6th Annual
Northwest Direct Seed Cropping Systems Conference
and NEW Trade Show

January 8-10, 2003 at the WestCoast Hotel (formerly Doubletree), Pasco, WA

Organized as a service to Northwest growers by two groups:

STEPP — Solutions To Environmental and Economic Problems is a cooperative PNW research and educational program on conservation tillage systems through the University of Idaho, Oregon State University, Washington State University, and USDA-Agricultural Research Service. Visit the Web site at (http://pnwsteep.wsu.edu).

PNDSA — The grower-driven PNW Direct Seed Association is working to facilitate the development and adoption of direct seed cropping systems through research coordination, funding and information exchange. Visit their Web site at (http://www.directseed.org)

Conference developed and promoted in cooperation with:

- Columbia Plateau Wind Erosion/Air Quality Project
- Washington Association of Wheat Growers
- Oregon Wheat Growers League
- Idaho Grain Producers Association
- USA Dry Pea and Lentil Council
- Far West Agribusiness Association
- USDA - Natural Resources Conservation Service
- Idaho Association of Soil Conservation Districts
- Oregon Association of Conservation Districts
- Washington Association of Conservation Districts

Research Technologies
- Grower Experiences
- Equipment
- Products
- Services

ACCELERATION Northwest Direct Seed Systems Technologies
The Conference program will feature over 28 speakers, including 4 growers, from Idaho, Oregon, Washington, South Dakota and New Zealand. The following are some preliminary highlights of speakers and program topics planned for the 2003 Conference. Attendance at the previous five Conferences at Pasco and Spokane, WA and Pendleton, OR has averaged over 800 NW growers and Ag support personnel. Check out the Conference Web site (http://pnwsteep.wsu.edu) for previous Conference proceedings and continued updates on the 2003 Conference.

**Grower speakers** have always been popular features of past Direct Seed Cropping Systems Conference, and the 2003 program will be no exception. The following NW growers will be speaking on their “Experiences with the Transition to Direct Seed Cropping Systems:"

- Neil Brown, Bickleton, WA — Lower Rainfall
- Dan McKinley, Dayton, WA — Intermediate Rainfall
- Kent Rad, Cottonwood, ID — Higher Rainfall
- Kurt Melville, Enterprise, OR — Irrigated

**Examples of other program topics and speakers:**

**Stacked Rotations and Other Management Strategies for Weed, Disease and Insect Control in Direct Seed Systems - Dr. Dwayne Beck**, Agronomist / Manager, Dakota Lakes Research Farm, South Dakota State University, Pierre, SD. Dr. Beck’s research focuses on development of no-till systems for dryland and irrigated cropland in central South Dakota. His research emphasis is on crop rotation to minimize weed, disease, and insect problems while increasing potential profitability. The Dakota Lakes Research Farm consists of 850 acres of land of which 280 acres is irrigated. An additional 380 acres of land is rented for research purposes. The entire operation is managed using no-till techniques. The Farm Website (www.dakotalakes.com) provides in-depth access to the research results.

**Soil Organic Carbon: Benefits of Direct Seeding to Productivity and the Environment - Dr. Don Reicosky**, USDA-ARS Soil Scientist, N. Central Soil Conservation Research Lab., Morris, MN. Dr. Reicosky has been involved in research for the past 38 years. He has authored more than 120 publications in scientific journals and given more than 230 presentations both nationally and internationally. His primary responsibility has been to conduct basic research on tillage and residue management, plant water stress, and crop water use efficiency to result in a better understanding of soil and plant management factors affecting tillage and residue management, crop water use, soil water quality, and to show practical application of the results. A major recent research focus in the past decade has been on tillage and residue management as related to soil quality and global change.

**Economics of Direct Seeding from a Wall Street Perspective - Benjamin Riensche**, Direct Seed Grower and former Wall Street Analyst, Jesup, Iowa. Ben is a partner in a father-son crop farming operation in Northeast Iowa and Southern Minnesota. The farm is all under no-tilled or minimum till and has grown from 1,800 to 7,000 acres since 1993. He holds a BS degree in Ag Business and an MBA in finance and international business. He has had wide experience in the financial industry, including: working as a credit analyst at the Bankers Trust Co. of Des Moines and Wells Fargo; Assoc. Dir. of Corporate Finance with the United Bank of Switzerland in their Wall Street, Chicago and Basel, Switzerland offices, working with Fortune 500 clients; and being chosen for an Eisenhower Fellowship to Hungary to assist in their agriculture’s transition to a market-based system – and continues to serve on their International Advisory Board. Ben was chosen by Top Producer magazine as their “Top Producer of the Year” in 2001 and now pens a monthly column for the magazine called “The Profit Doctor.”
Principles and Management Strategies for Higher Disturbance Direct Seed Systems - Kevin Anderson, Direct Seed Grower, Developer of the Anderson Opener as President/Owner of Anderson Machine Inc., and Co-Owner of Horsch Anderson USA, Andover, SD. He farms over 5000 acres under direct seeding in northeast South Dakota. Primary rotation crop have been corn, wheat, soybeans. Kevin has been building and marketing the Anderson Openers for planting systems worldwide through Anderson Machine Inc. since 1986. Production of the complete planting system through Horsch Anderson USA was initiated in 1999.

Principles and Management Strategies for Lower Disturbance Direct Seed Systems - Dr. John Baker, Agricultural Engineer, Developer of the Cross Slot Opener, and CEO of Baker No-Tillage Ltd., Feilding, New Zealand. Dr. Baker holds a PhD in agricultural engineering, a MS degree in soil science and a BS degree in agricultural science. He spent 30 years researching no-till systems at Massey University, including 10 years as Director of the Massey University Agricultural Machinery Research Centre. In 1995, he and two fellow university staff resigned to form Baker No-Tillage Ltd and CINTRE (the team's research wing). He has published over 80 scientific papers, and authored or co-authored 5 books related to no-till technologies. For 27 years, he has operated his own farm, now leased to CINTRE. The farm has operated on a 100% no-tillage double- (and at times triple-) cropping basis the last 20 years, making it the one of the oldest continuous no-till farms in New Zealand. He invented the “Baker Boot” and led the team that developed the Cross Slot™ no-tillage technologies, which have won several national awards in New Zealand.

Economic Strategies for Managing Risk in the Transition to Direct Seed Systems in the Pacific Northwest - Dr. Doug Young, WSU Agricultural Economist, Pullman, WA. Dr. Young obtained a Ph. D in agricultural economics at Oregon State University. He is currently Professor of Agricultural Economics at Washington State University where he has been employed since 1976. His recent research areas include the economics of soil, water and air quality, risk management, and the economics of pest management. He has been a leader in researching the economics of direct seed cropping systems in the Inland Pacific Northwest.

Effects of the Residue Wheel and Other Residue Management Strategies on Direct Seed Drill Performance - Dr. Mark Siemens, Agricultural Engineer, USDA-Agricultural Research Service Columbia Plateau Conservation Research Center, Pendleton, OR. Dr. Siemens has been with the ARS since 1999 and his research focuses on agricultural machine design and soil conservation systems for sustainable production. For the last three years, he has concentrated his efforts on studying residue management strategies for direct seed systems. He is a co-inventor of a U.S. patented attachment for hoe-type no-till drills, a device which has been shown to improve seeding performance.

Weed Management Strategies for Clearfield Wheat Systems Across PNW Precipitation Zones - Dr. Dan Ball, Weed Scientist, Oregon State University Columbia Basin Agricultural Research Center, Pendleton, OR. Dr. Dan Ball has been with OSU at Pendleton, Oregon for over 11 years, with research and Extension responsibilities in weed science. His research has focused on the impact of crop production practices on weeds in cereal grains, weed management in dryland cropping systems, and more recently with weed management in grass seed production east of the Cascades. He is a native of Kansas and received a B.S. degree in Crop Protection from Kansas State University. He received a Ph.D. degree in Weed Science in 1987 from the University of Wyoming. He has authored or coauthored over 20 refereed articles and Extension bulletins, and over 30 abstracts and special reports pertaining to weed management issues in the Pacific Northwest.
Other Conference topics include:

• Industry Updates on New Innovations in Direct Seed Drills and Openers for Seed and Fertilizer Placement, Residue Management and Hillside Stability – Industry representatives TBA

• Panel on Building Direct Seed Partnerships Between Landlords and Operators – Speakers TBA

Program updates and more Conference details will be available from the Conference Web site (http://pnwsteep.wsu.edu), or contact the Conference Office at 509-547-5538, or e-mail (wpeay@mcmgt.com) for a Conference brochure.

Pre-Registration
Conference pre-registration is $50 ($60 after December 30 or at the door). It includes entrance into the 2002 STEEP Annual Research Review on January 7 and 8 before the Conference, in-depth Conference Proceedings provided at the Conference, 2002 PNW STEEP conservation farming research report, refreshment breaks, and Thursday Conference lunch. A complimentary buffet dinner will be provided by Conference sponsors on Thursday evening.

Hotel Reservations
Reserve your room at the Pasco WestCoast Hotel 509-547-0701 and ask for the special Conference rates. Outstanding Conference room rates are $48 for one bed / 1-2 persons; $58 for two beds / 2 persons; $10 extra/person for 3rd/ 4th persons, $15 for rollaways. After the WestCoast Hotel is filled, there will be at least four area hotels offering the same or similar special room rates for Conference participants. Some of the hotels may provide van transportation between the hotel and Conference at the Pasco WestCoast. Additional information on overflow hotel arrangements will be available later on Conference Web site and from the Conference office.
Conference Sponsorships

Your Ag support company or organization is invited to be a Conference sponsor!!

Why be a Conference Sponsor???
• Your sponsorship helps keep registration fees low to encourage NW grower attendance.
• Position your company or organization as a NW leader in the transition to direct seed systems.
• Target this large direct seed audience of over 700-900 NW growers.

Your Sponsorship supports the Thursday evening “Sponsors” hosted buffet dinner in the Trade Show area (with special acknowledgement to Sponsors). Sponsor support will also help cover part of the travel expenses of grower and out-of-the-region speakers, refreshment breaks, Conference Proceedings, publicity and other Conference expenses... in order to keep the registration fee affordable for NW growers and encourage their participation.

Early Sponsorship Registration Provides the Greatest Sponsor Recognition – Please note the following deadlines to take advantage of the most visibility and recognition as a Sponsor:
• September 18 — to be listed in the Conference brochure
• November 8 — to be listed in the Conference Proceedings (distributed at the Conference)
• December 6 — to be listed in the final Conference program and on the large Conference Sponsor sign, have individual vinyl banners (Grand or Platinum Sponsors only), have your company name / logo projected on the big screens during the Conference (all Sponsors except Silver), and have your company literature enclosed in Conference registration packets.

Grand Sponsorship ............... $5000
• Optional booth space in the Northwest Direct Seed Trade Show (by request – guarantee of space ends November 1)
• Sponsor name and logo on the cover of the Conference brochure (September 18 Deadline) and final program
• Sponsor name and logo on individual “Grand Sponsor” vinyl banner on the Conference wall
• Sponsor name and logo projected on the “big screens”
• Sponsor information bound in the Conference proceedings
• Four Complimentary registrations
• Sponsor literature in Conference registration packets
• Sponsor name and logo with contact information and Web link posted on the Sponsor page of our Conference Web site
• Special Grand Sponsor name badges
• Sponsor name listed on the large sponsor sign, in the program and proceedings, and mentioned from the podium

Platinum Sponsorship .......... $2500
• Optional booth space in the Northwest Direct Seed Trade Show (by request – guarantee of space ends November 1)
• Sponsor name and logo on individual “Platinum Sponsor” vinyl banner on the Conference wall
• Sponsor name and logo projected on the “big screens”
• Sponsor information bound in the Conference proceedings
• Three Complimentary registrations
• Sponsor literature in Conference registration packets
• Sponsor name and logo with contact information and Web link posted on the Sponsor page of our Conference Web site
• Special Platinum Sponsor name badges
• Sponsor name listed on the large sponsor sign, in the program and proceedings, and mentioned from the podium
Gold Sponsorship ............... $1000

- Optional booth space in the Northwest Direct Seed Trade Show (by request – guarantee of space ends November 1)
- Sponsor name and logo projected on the “big screens”
- Two Complimentary registrations
- Sponsor literature in Conference registration packets
- Sponsor name and logo with contact information and Web link posted on the Sponsor page of our Conference Web site
- Special Gold Sponsor name badges
- Sponsor name listed on the large sponsor sign, in the program and proceedings, and mentioned from the podium

Silver Sponsorship ............... $500

- Optional booth space in the Northwest Direct Seed Trade Show (by request – guarantee of space ends November 1)
- One Complimentary registration
- Sponsor literature in Conference registration packets
- Sponsor name and logo with contact information and Web link posted on the Sponsor page of our Conference Web site
- Special Silver Sponsor name badges
- Sponsor name listed on the large sponsor sign, in the program and proceedings, and mentioned from the podium

Northwest Direct Seed Trade Show

This 2003 Conference will again feature a commercial Northwest Direct Seed Trade Show. The WestCoast Hotel facility provides the opportunity to design the NW Direct Seed Trade Show as an integral part of the Conference program, providing excellent visibility and audience interaction.

Although space is not available for larger equipment displays, the indoor exhibit booths will provide outstanding audience access before and after sessions, during Trade Show Breaks in the program, after lunches and during specials Trade Show socials after the afternoon program sessions.

Trade Show Set-up and Take Down
Booth set-up will be from 8:00 to 11:00 AM Wednesday January 8, with the Trade Show opening at 11:00 when the Conference on-site registration opens. Take-down can begin after the Friday morning Trade Show Break on January 10.

Exhibit Booth Space ... .. Complimentary to Sponsors ... .. $300 for non-sponsors

- 30 Booth spaces are available without charge to Conference Sponsors if requested. Spaces remaining after November 1 will then be available to non-sponsors
- Booth spaces are 6’ X 8’ with an 8-foot back wall curtain, draped side-dividers, draped table, two chairs and a 7” X 44” company identification sign.

November 1 Deadline for Sponsor Exhibit Booth Requests
Until November 1, exhibit booth space will be available first to Conference Sponsors. After November 1, booth space will also be offered to non-sponsors and may not be available to late Sponsors.

Booth Space Assignment
All booth spaces will provide excellent exposure to Conference participants, thought some spaces may have slightly greater visibility than others. The Conference staff will assign booth space to sponsors in order of sponsorship level (for Sponsors requesting booth space), and then to non-sponsors on a first-come-first-served basis.
### Sponsorship and Trade Show — Order Form

#### 2003 NW Direct Seed Cropping System Conference

<table>
<thead>
<tr>
<th>Company / Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
</tr>
<tr>
<td>Mailing Address</td>
</tr>
<tr>
<td>City __________________ State __________________ Zip</td>
</tr>
<tr>
<td>Phone __________________ Fax ______________ E-mail</td>
</tr>
<tr>
<td>Website URL</td>
</tr>
</tbody>
</table>

#### Conference Sponsorships (check one)

- **Grand Sponsor** $5,000
- **Platinum Sponsor** $2,500
- **Gold Sponsor** $1,000
- **Silver Sponsor** $500

Total Enclosed __________

Please Bill Us ______

Upon receipt of your order, additional Sponsorship / Trade Show information will be sent to you.

**Early Sponsorship Registration Provides the Greatest Sponsor Recognition** - Please note the following deadlines to take advantage of the most visibility and recognition as a Sponsor:

- **September 18** — to be listed in the Conference brochure
- **November 8** — to be listed in the Conference Proceedings (distributed at the Conference)
- **December 6** — to be listed in the final Conference program and on the large Conference Sponsor sign, have individual vinyl banners (Grand or Platinum Sponsors only), have your company name / logo projected on the big screens during the Conference (all Sponsors except Silver), and have your company literature enclosed in Conference registration packets.

**Sponsor Deadline for Complimentary Trade Show Booth** — November 1 is the deadline for guaranteed Sponsor booth space in the Trade Show. Complimentary Trade Show Space will be provided to Sponsors (upon request only) until November 1. After that date, Trade Show booth space will be made available to non-sponsors and may not be available to Sponsors on later requests.

Mail to: NW Direct Seed Conference
Box 2002, Pasco, WA 99301
Phone: (509) 547-5538; Fax: (509) 457-5563
E-mail: Wendy Peay <wpeay@mcmgt.com>

This prospectus is also available on the Conference Web site (http://pnwsteep.wsu.edu/directseed)