

November 2016

Dear Friends:

We are pleased to announce the 2017 Fluid Forum scheduled for February 20-22, 2017 at **Talking Stick Resort**, 9800 East Indian Bend Road, Scottsdale, AZ 85256. Please note that we are a week later than we have been in the past. The Forum provides an opportunity for review of all research projects sponsored by the Fluid Fertilizer Foundation and for you to determine how to apply this latest information to your business. We will also feature three special invited speakers.

- Dr. Paul Fixen the Senior Vice President for the International Plant Nutrition Institute. His career has centered on the science of nutrient management and related crop production systems. Paul will review progress and impact of nutrient management research implementation over the past 35 years – and future challenges facing our industry.
- Michael S. Seaver is an executive coach and leadership consultant who unlocks human potential by using business strategy, conscious capitalism, and positive psychology concepts to move leaders from success to significance. He writes content for Forbes, serves on the board of directors for Big Brothers Big Sisters of Central Arizona and is a member of Valley Leadership Institute's Class 38.
- Brett Nightingale is Vice-President of Sales for CF Industries. Brett has an extensive background in the fertilizer industry and will update us with his thoughts on issues affecting the fertilizer industry.

The Forum is THE late winter gathering point for fertilizer industry leaders. We invite your participation as a significant part of your yearly activities. **Dress code is strictly business casual.**

Enclosed is a copy of the Fluid Forum program and pre-registration form for the Forum. The hotel should be contacted directly for your room reservation by calling **1-866-877-9897** and ask for the **block of rooms under Fluid Fertilizer Foundation before the cut-off date of January 18, 2017. Be sure and make your reservation before January 18th since the cut-off date is strictly adhered to and the rate will go up substantially.** The rate is \$209 single/double plus Bellman gratuities (\$10 per person round trip) and housekeeping gratuities (\$3 per night).

Registration will begin at 10:30 a.m. on February 20th. There will be Receptions on Monday and Tuesday evening from 6:00 – 7:30 pm.

Forum registration and payment by check or credit card should be returned to the Foundation office in Manhattan, KS. Pre-registrations will be refunded if notification is received by February 1st. There will be no refund after that date. Forum presentations will be posted on the Foundation's website after the Forum is concluded.

If you have any questions concerning registration procedures or Forum arrangements please contact Mary Hughes, Fluid Fertilizer Foundation at the e-mail address or numbers above.

Continuing Education Credits are available for attending this event. We look forward to seeing you in Scottsdale.

Sincerely yours,

Dr. Dale Leikam
President

Enclosures