

MSU SOYBEAN PROMOTION DAY SET

Join the Kentucky Soybean Promotion Board for Murray State University Soybean Promotion Day on Tuesday, January 23 in the Murray Room of the CFSB Center in Murray.



Our keynote speaker this year will be Mark Mayfield. Mark was raised on a farm in Caney, Kansas. He served as National President of the Future Farmers of America and received two degrees from Kansas State Univer-

sity before spending time as a high school teacher, a corporate lobbyist, a spokesperson for print and television commercials as well as a number of other career paths.

Mark is a member of the prestigious Speakers Roundtable. He was elected by his peers to the presidency of the National Speakers Association, and has received its coveted "Cavett Award," as member of the year. He has also been inducted into NSA's Speakers Hall of Fame.

His topic for the evening will be "The Glass Ain't Half Empty, It's Just Too Big," a humorous approach to the very serious subject of managing change. He emphasizes that creativity is the key component in managing change and will leave attendees with change management skills. Mark is a popular speaker and host of the Commodity Classic General Session – and one you won't want to miss.

DICAMBA PANEL DISCUSSION

Dicamba is a hot topic for many farmers in our area and the nation. Herbicide-resistant weeds aren't responding to the old chemistries, and our industry partners have responded to that challenge by creating new varieties of soybeans that are dicamba-tolerant and new chemistries using dicamba to manage tough weeds that might otherwise take over a crop.

There have been concerns and success stories during the 2017 crop season. The Kentucky Soybean Board recognizes these issues and has assembled a trio of industry experts for a panel discussion to address this important topic.

Have your questions ready for subject matter experts from Monsanto, DuPont and BASF.

These experts have been at the forefront of the development of this much-needed technology, and they recognize the importance of protecting the labels while making sure that the recent EPA label changes – which name certain new formulations of dicamba as restricted-use – allow farmers to utilize chemistry while seeking the root cause(s) of the issues experienced during its first year of use.

David Wayne, Director of Environmental Services for the Kentucky Department of Agriculture will also be on hand to answer state-specific questions and share the Department's views on this subject.



Tuesday, Jan. 23
CFSB Center
Murray Room
Registration 3:15 p.m.
Program at 3:45 p.m.

Dinner & Door Prizes at 6:30 p.m.



Please RSVP by January 19 to (270) 809-3556
or email msusoypromoday@gmail.com
Admission is free, reservations required