

# HIGH PLAINS JOURNAL<sup>TM</sup> **Live**

AUGUST 6-8, 2025 /// CENTURY II • WICHITA, KS

## ***Registration Now Open***

Hosted by the High Plains Journal, the inaugural HPJ Live! A multi-day tradeshow, combining the popular U-Series of events into one, with:

- ▣ **Expert-led Education Sessions and Keynote Speakers**
- ▣ **Trade Show Floor Access with over 100 Exhibitors**
- ▣ **Fellowship & Networking**



GET STARTED AT  
**[live.hpj.com](https://live.hpj.com)**





## Event Overview

<b>Registration Type</b> <small>Includes access to three days of education, happy hour reception on Wednesday, catered lunch on Thursday and Friday, new product demos, plus three days of networking on the tradeshow floor.</small>	<b>Early Bird</b> <small>(MARCH 3 - MAY 25)</small>	<b>Pre-Registration</b> <small>(MAY 26 - AUG. 5)</small>	<b>Event Day Pricing</b> <small>(AUG. 6-8)</small>
<b>All-Inclusive</b>	\$95	\$125	\$145
<b>HPJ Subscriber All-Inclusive</b>	\$65	\$95	\$115

# ***From print to in-person***

THE MEETUP YOU'VE BEEN LOOKING FOR.

The inaugural HPJ Live Event happening August 6-8, 2025 in Wichita, Kansas – combining the popular U-learning series of events into one multi-day tradeshow, this is an event you won't want to miss.

### What to Expect:

Hosted by the High Plains Journal – your trusted source for agricultural news for over 75 years – producers, ranchers, and ag experts will be coming together for an opportunity to learn from industry leaders, connect with vendors, hear from HPJ journalists, and share experiences amongst the people who know Midwest Agriculture best.

But it's more than just learning—it's about taking the next steps that drive real impact, both locally and globally.

### What's Included:

- Access to 3-days of education and tradeshow floor
- Welcome Reception and other fellowship and networking opportunities
- Catered Lunch on Thursday and Friday
- New Product Demos
- Insights and Information from respected, trusted and notable keynote speakers



# Schedule

Wednesday, August 6		
	PRESENTATION TITLE	SPEAKER
1:15 PM	Opening Keynote: Trade and tariff impacts on agriculture	Gregg Doud
2:15PM	Industry Keynote: The value of mentors	Shane Tiffany
	Panel: Alfalfa grower perspective	Moderated by Don Miller
	Been there, done that: A wheat farmer's perspective on soil health	Tyler Johnson
3:15 PM	Uncovering alfalfa's hidden yield	Jeff Jackson & Leta Larsen
	Advances in forage sorghum – water savings and quality	Brent Bean
	Emerging diseases in bovine health—Asian longhorned tick, New World screwworm, and others	Dr. Rosslyn Biggs, DVM
4:15 PM	Wheat disease management	(To be announced)
	Beefing up your herd's nutrition	(To be announced)
	How to pick the best alfalfa variety for your production needs	Don Miller
5:15 PM	Panel: The toolbox to manage chinch bugs	Moderated by Sarah Sexton-Bowser Panelists: Brent Bean, Sandeep Marla, Brian McCornack
	Livestock risk and insurance management options	Jennifer Ifft
	Defending grasslands with satellites, strategy, and stewardship	Doug Spencer
6:00 PM	Welcome Reception on the Tradeshow floor <i>Sponsored by Croplan.</i>	

Thursday, August 7		
8:00 AM	Panel: Marketing your cattle for the highest bid	Moderated by Jason Warner Panelists: Barrett Broadie, Skylar Moore, Layne Konkel
	Panel: High yield success: Commodity growers share lessons learned	Moderated by Dave Deken
9:00 AM	Industry Keynote: Drought-resilient alfalfa varieties and deficit irrigation management strategies	Ian Ray
	Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM
	Moving the fences back in HRW wheat breeding for a better consumer experience	Brett Carver





# Schedule

Thursday, August 7 (Continued)		
10:00 AM	Where to cut inputs without losing yield	Brian Arnall
	Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM
	Diverse forages and the opportunities they bring using regenerative management	Steve Swaffer
11:00 AM	Sorghum stalk rot management	Rodrigo Onofre
	Alfalfa weevil and other competitors for the alfalfa crop	Jeff Whitworth
	Using DNA to make sound breeding decisions	Cody Jorgensen
12:00 PM	<b>Noble Research Sponsored Lunch &amp; Learn</b> <b>Industry Keynote:</b> Five steps towards your farms future	Steve Swaffer Shannon Ferrell
1:45 PM	Beef cattle situation & outlook	Glynn Tonsor
	<b>Fireside Chat:</b> Expanding markets in sorghum	Amy France and Jace Hefner
	HB4 Wheat - A rare opportunity for the U.S. wheat industry	Brad Erker, Dusti Gallagher
2:45 PM	Biologicals for the High Plains: Do they have a place in semi-arid environments?	Brian Arnall
	Hay market update	(To be announced)
3:45 PM	Farm Marketing and Grain Storage Dynamics in an Everchanging Environment Panel	Ken Eriksen, Guy Allen, and Scott Sartor
	The state of renewables in agriculture	Shannon Ferrell
4:45 PM	Farm bill and agricultural policy update	Jennifer Ifft
	Attendee Reception	Sec. Brooke Rollins (invited)

Friday, August 8		
8:00 AM	<b>Industry Keynote:</b> Growing a regenerative farm: An honest look at the adaptation of regenerative ag practices	Steve Tucker
9:00 AM	Cropland livestock integration and soil health impacts	Bryan Jorgensen
10:00 AM	Interpreting soil tests	Noah Goza
11:00 AM	<b>Panel:</b> Sustainable cover crop rotations	Keith Berns, Scotty Herriman, Nick Guetterman
12:00 PM	<b>JP Weigand Sponsored Lunch &amp; Learn</b> <b>HPJ Live Awards</b> <b>Soil health roundtable discussion</b> <b>Closing Remarks</b>	

## Awards

At the inaugural HPJ Live this August, we look forward to awarding and recognizing recipients that meet our standards through the notions of "Greater Good" and "The Test of Time."

### — AWARD #1: —

#### **The HPJ Live: Greater Good Award**



This award will honor an individual who has gone above and beyond to help High Plains farmers, producers and ranchers on their land or in their operations become more profitable. Through the lens of community impact and how the industry has been shaped due to the works of this recipient.

### — AWARD #2: —

#### **The HPJ Live: Test of Time Award**



This award is to honor a farm, ranch, operation or family that has stood the test of time and prevailed through the challenges of the agricultural economy - to honor a producer's success in innovation, land stewardship, and sense of stability. Any ag producer can be nominated for this award, whether they're a cow-calf operator, dedicated to crop production, or a diversified producer.

**Submit your nominations from May 1 - July 1. Winners will be announced at HPJ Live on Friday, August 8 during the awards ceremony.**

**NOMINATIONS CAN BE SUBMITTED BELOW:**





## Sponsors & Partners

THANK YOU TO OUR 2025 HPJ LIVE SPONSORS!

### Premium Level



### Gold Level



### Silver Level



### Bronze Level



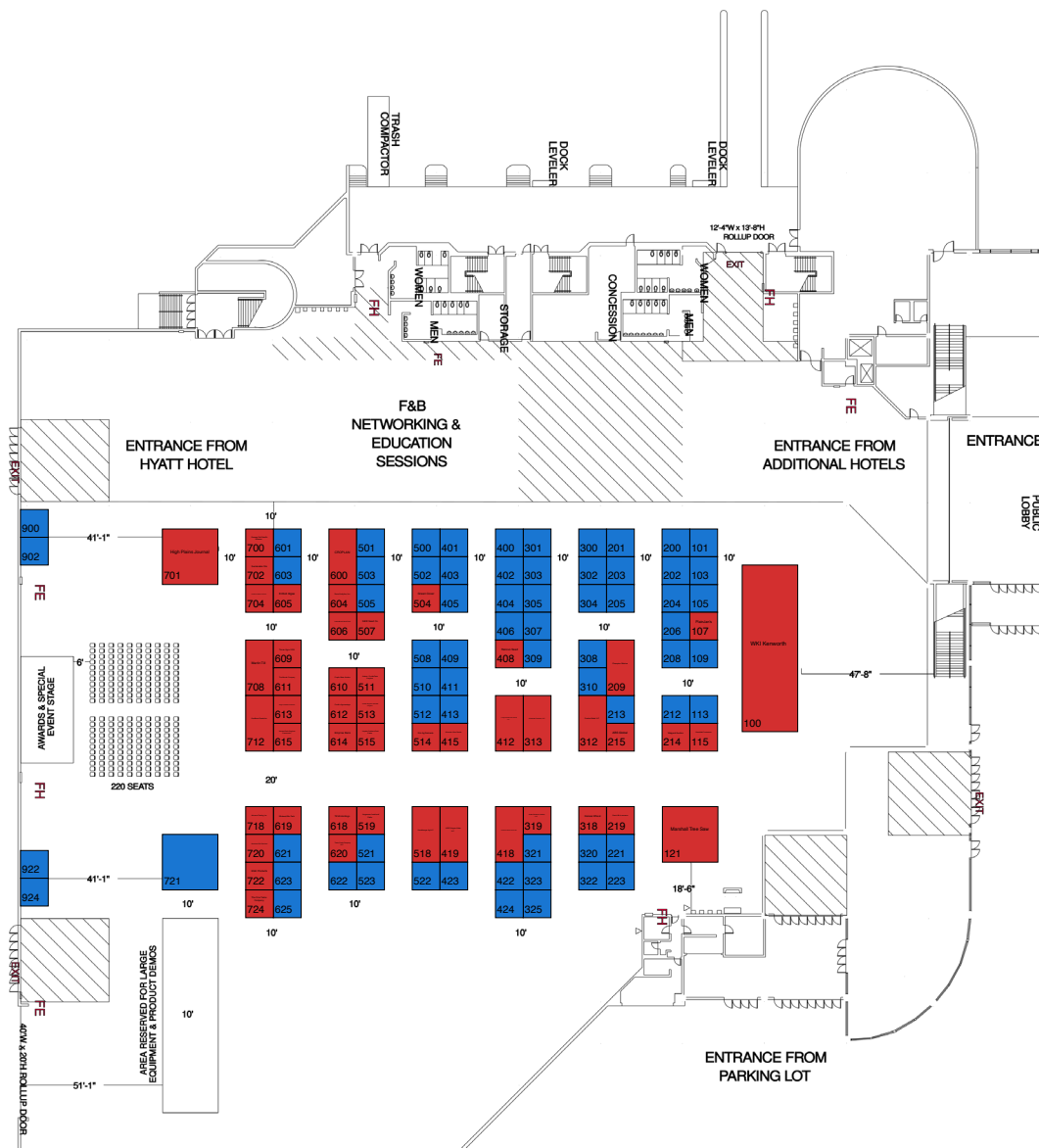
THANK YOU TO OUR 2025 HPJ LIVE PARTNERS!







## Floor Plan



## Exhibitors

EXHIBITOR NAME	BOOTH NO
ABS Global.....	215
ARRO Kopper Kutter LLC.....	419
Adama - DoubleTeam Sorghum.....	511
Advance-Trading, Inc.....	718
CROPLAN.....	600
Champion Window.....	209
Conklin Agrovantage.....	612
EGE Products.....	722
Emprise Bank.....	614
EnSoil Algae.....	605
Farm Buddy Company.....	419
Forage Genetics International, LLC.....	412
Frontier Metal LLC.....	312
Green Cover.....	504
Greenfield Contractors.....	115
Harshbarger Ag LLC.....	518
Hayden Outdoors Real Estate.....	515
Heartland Soil Services.....	720
High Plains Journal.....	701
Hiwassee Products, LLC.....	313
Insight Investment Advisors.....	613
Intellifarms Northern Division.....	704
International Stock Food.....	606
Jorgensen Land and Cattle.....	519
Kansas Grain Sorghum Commission.....	615
Kansas Soil Health Alliance.....	700
Kansas Wheat.....	318
Kauffman Seeds Inc.....	712
Marshall Tree Saw.....	121
Martin Till.....	708
Midwest Bio-Tech.....	619
Mountain View Seeds.....	415
Nave Analytics, Inc.....	604
Noble Research Institute, LLC.....	319
Oklahoma Wheat Commission.....	418
Ozark Hills Insurance.....	219
PlainJan's.....	107
Purple Wave Auction.....	610
Renovo Seed.....	408
S&W Seed Co.....	507
Sustainable Oils.....	702
TEVA Holdings.....	618
The Fine Twine Company.....	724
The Mosaic Company.....	611
Timac Agro USA.....	609
Travis Scale Company LLC.....	620
United Sorghum Checkoff Program.....	513
WKI Kenworth.....	100

# Welcome Reception

WEDNESDAY, AUGUST 6

6:00 – 7:00 PM

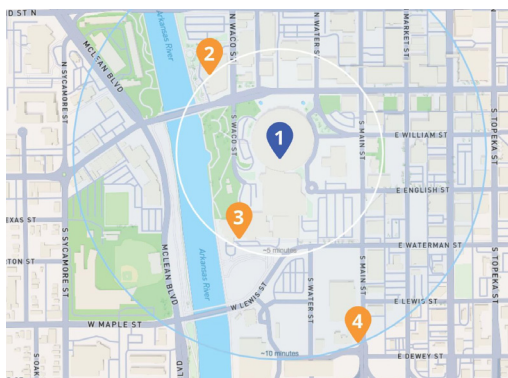
Held on the tradeshow floor at Century II's Expo Hall

Join fellow farmers, ranchers, ag experts, and exhibitors as we kick off HPJ Live! The Welcome Reception will be the first chance to network and get a sneak peek of the tradeshow floor. Guests will enjoy complimentary appetizers and drinks. The event is free with HPJ Live registration.

SPONSORED BY

**CROPLAN**

## Downtown Wichita



### Why Wichita?

**Location, Location, Location:** In the heart of the Midwest, Wichita offers a unique opportunity to connect with industry leaders and innovators.

**Easy to Reach:** With convenient travel options and plenty of nearby accommodations, attending couldn't be easier.

**Built for Events:** Wichita's modern venues and welcoming atmosphere create the perfect backdrop for learning, networking, and growth.

1

#### Century II Performing Arts & Convention Center

225 W Douglas Ave • Wichita, KS 67202

2

#### Drury Plaza Hotel Broadview Wichita

400 W Douglas Ave • Wichita, KS 67202  
0.19 miles • 4 minute walk from Century II

3

#### Hyatt Regency Wichita

400 W Waterman • Wichita, KS 67202  
0.33 miles • 7 minute walk from Century II

4

#### Fairfield Inn & Suites Wichita Downtown

525 S Main St • Wichita, KS 67202  
0.67 miles • 13 minute walk from Century II

## Hotels

Book Your Trip



### Hyatt Regency Wichita

Discover modern elegance along the Arkansas River at Hyatt Regency Wichita, a premier hotel in Kansas. Connected to Century II Performing Arts & Convention Center, experience the perfect blend of style and convenience.

**Starting at \$169 per night**

Book by July 11, 2025

**(316) 293-1234**

400 West Waterman • Wichita, KS 67202



### Drury Plaza Hotel Broadview Wichita

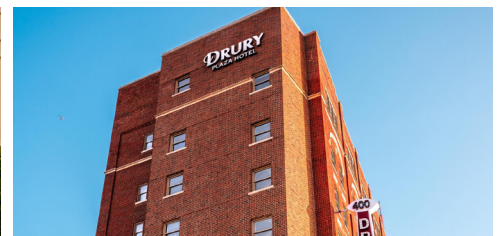
The historic Broadview Hotel opened in 1922 on the Arkansas River banks in Wichita. Centrally located, the hotel is just an 8-minute walk from the HPJ Live venue, Century II Performing Arts & Convention Center.

**Starting at \$144 per night**

Book by July 23, 2025

**(316) 262-5000**

400 West Douglas Avenue • Wichita, KS 67202



### Fairfield Inn & Suites Wichita Downtown

Conveniently located off US Hwy 54/400 in downtown Wichita, Fairfield Inn & Suites Wichita Downtown is just minutes from many of Wichita's major industries and attractions. The hotel is within walking distance of the HPJ Live venue, Century II Performing Arts & Convention Center.

**Starting at \$129 per night**

Book by July 24, 2025

**(316) 201-1400**

525 South Main Street • Wichita, Kansas, 67202