

# AGENDA: July 30 - August 1, 2025

## Lake Lawn Resort | Delavan, Wisconsin

Wednesday, July 30	12:00 pm - 6:00 pm	Meristem Dealer Partner Check-In. Enjoy the resort with your family.	Lake Lawn Conference Center Lobby
	5:30 pm - 6:30 pm	Spirit of Ameristem Cocktail Hour <i>Family or Dealer Partner photos available in main courtyard</i>	Lakefront Lawn
	6:30 pm - 10:00 pm	Spirit of Ameristem Reception & Dinner. Wear your best Luau attire! <ul style="list-style-type: none"> <li>• Family or Dealer Partner photos available in main courtyard</li> <li>• Optional 1-hour boat tours available beginning at 5:00 p.m.</li> <li>• 9:00 pm Band Performance</li> </ul>	Lakefront Lawn
	10:00 pm - ?	Hospitality House Open	Lake House
Thursday, July 31	8:00 am - 5:00 pm	Meristem Dealer Partner Check-In. Enjoy the resort with your family.	Lake Lawn Conference Center Lobby
	7:00 am - 9:00 am	Breakfast & Partner Networking	Lakefront Lawn
	8:30 am - 9:30 am	Kickoff, Year-in-Review, and Company Update	Main Event Building
	9:30 am - 10:30 am	Keynote: Lessons in Crisis Leadership & Decision Making, Lt. Col. Robert Darling <i>Retired Marine Corps Lt. Col. &amp; Cobra "Attack Helicopter" Pilot, Robert Darling, shares his experience inside the underground White House Bunker on 9/11/01 as America's leaders made unprecedented leadership decisions during crisis.</i>	Main Event Building
	10:30 am - 11:30 am	Take Cost Out Product Portfolio Update	Main Event Building
	11:30 am - 12:30 pm	The BioDefense Revolution	Main Event Building
	12:30 pm - 2:00 pm	Lunch with your family & Partner Networking <i>Family or Dealer Partner photos available in main courtyard</i>	Lakefront Lawn
	2:00 pm - 3:30 pm	The KVT Holds Court: Key Economic Issues Driving American Agriculture <i>Kevin Van Trump holds court on the key drivers behind the U.S. agriculture economy, joined by Mark Purdy, Ambassador Gregg Doud, Mark Schweitzer (ADM Retired), &amp; Brian Kearney (Farmland Stock Exchange)</i>	Main Event Building
	3:30 pm - 6:30 pm	Enjoy the resort with your family & visit the three Meristem learning stations: <ol style="list-style-type: none"> <li>1. New Dealer Activation &amp; Marketing Opportunities for your Meristem Dealership</li> <li>2. Mixing it up with Meristem Concentrates &amp; Adjuvant Systems</li> <li>3. BIO-CAPSULE Technology – Liquid Ready Innovations</li> </ol> <i>*Bus available to view off-site field plots during this time. Meet at Conference Center door</i>	Learning stations located in Lake Lawn Courtyard
	6:30 pm - 7:30 pm	Outdoor Cocktail Hour <i>Family or Dealer Partner photos available in main courtyard</i>	Lakefront Lawn
Friday, August 1	7:00 am - 8:30 am	Breakfast / Partner Networking	Lakefront Lawn
	7:15 am - 8:00 am	Dealer Owners Breakfast	Geneva Ballroom
	8:15 am - 8:40 am	Opening Comments & Reflection	Main Event Building
	8:40 am - 9:00 am	Buses to off-site field plots	Field Plots
	9:00 am - 9:45 am	Plot Talks: Round 2 – Group will split in half based on nametag <ol style="list-style-type: none"> <li>1. How to Drive Corn Yields for Less Cost per Bushel</li> <li>2. How to Drive Soybean Yields for Less Cost per Bushel</li> </ol>	Field Plots
	9:45 am - 10:00 am	Rotate between Plot Talks	Field Plots
	10:00 am - 10:45 am	Plot Talks: Round 2 – Group will split in half based on nametag <ol style="list-style-type: none"> <li>1. How to Drive Corn Yields for Less Cost per Bushel</li> <li>2. How to Drive Soybean Yields for Less Cost per Bushel</li> </ol>	Field Plots
	10:45 am - 12:00 pm	Field Plots available for additional viewing. <ul style="list-style-type: none"> <li>• Buses back to all resorts available during this time.</li> </ul>	Field Plots