



***Independent***  
**Professional Seed Association**

**“Seeds for Growth”**

# Our Vision

*IPSA provides educational programming and training and business management tools in a cooperative manner to help member-companies grow and thrive in an increasingly competitive marketplace. IPSA continues to advocate for independently-owned seed companies throughout the United States and Canada.*



# **22<sup>nd</sup> Annual Conference Overview**

- **Logo and Theme**
- **Agenda Highlights**
- **Trade Show Booths**
- **Sponsorship Opportunities**
- **Speakers**

# The Logo and Theme

**Gateway to Independence**



# Agenda Highlights

- **Tuesday afternoon Benchmarking Session**
- **General Session** addressing current issues facing the seed industry, including biotech patent expirations, ag concentration and international seed trade issues
- **Three General Sessions** featuring:
  - **Rod Osthus, founder of the R.C. Thomas Company**
  - **Mike Wagner, CEO for the White Rabbit Group**
  - **Context Consulting, a business management and strategy consulting firm**
  - **Jack Simms, Founder and CEO of the largest marketing agency in America**
- **Educational Breakout Sessions** addressing such topics as **Social Networking, Brand Development and Sales Training**
- **Trade Show** with vendors from all areas of the industry
- **Sponsorship opportunities** available

# Sponsorship, Registration and Trade Show Booth Requests

- Go to [www.independentseeds.com](http://www.independentseeds.com)
- On the Home page, click on, “2011 Annual Conference” tab
- Click on the appropriate form
  - Sponsorship Information and Registration Form
  - Trade Show Information and Vendor Registration Form
  - Attendee Registration Form
- Submit your completed form electronically or fax/email the form to:
  - 877-415-1306
  - [info@independentseeds.com](mailto:info@independentseeds.com)
  - Pay online or Send check to:
    - IPSA
    - P.O. Box 241312
    - Omaha, NE 68124-5312

# Speakers

- **Rod Othsus, Founder of the R.C. Thomas Company, a sales and marketing consulting firm**
- **Mike Wagner, CEO White Rabbit Group**
- **Ken Rinkenberger, Senior Associate The Context Network**
- **Jack Simms, Founder and CEO of the largest marketing agency in America**

# General Session II



## Rod Osthus

April 1994, Rod Osthus formed the R.C. Thomas Company, a sales and marketing consulting firm named after his son Thomas, who was only 13 years old at the time. Since then the R.C. Thomas Company has conducted training sessions all across the United States, Canada and South America. The firm currently works primarily in the areas of marketing, sales training, program development and strategic consulting.

Rod has helped start new companies, positioned businesses for sale and facilitated mergers. He has also developed numerous successful new product introduction strategies and created ways to add new life to current product lines by repositioning them in the marketplace. Rod's unique training style makes him an extremely popular sales trainer, advisor and key note speaker.

Watch a video clip:

<http://www.youtube.com/watch?v=VFU5afHa1uo>

# General Session II



## Mike Wagner

Mike Wagner's business acumen has been developed through more than thirty years of experience with a number of organizations in a variety of industries. Over those years, it became clear that businesses with bottom line success have some very basic things in common: focused leaders around a vision and support from engaged employees.

Mike wears many "hats" for White Rabbit Group including speaker, facilitator, and business development. He has experience in a broad range of industries including web development, sales management, and consultative sales.

Watch a video clip:

<http://www.youtube.com/watch?v=w0BRic3bJr4>

# General Session III

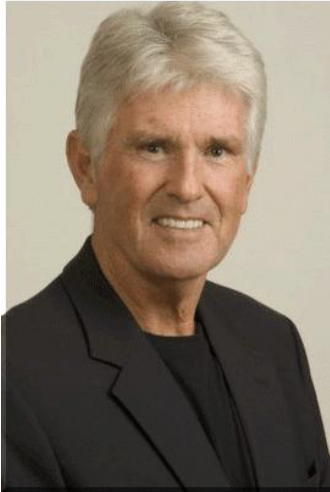


**Ken Rinkenberger, Senior Associate  
The Context Network**

Ken Rinkenberger brings a unique combination of business and personal skills to all his assignments. After 35+ years of senior commercial management experience in the seed and agricultural chemical industries, Ken is known for his integrity, insight, energy and teamwork.

Specific areas of expertise that Ken exhibited during his career include development of long-term strategic plans that clarified business direction, product/market priorities and resource allocation; coordination of complex business and financial forecasting; participation on and leadership of senior business leadership teams; creation of strategic and operational marketing plans; leadership of effective business, product and project teams to deliver financial or project goals; facilitation of successful product/brand/market launches in seed, chemistry and biotechnology; implementation of disciplined people processes; direction of strategic global product management for chemistry and seed businesses and leadership of a seed and biotechnology licensing business.

# General Session III



## Jack Sims

Founder and CEO of the largest marketing agency in America, Jack Sims is one of those rare people who started his business education at the age of eleven, by working in his parents Mom & Pop store in England. That's where he first learned the importance of customers and treating them correctly. This awareness of looking after your customers, keeping your promises and developing a brand that people will go out of their way to get, and pay a premium price for, has stood the test of time and enabled him to create the largest marketing agency in America.

He has been a marketing consultant for major fast moving companies who are serious about attaining sustainable business growth and has achieved some amazing success. He has worked his magic with small companies too, one of companies he consulted for, managed to gain a whopping 35% compounded growth for seven years and became the brand leader in the category too.

Watch a video clip:

<http://www.youtube.com/watch?v=5WexGN8cvCQ>

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