

2026 PROGRAM & SPEAKER DETAILS

8:45 AM - Registration

Donuts & beverages provided

9:30 AM - Welcome

Hurley & Associates

9:45 AM - Tyler Merriam

South Dakota State University

10:00 AM - A Tale of Two Presidents

Dr. Detlef Hallermann, Texas A&M

11:00 AM - Break

11:15 AM - Future in Focus: A Conversation with Ag Leaders

Jared Knock, Jerry Schmitz, Ben Parks

12:00 PM - Lunch

1:00 PM - Future in Focus: A Conversation with Ag Leaders, Continued

1:45 PM - Break

2:00 PM - Sacred Cows Make The Best Burgers

David Okerlund, Creative Communications Institute, Founder

3:00 PM - Closing

Hurley & Associates

3:15 PM - Happy Hour

Concludes at 4:30 PM

**SHARE YOUR
ELEVATE
EXPERIENCE**



We value your attendance and participation at today's event.

Your feedback helps us grow and improve future experiences.

Please take a few moments to scan the QR code to share your thoughts with us.