ingelheim Vetmedica, Inc.  
Boelte-Hall Litho  
Branch Smith Printing  
Brock Associates  
CaseIH  
Cattlemen's Beef Board and the Federation of State Beef Councils Division of NCBA  
Croplife Ambassador Network  
Dairyland Seed Co.  
Delta and Pine Land Co.  
Dow AgroSciences Range & Pasture  
Dow AgroSciences/Mycogen Seeds  
eMerge Interactive  
Farms.com  
Grant Heilman Photography  
Growsafe Systems LTD  
Hobart Welders  
Harvestore  
John Deere  
Lallemand Animal Nutrition  
MANA (Makhteshim Agan of North America, Inc.)  
Merial  
Michelin North America  
Miller Electric  
Modern Litho  
Monsanto  
Mosaic Company, The  
National Cattlemen's Beef Assn.  
National Farm Medicine Center  
National Pork Board  
Pfizer Animal Health  
Pioneer Hi-Bred International  
Propane Education and Research Council  
QUALISOY  
Rabobank International  
Smithfield Foods  
SRDS  
Stoller USA  
Syngenta  
Trimble  
U.S. Premium Beef  
United Soybean Board  
USDA/Animal and Plant Health Inspection Service  
USDA/Rural Development  
USDA/Economic Research Service  
USDA/National Agricultural Statistics Service  
USDA/Natural Resources Conservation Service  
Valent U.S.A. Corporation  
Valmont Irrigation  
Vermeer  
Village Press  
W.K. Kellogg  
Wisconsin Milk Marketing Board  
World Ag Expo

## Where To Go?

**Sunday:** All events at the Hilton Hotel. Registration is located on the 4th floor.

**Monday & Tuesday:** ALL events, including **registration**, will be at the Midwest Center (convention center) across the street. There is an enclosed walkway or you can just walk out the front doors of the hotel and across the street. **Tuesday evening receptions:** Hilton Hotel **Wednesday:** Hilton Hotel

## What To Wear?

Sunday night's event at the Brewery: It's very casual. The rest of the event is business casual. Tuesday's receptions are a little dressier. Ties for men. Women, if the men are wearing ties, then dressy is probably appropriate.

Thank You  
Sponsors!

### GOLD

Cattlemen's Beef Board and the Federation of State Beef Councils Division of NCBA

Wisconsin Milk Marketing Board

### SILVER

Bayer CropSciences

John Deere

Monsanto

Pioneer Hi-Bred International

### BRONZE

BASF

Case IH

### CONTRIBUTOR

AGCO

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MANA (Makhteshim Agan of North America, Inc.)

National Pork Board

New Holland

Propane Education & Research Council

Syngenta

USDA Rural Development

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### PATRON

Broadhead + Co. • Rabobank • Boelte-Hall • Branch Smith Printing • Village Press

### SUPPORTER

Audit Bureau of Circulations • Ag Recycling (ACRC) • Bader Rutter & Associates  
Dairy Management, Inc. • Elanco Dairy • Modern Litho • Quebecor World



# Official Schedule of Events

## Sunday, July 31 (all events at Hilton Hotel)

- 9 am - 5 pm Registration *Foyer on Fourth Floor*
- 8 - 11:30 am AAEA Board Meeting *Mitchell*  
LPC Board Meeting *Walker*
- Noon Lunch on your own
- 1 - 4 pm Magazine Design: What Works and Why *Wright A-B*
- 2 pm PIF Meeting *Mitchell*
- 3 - 5 pm InfoExpo set up *Convention Center*
- 4 - 5 pm Digital Image Management *Mitchell*  
Can Publishers Really Afford to be Ethical? *Walker*
- 5 - 6 pm AAEA New Member Reception *Regency Room*
- 5:45 pm Buses begin departure *Sixth Street entrance*
- 6 - 9:30 pm AMS Kick-Off Party *Sprecher Brewery*

## Monday, August 1

(events on Monday at Convention Center, first floor)

- morning Breakfast on your own
- 6:30 am Buses depart to golf outing; meet in hotel lobby
- 7 am - 7 pm Media Room open *203C*
- 7:30 am AMS Golf Outing, *Western Lakes Golf Course*
- 8 am - 5 pm Registration *Ballroom Lobby, first floor*
- 8 am - 4 pm InfoExpo set up *Ballroom A-D*
- 8:30 - 11:15 am Ranly on Writing (part 1) *102C*
- 9 - 11:15 am Give Your Magazine a 10-Step Self Critique *102 A-B*
- 9 - 11:15 am From Barns to Boardrooms *102D*
- 10 am Break *Foyer, first floor*
- 10 - 11:15 am Time Management for Effective Outcomes *102E*
- 11:30 am Luncheon *103 A-B-C-D-E*
- 1 - 2:30 pm How to Parlay Your Stories for Other Platforms *102 A-B*
- 1 - 2:30 pm LPC Critique Contest & Presentation of Awards *102 D-E*
- 1 - 4 pm Ranly on Writing (part 2) *102C*
- 2:30 - 4 pm Food Trends – A Panel Discussion *102 A-B*
- 4 - 7 pm InfoExpo Grand Opening *Ballroom A-D*
- 6:30 - 8:30 pm Taste of Wisconsin *Ballroom A-D*

## Tuesday, August 2

(events on Tuesday at Convention Center)

- 7 am - 6:30 pm Media Room open *203C*
- 7:30 am - 4 pm Registration *Ballroom Lobby, first floor*
- 7:30 - 8 am Breakfast in InfoExpo *Ballroom A-D*
- 8 - 9:15 am Roundtable Discussions *Ballroom A-D*
- 9:15 - 10:30 am Break in InfoExpo *Ballroom A-D*
- 10:30 - 11:45 am Breakouts Block One
  - Headlines and Cutlines and Blurbs, Oh My! *202A*
  - Tips for Small Shops: Getting it all out the door *202B*
  - Food Trends Panel *202C*
  - Better Branding Strategies *202D*
  - What Do Readers Want? ABM Survey Results *202E*
- Noon Keynote Luncheon - Ready. Set. Grow! *Ballroom A-D*
- 1:30 - 3 pm Dessert in InfoExpo *Ballroom A-D*
- 3 pm InfoExpo tear down *Ballroom A-D*
- 3 - 3:55 pm Breakouts Block Two
  - Utensil Theater: Knife, Fork or Spoon *202C*
  - How to Take Great Pictures with One Camera Bag *202E*
  - Headlines & Cutlines & Blurbs, Oh My! (repeat) *202A*
  - Tips for Small Shops: Getting it all out the door *202B*
  - Rural Capitalization *202D*
- 4 - 5 pm Breakouts Block Three
  - Artifacts & Artificion: Digging for Your Truth *202C*
  - The Career Matrix Panel *203B*
  - Steps to Better Financial Management *202D*
  - Trouble-Free Two-Color File Printing *203A*
  - What Do Readers Want? ABM Survey Results *202E*

Remaining events to be held at the Hilton Hotel

- 5:45 - 7:15 pm Joint Receptions for AAEA & LPC *Crystal Ballroom*
- 7:30 - 8:30 pm Individual Awards Ceremony for LPC *Monarch*  
Individual Awards Ceremony for AAEA *Wright AB*
- 8 - 9:30 pm Joint Dessert Reception *Crystal Ballroom*

## Wednesday, August 3 (all events at Hilton Hotel)

- 7:30 am Coffee and Juice *Walker & Mitchell foyer*
- 8 - 9:15 am LPC Annual Meeting *Wright B*
- 8 - 9:15 am AAEA Annual Meeting *Wright A*
- 9:30 - 11:15 am Closing Brunch with Suzie Humphreys  
*Crystal Ballroom*

## Hotel Information

Hilton Milwaukee City Center  
509 W. Wisconsin Ave, Milwaukee, WI 53203  
Phone: 414/271-7250 Fax: 414/271-8841

## Milwaukee Weather Forecast

Forecast for July 31-Aug 3:  
highs: 80-84° lows: 65-69°  
Sunny most days but slight chance  
of isolated T-Storms Mon & Wed.

source: weather.com