



**U.S. Soy Industry
International Strategic Planning Conference Agenda
August 2-6, 2009
St. Louis, Missouri
Hilton at the Ballpark**

(Draft as of May 22, 2009)

Sunday August 2

- 1:15 PM** St. Louis Cardinals Baseball Game
(optional at participants own expense)
- 6:00-9:00 PM** International Marketing-Global Issues Subcommittee Meeting
Contractor Presentations:
1. Korea Marketing Program Evaluation (conducted by USB Audit & Evaluation Committee)
 2. Japan Marketing Program Evaluation
 3. Middle East Program Evaluation

Monday August 3

Attire: Business Casual

- 7:00-8:00 AM** Breakfast
- 8:00 AM** Joint USB & ASA International Marketing Committee Convenes
Welcome Comments & Introductions
IM Committee Chairmen
Key Note Address
Michael Michner, FAS Administrator
Macro Soy Complex Trends & Data
John Baize, Baize & Associates
Key Market Soy Trends & Data
USSEC Staff

10:00 AM Break

10:15 AM International Soy Planning Opportunities Teams (ISPOT) Report
U.S. Exporters' Key Observation and Market Development
Priorities
ISPOT Grower Leader & ISPOT Exporter

11:15 AM International Technical Directors' Report & Reviews:
Aquaculture Utilization
*Mike Cremer, International Aquaculture Technical
Director*
Human Utilization
*Suresh Itapu, International Human Utilization
Technical Director*
Animal Utilization
*TBD, International Animal Utilization Technical
Director*

12:00 PM Lunch

1:30 PM U.S. Soy International Strategic Plan Review
IM Committee Chairmen & Staff

3:15 PM Break

3:30 PM Allocations of IM FY11 Budget to Markets
IM Committee Chairmen & Staff

5:00 PM Adjourn

5:30 PM IM Committee Leadership Meeting
Subcommittee Expectations & Outcomes

Evening on Your Own

Tuesday August 4

Attire: Business Casual

- | | |
|---------------------|--|
| 7:00-8:00 AM | Breakfast |
| 8:00 AM | Subcommittees Convene
Determine Allocations for Strategic Priorities & Tactics |
| 12:00 PM | Lunch |
| 1:30 PM | Subcommittees Reconvene
Determine Allocations to Strategic Priorities & Tactics (continued) |
| 3:15 PM | Break |
| 5:00 PM | Subcommittees Adjourn |

Evening on Your Own

Wednesday August 5

Attire: Business Casual

- | | |
|---------------------|---|
| 8:00-9:00 AM | Breakfast |
| 9:00 AM | ASA-USB IM Committee Reconvenes and Completes Budget Allocations
Subcommittees Report & Recommend Strategic Priority Allocations & Tactics
<i>Subcommittee Chairman</i> |
| 11:00 AM | Staff Report on Upcoming Activities & UES Process |

{IM Committee Members can depart or stay the afternoon for USSEC Annual Meeting}

- | | |
|-----------------|---|
| 12:00 PM | Lunch |
| 1:00 PM | USSEC Annual Meeting Convenes
Welcome and Introductions
<i>USSEC Chairman</i> |

- 1:10 PM** USSEC Annual Review
USSEC Chairman
- 1:20 PM** U.S. Soy Industry International Strategic Plan Update
ASA-USB IM Committee Chairmen
- 1:35 PM** USSEC Members Address Questions to Chairman & CEO
- 2:00 PM** USSEC Board Elections
Exporter Class Election
Allied Industry Class Election
- 2:45 PM** Break
- 3:00 PM** USSEC Working Group Meetings
Food Grade Soybean/Soy Foods & Ingredients Group
Commodity/Container & Feed Ingredient Group
Review USSEC Membership Activity Priorities
- 4:30 PM** USSEC Annual Meeting Reconvenes
Working Group Reports
- 5:00 PM** USSEC Annual Meeting Adjourns
- 6:30PM** Soy Industry “All-Star” Reception and Picnic

Thursday August 6

Attire: Business Formal

- 8:00-9:00 AM** Breakfast
- 9:00 AM** USSEC Board Meeting
New USEC Board Members Seated
New USSEC Board Term Begins
- 12:00 PM** USSEC Board Meeting Adjourns
- 1:30 PM** New USSEC Board Member Training
- 4:00 PM** New USSEC Board Member Training Concludes