



We hope you'll join us for our annual

AGRONOMIC KNOWLEDGE DAY

AUGUST 15, 2024

SUPERIOR AG DALE ANSWER PLOT

16906 N. County Road 300 E. Dale, IN 47523

Morning: 7am - 12pm CST | Evening: 3pm - 8pm CST



RSVP & Pre-Registration



Open the camera app on your phone and put the code in focus. Open the link that appears and then fill out the RSVP form or call your local Superior Ag Sales Agronomist by Friday, August 9, 2024.

2024 KNOWLEDGE DAY SCHEDULE

Morning Session*	Evening Session*	Session Topics	Speaker
7:00-7:45 a.m.	3:00-3:45 p.m.	Registration, Vendor Fair & Early Seed Orders	
8:00-8:10 a.m.	4:00-4:10 p.m.	Welcome	Todd Meyer
8:10-8:35 a.m.	4:10-4:35 p.m.	Purdue Extension PARP \$10 PARP Fee Covered by IN Corn Marketing Council & IN Soybean Alliance	Molley Hasenour
8:35-9:20 a.m.	4:35-5:20 p.m.	Keynote Sharks Don't Swim Backwards	"SharkFarmer" Rob Sharkey
9:25-11:25 a.m.	5:25-7:25 p.m.	Superior Acre Managing Your Crop to Its Full Potential	Jesse Uebelhor Mike Michel
		Don't Be Complacent When It Comes To Weed Control	Isaac Schroeder Phil Krieg
		Biologicals: Fact or Fiction	Jason Lueken Joe Rickard
		Seed: Secrets to a Strong Foundation	Tom Sinnott Seth Leinenbach
		Debunking Fertility Myths	Ken Ferrie
11:30-12:00 p.m.	7:30-8:00 p.m.	Meal & Grain Market Outlook	Craig Haugaard
12:00-12:30 p.m.	8:00-8:30 p.m.	Door Prizes	
12:30 p.m.	8:30 p.m.	Adjourn	

*All times listed are Central time.

EARLY SEED ORDER REWARD PROGRAM



Placing your seed order at Knowledge Day qualifies you for the largest discounts and prioritizes your product supply for the 2025 growing season. To show our appreciation for early seed orders this year, we will also be rewarding growers with customized barn signs and/or Superior Ag rubber floor mats. Orders must be placed at Knowledge Day to qualify for the Early Order Reward Program. Reward items will be delivered to your farm by your sales specialist at a later date. There are three ways to qualify for a sign or mat at Knowledge Day:

Knowledge Day Early Orders

Additional 2% Discount or 0.99% Financing + Reward Program Below

Loyalty

- 100% of your seed business with Superior Ag = 1 Sign or Mat

Growth

- Corn order increase of 24 bags = 1 Sign or Mat
- Soybean order increase of 80 bags = 1 Sign or Mat

Total Acres Ordered

- 500-999 acres 1 Sign OR Mat
- 1,000 - 1,499 1 Sign AND 1 Mat
- 1,500 or more 1 Sign AND 1 Mat, + 200 Acres of Free VRT Rx Seeding



EVENT SPEAKERS



Rob Sharkey, SharkFarmer

Rob Sharkey is not your average 5th generation Illinois grain farmer. Better known as the SharkFarmer he is a risk taker and out of the box thinker who believes everyone has a story to tell. His authentic interview style, ability to tackle controversial issues and share the triumphs and struggles of the modern farmer and business owner has catapulted him onto Sirius XM, PBS, Acres TV and 8 Seasons and counting of SharkFarmer TV on RFDTV. His unfiltered words resonate with 1.7 million listeners weekly around the world.



Ken Ferrie, Crop Tech Consulting

Ken Ferrie was born and raised on a farm in Cresco, Iowa. He is a graduate of Ellsworth Community College and Illinois State University. He is a Certified Crop Advisor and a 4R Nutrient Management Specialist from the American Society of Agronomy. Ken is the owner of Crop Tech Consulting in Heyworth, Illinois and has worked as a field agronomist for over 30 years. He also oversees the test plots in the Farm Journal Test Plot Program and leads the curriculum for Farm Journal's Corn College.



Joe Rickard, Winfield United - Crop Protection Product Manager

Rickard is a Crop Protection Product Manager for WinField Solutions, LLC in the states of IL, IN, OH, MI and the northeastern United States. He is responsible for the training and education of internal and retail staff on products and agronomic practices within the cooperative system. Rickard has a Bachelor of Science (Horticulture and Crop Science) from The Ohio State University and his Master of Science (Crop Science) from University of Illinois. He resides in Beloit, Ohio with his wife and three children.



Tom Sinnott, Winfield United - Field Marketing Manager - Northeast US

Sinnott is a Field Marketing Manager covering the Northeast US for all seed brands distributed through WinField United. His career in agriculture started with Superior Ag in 2006 after his service in the United States Navy. Sinnott worked at Superior Ag for 12 years in agronomy sales, where he developed the knowledge to become a CCA and assisted farmers in selecting the right seed and crop protection products for their farm acre by acre. In 2017, Sinnott joined Winfield United as a Seed District Sales Manager for SW Indiana. He recently accepted a role managing all brands of seed sales and marketing for the NE United States. He has covered all partner brands throughout the cooperative system, expanding his knowledge of seed placement and hybrid advancement over the years. He resides in Boonville with his wife, Crystal, and their two daughters.



Phil Krieg, Syngenta - Agronomy Service Representative - SIL & SWIN

Krieg is a Agronomy Service Representative for Syngenta supporting crop protection products throughout southern Illinois and southwestern Indiana. He began his career as a Crop Specialist for St. Clair Service Co. (Growmark Member Co-op) in 1978 and served in that role until 2000 when he became Operations Manager. He received his CCA certification in 1994 and was later named the Illinois CCA of the Year in 2008. Krieg has served in his current role with Syngenta since 2005. He resides in Freeburg, Illinois with his wife, Jill.



Jesse Uebelhor, Superior Ag - Division Agronomist

Uebelhor started working for Dubois County Co-op where he learned to scout fields, run machinery, and build customer relationships. He has an Associates Degree in General Agriculture from Vincennes University and a Bachelor of Science in Agricultural Economics with an emphasis in Agronomy from Purdue University. Upon graduation, Uebelhor returned to Dubois County Co-op as a Sales Specialist. Then he became a Partnered District Sales Manager for Land'O Lakes and Croplan. He is currently a Division Agronomist at Superior Ag working with staff and customers to create innovative solutions. He spends his free time working on his family's farm and spending time with his wife, Erin, and their three children.



Isaac Schroeder, Superior Ag - Division Agronomist

Schroeder graduated from Western Kentucky University with a Bachelor of Science in Plant Sciences. He spent his college summers as a Superior Ag intern and was able to turn that opportunity into a full-time position as an applicator at Superior Ag. Since 2012, Schroeder has served as an Agronomy Sales Specialist at the Boonville location. Over the last year, he transitioned to a Division Agronomist role, focusing on collecting agronomic data throughout the Superior Ag service area and training sales specialists. Isaac resides in Tell City with his wife, Kyla, and two children.



Jason Lueken, Superior Ag - Precision Ag Manager

Lueken graduated from the University of Southern Indiana in 2007 with a Bachelor of Science in Finance and Business Administration. He started his career as a Precision Ag Specialist with Hutson. In 2015, he joined Superior Ag as the Precision Ag Manager. In this role, Lueken oversees grid soil sampling, tissue sampling, variable rate fertilizer and planting prescriptions, planting research plots, and agronomic trials. He enjoys spending time with his wife, Ashley, and their daughter. Together they also have a registered Angus cow/calf operation.



Mike Michel, Superior Ag - Agronomy Sales Specialist

Michel graduated from Purdue University in 2007 with a Bachelor of Science in Agriculture Economics. He joined Superior Ag as an Applicator & Precision Ag Technician at the Patoka branch. In 2009, he became an Agronomy Sales Specialist, serving customers at Mackey, Patoka and Haubstadt locations. He enjoys fast-paced growing seasons and watching his customers hit or exceed their goals. Michel resides in Fort Branch with his wife, Laura, and their two children.



Seth Leinenbach, Superior Ag - Agronomy Sales Specialist

Leinenbach graduated from Western Kentucky University in 2012 with a Bachelor of Accounting and a minor in Agriculture. Previously, he worked as an Animal Nutrition Sales Specialist for Purina for six years. He joined Superior Ag in 2018 as an Agronomy Sales Specialist. In his role, Leinenbach enjoys selecting hybrids and varieties that best fit his growers' management and fertility plans. He also manages our Dale seed treatment facility, and utilizes his accounting background to help growers achieve maximum ROI. He resides in Holland with his wife, Jyl, and their three children. When he isn't working, he enjoys running their registered Hereford cattle operation and watching his children show cattle across the country.



Craig Haugaard, Superior Ag - Grain Division Manager

Haugaard graduated from South Dakota State University with a Bachelor of Science in Ag Economics, an MBA from the University of South Dakota, and a M. Ed. in Human Resource Development from University of Minnesota. He first served as an extension educator for 10 years for the Minnesota Extension Service, and then was the Grain Origination Manager at South Dakota Wheat Growers for eight years. Following that, Haugaard was the Grain Divisions Manager at North Central Farmers Elevator for three years and served as the VP of Grain Division at Sunrise Cooperative in Ohio for eight years. He joined Superior Ag in 2023 as Grain Division Manager. Haugaard and his wife, Lora, have two adult children and have run half marathons in every continent!

Superior Ag
P.O. Box 420
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2024 KNOWLEDGE DAY INVITE

Superior Ag

You're invited to
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