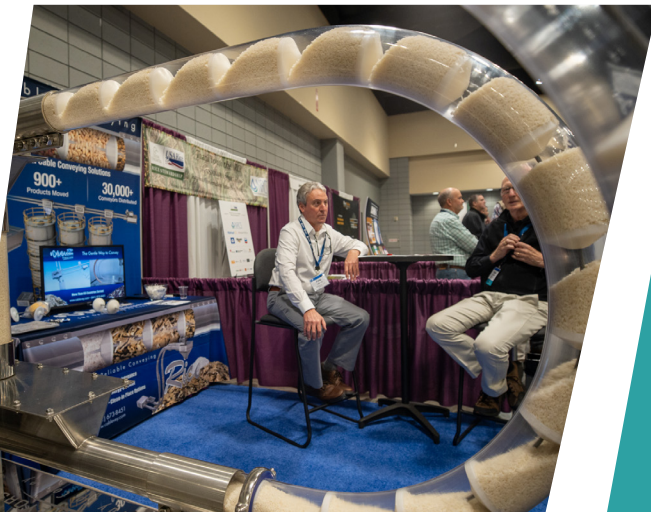




# 2024 USA RICE OUTLOOK CONFERENCE

LITTLE ROCK, AR • DECEMBER 8-10

## REGISTRATION BROCHURE



# WHERE THE RICE INDUSTRY MEETS

USA Rice is looking forward to the 2024 USA Rice Outlook Conference, the largest rice conference in North America! This event focuses on bringing the entire industry together to examine current issues and trends, learn from experts and each other, and to celebrate excellence in our industry.

The USA Rice Outlook Conference is an educational service of USA Rice, the global advocate for all segments of the U.S. rice industry. Our mission is to ensure the health and vitality of a unified U.S. rice industry by advocating on behalf of farmers, millers, merchants, and allied businesses.

## Learn. Network. Grow Your Business.

Over three days in December, farmers, millers, merchants, agri-businesses, government representatives, end-users, suppliers, academics, and other industry affiliates gather to meet, participate in educational programming, and plan for the coming crop year.

Our 40,000 square foot Exhibit Hall is where you can engage with vendors and learn about the latest and greatest products, services, and innovations that can help your business.



## JOIN USA RICE & SAVE

A variety of membership opportunities are available, including **USA Rice Enterprise Partner** for companies affiliated with the U.S. rice industry. Benefits include discounted registration for the Outlook Conference and more!

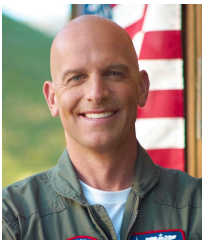
For USA Rice membership information, please contact Jeanette Davis, [jdavis@usarice.com](mailto:jdavis@usarice.com), (240) 682-0059.



# EXCITING AND TIMELY PROGRAMMING

Conference programming is carefully curated to offer a tangible benefit to attendees. We have exciting speakers and outstanding educational sessions that will make your time spent in Little Rock truly impactful to you, to your bottom line, and to your business.

Visit the [conference website](#) for the latest details on sessions.



**Keynote Speaker:** Lieutenant Colonel Dan Rooney

Decorated F-16 Fighter Pilot, Pro Golfer, Author, and Folds of Honor Founder will share his code of living that combines powerful tenets to help you discover and seize your best life. Lt. Col. Rooney demonstrates how all of us are connected by God in more ways than we realize, and that the path to fulfillment begins with changing ourselves to better one another.

## More than 20 hours of educational programming; here's a small sample:

**Supply Chain and Logistics Innovations** – Nobody wants to live through a repeat of the supply chain disruptions we all experienced during the pandemic, some of which are still rippling through the system. Presenters will talk about what the industry has learned and discuss if it's possible to be supply chain shock resistant.

**How AI is Shaping the World of Consumer Food Choices** – Andreas Duess, cofounder of 6Seeds, will explain how he uses AI to analyze 30 billion daily data points to understand where consumers are heading next.

**Navigating Ag Labor Challenges** – Experts will unpack ag labor changes and arm you with the latest information to be sure your operation is properly positioned.

**Estate & Succession Planning for Farms** – The number one mistake people make when it comes to estate planning is not planning at all.

**U.S. Rice Quality Symposium** – U.S. rice breeders are making progress addressing the quality characteristics requested by Latin American rice importers. Rice breeders from public research institutions and private companies will share the results of their recent, elite lines that meet the preferred characteristics desired by consumers in our largest export markets.

## Other session topics include:

- The Federal Regulatory Landscape
- Packaging Innovations
- Digital Marketing
- Precision Ag and Rice
- Gene Editing for Rice
- Farm & Mill Safety
- USA Rice State Rice Research and Outlook Reports...
- And much more!



# CONFERENCE

# INFORMATION

This year's conference will be held at the Statehouse Convention Center in Little Rock, AR adjacent to the Little Rock Marriott, which is the official convention hotel.

## Conference Hotel:

[Little Rock Marriott](#)

3 Statehouse Plaza

Little Rock, AR 72201

Phone: (501) 906-4000

Reservations: (877) 759-6290

## Convention Center:

[Statehouse Convention Center](#)

1 Statehouse Plaza

Little Rock, AR 72201

Phone: (800) 844-4781; (501) 376-4781

## Registration

Registration Type	Early Registration (On/Before Oct. 18)	Registration (Oct. 19 Through Dec. 7)	Onsite Registration (Dec. 8-10)
Member	\$315	\$415	\$440
Non-Member	\$475	\$575	\$600
Guest	\$175	\$175	\$175

**General Registration:** The general registration fee provides admittance to conference sessions, trade show, continental breakfast, and receptions. Please note, special events, such as tours and the Annual Awards Luncheon, are available for additional fees.

**Guest Registration:** The guest registration fee provides admittance to receptions only. Those interested in attending conference sessions must pay the general registration fee.

**Name Badges:** Name badges are required for admittance to **all** conference functions. Name badges are issued **only** to conference registrants and registered guests.

**Photo Release:** Attendees acknowledge and give unrestricted permission for USA Rice to use photographs, video, and audio recordings taken during the event to report on and promote this and future conferences.

**Cancellation Policy:** All changes/cancellations must be sent in writing to [jbryant@usarice.com](mailto:jbryant@usarice.com) by Nov. 15, 2024. All cancellation requests received by Nov. 15, 2024, will receive a full refund. No refunds will be made after that date.

**Special Assistance:** Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (703) 236-1447 or e-mail [jdavis@usarice.com](mailto:jdavis@usarice.com) no later than Nov. 29, 2024.

## Conference Hotel

**Hotel Room Rates, Dates, and Availability:** USA Rice has a special conference rate of \$150 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 8, 2024. Making reservations by this deadline does not guarantee that a room is available, so it is recommended you make your hotel reservations as soon as possible. The conference rates are available three days prior and three days after, subject to availability.

**Hotel Reservations:** [Click here](#) to reserve your room online or call the hotel directly at (877) 759-6290 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

**Hotel Check-In/Check-Out Times:** Check-in is 3:00 p.m. and check-out is Noon.

**Parking:** The Little Rock Marriott offers overnight parking at \$30 daily and also offers a day visitor rate of \$18 for those not staying overnight. No self-parking available at the hotel. Two blocks from the hotel is a city-owned parking garage that offers self-parking for approximately \$12 per day.

**Transportation:** The Little Rock Marriott is located seven miles from the Bill and Hillary Clinton National Airport (LIT). The Little Rock Marriott provides complimentary shuttle service, reservation required. To reserve your spot, call 501-906-4000.

# SPECIAL EVENTS

We are excited to offer special events for registered attendees and guests. Advance payment is required to reserve a spot. Onsite registration for events will be subject to availability. An event may be cancelled if the minimum participant sign-up is not met.

## Arkansas Museum of Fine Arts Tour

- Date:** Monday, December 9  
**Time:** 2:00 p.m. – 5:00 p.m.  
**Departure:** Meet in hotel lobby at 1:45 p.m.  
**Price:** \$50  
**Minimum:** 40 participants

The Arkansas Museum of Fine Arts (AMFA) has undergone a bold, \$150 million transformation to link buildings and outdoor space to become one of the most exciting and enriching destinations in Little Rock. Starting at the magnificent 1937 Art Deco façade, this private, guided tour will take you through an array of the museum's temporary exhibitions and the 14,000 object permanent collection for an inside look at what Forbes magazine called "America's most inviting art museum."

Price Includes:

- Transportation
- Museum tour



Photos: Iwan Baan

## Annual Awards Luncheon

- Date:** Tuesday, December 10  
**Time:** 11:30 a.m. to 1:00 p.m.  
**Where:** Walley Allen Ballroom  
**Price:** \$40

The Annual Awards Luncheon just got even better. As always, we'll be celebrating excellence throughout the industry, and we've added leadership expert Alyson Van Hooser who will share her insights on success that have transformed her life and the lives of thousands of clients.

### Rice Awards:

- Rice Farmer of the Year Award
- Rice Industry Award
- Rice Lifetime Achievement Award

### Additional Recognition:

- National Rice Month Scholarship Award
- USA Rice Distinguished Conservation Achievement Award
- USA Rice Sustainability Award
- Rice Leadership Development Program's New Class



Special Guest Speaker  
**Alyson Van Hooser**

# SCHEDULE-AT-A-GLANCE

The USA Rice Outlook Conference will take place in the Statehouse Convention Center.

## Registration Desk Hours (Toltec)

Sunday, Dec. 8	1:00 p.m. – 6:00 p.m.
Monday, Dec. 9	8:30 a.m. – 5:00 p.m.
Tuesday, Dec. 10	7:30 a.m. – 11:00 a.m.

## Exhibit Hall Hours (Governor's Hall III, IV)

Sunday, Dec. 8	6:00 p.m. – 7:00 p.m.
Monday, Dec. 9	11:30 a.m. – 6:30 p.m.
Tuesday, Dec. 10	7:30 a.m. – 11:30 a.m.

### Sunday, December 8, 2024

- 6:00 p.m. – 7:00 p.m. Grand Opening Reception
- 7:30 p.m. – 10:00 p.m. Leadership Alumni Dinner (Alumni Only)

### Monday, December 9, 2024

- 9:00 a.m. – 11:30 a.m. General Session with Lieutenant Colonel Dan Rooney
- 11:30 p.m. – 1:00 p.m. **New!** Lunch in the Exhibit Hall
- 1:00 p.m. – 5:00 p.m. Concurrent Education Sessions / Exhibit Hall
- 2:00 p.m. – 5:00 p.m. Arkansas Museum of Fine Arts Tour (Ticketed Event)
- 3:00 p.m. – 4:30 p.m. U.S. Rice Quality Symposium
- 5:00 p.m. – 6:30 p.m. Annual Conference Reception
- 6:45 p.m. – 10:00 p.m. USA Rice Back Our PAC Dinner & Auction (Ticketed Event)

### Tuesday, December 10, 2024

- 7:30 a.m. – 8:30 a.m. Continental Breakfast and Visit with Exhibitors
- 8:00 a.m. – 11:30 a.m. B2B Meetings / Concurrent Education Sessions / Exhibit Hall
- 11:30 a.m. – 1:00 p.m. Annual Awards Luncheon with Alyson Van Hooser (Ticketed Event)
- 1:00 p.m. Conference Adjourns

USA Rice is an equal opportunity provider and employer. USA Rice does not discriminate based on race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital/family status, or political beliefs.

Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (240) 682-0059 or e-mail [jdavis@usarice.com](mailto:jdavis@usarice.com) no later than November 29, 2024.