

REASONS TO ATTEND THE **ONE** IDEAS CONFERENCE

1. Because nobody ever said “Wow, what a fascinating webinar!”
2. Because you can tell your colleagues it’s “professional development.”
(Don’t mention it kicks off with a craft beer fest.)
3. Because the career ladder takes too long. This is more like an elevator.
4. Because you could meet the former director of Harvard Business School’s Agribusiness Program, Mary Shelman. Trust us, you will want to hear what she has to say.
5. Because if you want to “think outside the box,” wouldn’t it be even better to think outside the barn?
6. Because the world needs more agriculture people involved in the conversation about the future.
7. Because even if you drive a Chevy, you can still learn how Ford is putting soybeans into car seats and closing the gap from farm to car. Hear how the former Ford President and CEO Alan Mulalley used strategies to bring Ford back to its glory.
8. Because “rubbing elbows” with big thinkers is more stimulating than rubbing up against their how-to books.
9. Because it’s professional networking with a Kentucky bourbon chaser.
10. Because it’s a conference in the beautiful Bluegrass in May. How can you top that?
11. Because it’s not just a “who’s who” of innovative agriculture, it’s a “who’s next.”
12. Because this experience can take you from “burnt out” to “on fire.”

The ONE Ideas Conference is a transformational event for individuals and organizations looking to shake up the way they do business. If you’re ready to be one of them, call [1.855.255.2647](tel:1.855.255.2647) or visit one.alltech.com.

Lexington Convention Center // Lexington, KY // one.alltech.com

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THE **Alltech**
IDEAS CONFERENCE

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