Tuesday April 17, 2018

1:00  Opening remarks

1:05  THE DON BELL MEMORIAL LECTURE:
Solving for "X" in the new customer value equation of food purchase decisions
David Fikes, Food Marketing Institute

2:05  Autonomous Robotics for Layer House Management: A vision of the future
Colin Usher, Georgia Tech University

2:45  BREAK

3:15  The current state of U.S. Agriculture and the changes that are coming
Joe Kerns, Kerns & Associates

4:15  Attract, Engage, Retain: Tips to hit the sweet spot in your hiring practices
Melissa O'Rourke, Iowa State University

4:45  E.coli and salmonella vaccine technology
Dr. Jim Sandstrom, Epitopix

5:15  ADJOURN

5:30  RECEPTION

Wednesday April 18, 2018

6 - 8  BREAKFAST

8:00  Communications lessons learned from facing consumer questions and critics
Janice Person, Monsanto

8:45  A producer's perspective on management of the cage-free transition (changing standards and requirements, employee engagement, management of layer movement, disease & health aspects, and egg handling)
Producer Panel

10:15  BREAK

10:45  Field findings of partial vs. full litter access in aviary hen housing
Dr. Hongwei Xin, Egg Industry Center

11:15  False Layer Syndrome: A new presentation of an old disease
Dr. Mike Petrik, McKinley Hatchery (Canada)

12:00  LUNCH

Go to www.eggindustrycenter.org for registration, hotel RSVP and golf tournament details.
Egg Industry Center Golf Championship

Held at the beautiful Piipaash course, this is one of two courses located on the Talking Stick Resort grounds. Resort guests are provided discounted practice rounds when scheduled through the hotel concierge. Golf clubs can be reserved for rental when you register on the Egg Industry Center website.

**Tournament Details:**

- **Date:** Monday April 16, 2018
- **Course Check-in:** Noon
- **Start Time:** 1:00 p.m.
- **Format:** Shotgun start, 18-hole four-person best shot (Scramble)
- **Cost:** $115/PLAYER
- **Mulligans:** Available for on-site purchase
  - 1 for $5.00
  - 3 for $10.00
  - 7 for $20.00
- **Registration:** Sign-up at www.eggindustrycenter.org/egg-forum
- **Sponsorships:** Please contact Lesa Vold at 515.294.4037