



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
	2:30 pm - 6:30 pm	Visit the four Meristem learning stations: <ol style="list-style-type: none"> 1. Dealer Activation & Marketing Opportunities for your Meristem Dealership 2. Adjuvant Concentrates & new Upshift C Plus 3. Bio-Capsule Technology & New Product Development 4. MaxStax—King of Coverage: The Seed Meter is now the Seed Treater 	Learning stations located in Lake Lawn Courtyard
	5:30 pm - 6:30 pm	Spirit of Ameristem Welcome & Cocktail Hour <ul style="list-style-type: none"> • Optional 1-hour boat tours available beginning at 5:00 p.m. 	Lakefront Lawn
	6:30 pm - 10:00 pm	Spirit of Ameristem Dinner Reception & Luau. Wear your best Luau attire! <ul style="list-style-type: none"> • Family or Dealer Partner photos available in main courtyard • 7:30 pm Hula dance & lessons followed by fire dance 	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: Performing Under Pressure, Lt. Col. Robert Darling <i>Retired Marine Corps Lt. Col. & 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
	11:00 am - 12:30 pm	The BioDefense Revolution & Meristem Product Strategies for Success <i>Build confidence in the strategy, products & technologies in the Meristem portfolio</i>	Main Event Building
	12:30 pm - 2:00 pm	Lunch with your family & Partner Networking	Lakefront Lawn
	2:00 pm - 3:30 pm	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 Ambassador Gregg Doud, Brian Kearney (Farmland Stock Exchange), Mark Purdy (Meristem) & Mark Schweitzer (ADM Retired)</i>	Main Event Building
	3:30 pm - 6:30 pm	Enjoy the resort with your family & visit the four Meristem learning stations <ol style="list-style-type: none"> 1. Dealer Activation & Marketing Opportunities for your Meristem Dealership 2. Adjuvant Concentrates & new Upshift C Plus 3. Bio-Capsule Technology & New Product Development 4. MaxStax—King of Coverage: The Seed Meter is now the Seed Treater 	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
	7:30 pm - 10:00 pm	Dinner & Celebration <ul style="list-style-type: none"> • Optional 1-hour boat tours available beginning at 6:00 p.m. • 8:00 pm Band Performance by RetroSpecz 	Lakefront Lawn
	10:00 pm - ?	Hospitality House Open	Lake House
Friday, August 1	7:00 am - 8:30 am	Breakfast / Partner Networking	Lakefront Lawn
	7: 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 1 — Group will split in half based on nametag <ol style="list-style-type: none"> 1. How to Drive Corn Yields for Less Cost per Bushel 2. How to Drive Soybean Yields for Less Cost per Bushel 	Field Plots
	9:45 am - 10:00 am	Rotate between Plot Talks	Field Plots
	10:00 am - 10:45 am	Plot Talks: Round 2 — Groups will rotate to remaining session	Field Plots
	10:45 am - 12:00 pm	Field Plots available for additional viewing. <ul style="list-style-type: none"> • Buses back to all resorts available during this time. 	Field Plots