




# *Summer Meeting*

## Meet us in Milwaukee!



**A little history lesson...** Long before the first settlers came to this area, the Algonkian Indians had a special name for the land: "Millioki," which means "place where aggie types go to learn." But the real history of the area began when

Father Jacques Marquette, a French Jesuit missionary and explorer arrived here on a hot July afternoon in 1673 and said, "Man, I could sure go for a brat and a beer!"

That history will be repeated July 30 and 31 when the aggie types of the Agricultural Relations Council and its allied associations will converge on the "City of Festivals" to learn, as well as consume copious amounts of brats and beer.

Mark your calendar now for the 2005 ARC Summer Meeting July 30-31, where the professional growth will only be surpassed by the fun and fellowship.



## July 30-31, 2005

Hilton Milwaukee City Center  
Milwaukee, Wisconsin



# ARC Summer Meeting

It all starts on Saturday, July 30, with a program that will look closely at today's energy issues and the positive impact biofuels are having on agriculture. From ethanol and biodiesel to handling the public relations challenges of wind farms and stray voltage, you'll have a chance to hear from the experts.

Then comes an in-depth look at Ethics in Public Relations with a panel discussion featuring some of the industry's leading public relations practitioners. You will want to hear this group as they discuss real and theoretical situations involving ethics in the real world of PR. (This program will count for .5 maintenance points for Accredited Members who need to maintain accreditation.)

The first day will wrap up with a ride down to the lakefront on the Milwaukee Trolley for the 25th anniversary edition of GermanFest [[www.germanfest.com](http://www.germanfest.com)]. You will enjoy ethnic German food, beverages, music, dancing and plain ol' "Gemutlichkeit" like you can only find in Milwaukee. The trolley will make a return run to the Hilton at 9 p.m.

Sunday morning will start with a brief, non-denominational reflections service followed by a panel discussion on the rapidly growing market of lifestyle producers. We'll wrap it all up with a luncheon where we'll present the 2005 ARC Scholarship to a talented student.

ARC programming will conclude by 12:45 p.m. so that those attending the Agricultural Media Summit may meander over to the opening workshop. For those who feel they are in need of a bit of recreation, Carroll and Jean Merry will lead a group to the afternoon Milwaukee Brewers game.



# Schedule

## Saturday, July 30

- 10:00 a.m. ARC Board Meeting
- 12 noon Registration opens
- 12:45 p.m. Welcome and Introductions, Jeri Omernik
- 1:00 p.m. **The Bioenergy Issue** – moderator Dr. Lynn Hamilton, Visiting Associate Professor, Department of Agriculture Economics, Michigan State University
- Wind Energy - Susan Crane, Agricultural Program Director, WE Energy
  - Ethanol and Biodiesel - Bob Oleson, Executive Director, Wisconsin Corn Growers
- 2:30 p.m. Break (sponsorship available)
- 3:00 p.m. **\*Ethics in Public Relations** - moderator Dr. Karen L. Slattery, Associate Professor, Department of Broadcast and Electronic Communications, Marquette University
- Gary Myers, President, Morgan&Myers
  - Lisa Hull, Account Manager, Charleston/Orwig
  - Bruce Herz, Vice President/Group Supervisor, Bader-Rutter
  - Deron Johnson, Director of Agricultural Public Relations, Rhea & Kaiser
- 4:30 p.m. Break (sponsorship available)
- 5:00 p.m. ARC Business Meeting
- 6:00 p.m. Trolley to German Fest



## Sunday, July 31

- 9:00 a.m. **Lifestyle Producers Panel**, moderator Susan Spaulding, Market Directions (invited)
- Gene Hemphill, New Holland (invited)
  - Brad Schu, Companion Animals/Pet Lead, Purina Mills (invited)
- 10:30 a.m. Break (sponsorship available)
- 11:00 a.m. ARC Awards Luncheon (sponsorship available)
- 12:45 p.m. ARC programming concludes
- (Carroll and Jean Merry will lead a group to the afternoon Milwaukee Brewers game if members are interested.)
- \*NOTE:** APRs may receive .5 maintenance point for this session





## Hotel Information

The Hilton Milwaukee City Center is the ARC and AMS headquarters hotel. The hotel cut-off date for making reservations is July 1, 2005. After this date, rooms are not guaranteed to be available at the ARC/AMS rate of \$119.

Hilton Milwaukee City Center

509 W. Wisconsin Ave.

Milwaukee, WI 53203

[www.milwaukeecitycenter.hilton.com](http://www.milwaukeecitycenter.hilton.com)

Voice: 414-271-7250

Fax: 414-271-8841



The Hilton is located in the heart of downtown, across the street from the Midwest Express Center via convenient indoor, climate-controlled skywalk. It is two blocks from I-94 and I-43, and a short walk to lakefront and festival grounds, the Bradley Sports Complex, the theatre district, arts and attractions. The hotel is just one block from the Grand Avenue Mall with 170 shops in historic buildings, and nine miles from Mitchell International Airport (MKE). Milwaukee is served by most major airlines and also Amtrak rail service.

Parking: Valet parking is \$10 for overnight parking and \$5 for day parking. Self-parking is complimentary.

## To Register:

Fill out the registration form and mail, fax or phone it in to the ARC office. Note that the early registration deadline is July 1.

*Please copy form for multiple registrations.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

First Name for Badge: \_\_\_\_\_ Spouse's name (if registering): \_\_\_\_\_

Circle Fees that apply: Before July 1 After July 1

### ARC Members

• Full Program	\$150	\$200
• Saturday Only (w/ German Fest)	\$75	\$100
• Saturday Afternoon Only	\$50	\$75

### Non-Members\*

• Full Program	\$325	\$375
• Saturday Only w/ German Fest	\$245	\$270
• Saturday Afternoon Only	\$220	\$245

*\*Includes one year of ARC membership.*

### Payment Method:

☐ Check ☐ Mastercard ☐ Visa

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

3-Digit Security Number (from back of card) \_\_\_\_\_

Signature \_\_\_\_\_

Payment due upon registration. Fax and phone registrations are by credit card only. Send your completed registration form to:

## Agricultural Relations Council

62768 North Star Dr., Montrose, CO 81401

Phone: 970-249-1465 • Fax: 970-249-4385

- ☐ Please check if this is your first ARC meeting.
- ☐ Please check if you were an ACT member as a student.
- ☐ Please check if you have special ADA requirements.