

DETAILED SCHEDULE

All meetings held at Sun Valley Inn Unless Otherwise Stated

TUESDAY, AUGUST 27TH

6:30 pm – 9:00 pm **IGSA Reunion Dinner** This pre-conference dinner is for current and former board members, celebrating their leadership and contributions.
Smoky Mt. Pizzeria
200 Sun Valley Rd. *Sponsored by Union Pacific Railroad.*

WEDNESDAY, AUGUST 28TH

7:30 am – 4:30 pm **Registration & Guest Services** Collect your badge which also serves as a cool souvenir.
Board Rm *Please wear your badge to all events.*

7:30 am – 8:45 am **IGSA Transportation Committee Breakfast** Join railroad representatives as they discuss the critical role of rail transportation in the potato supply chain. Breakfast provided by IGSA.
Limelight Rm B

8:00 am – 9:45 am **IACI Raw Products Committee Meeting** Raw product outlook followed by an IACI Executive Committee Meeting to be held from 10:00 am – 11:00 am in Sage Room.
Continental Rm

8:45 am – 9:45 am **IPC Marketing Committee Meeting** Learn about trends in the marketplace from two of the newest members of the IPC retail team. Also, hear about the food service industry and recent restaurant trends.
Limelight Rm A

9:50 am – 10:20 am **Session I: Expanding Idaho Potato Market into Mexico** Industry experts will discuss the strategies and collaborations that have paved the way for fresh potatoes to reach Mexican markets, highlighting the challenges overcome and the opportunities ahead.
Continental Rm

All Sessions Sponsored by
Volm Companies, Pleasant Valley, Mart Produce, Southwind Farms, IPAK, Wilcox Fresh, Wada Farms, Spudnik, Ball Brothers, Syngenta, Cooper Norman, Ruby Robinson, Sun Valley Potato, WeAssistBots, The Produce News, McAlvain Companies, Yara North America, Kingston, GPOD, Decco

Panelists:
Kam Quarles, *CEO, National Potato Council*
Kim Breshears, *Chief Marketing Officer, Potatoes USA*
Ross Johnson, *Vice President of Retail and International, Idaho Potato Commission*

Moderator:
Shawn Boyle, *Executive Director & General Counsel, Idaho Grower Shippers Assn. (IGSA)*

10:30 am – 11:00 am **Session II: Emerging Challenges and Management Strategies for Powdery Scab and PMTV** Powdery scab is becoming a growing concern due to its connection with the potato mop top virus (PMTV), which can render tubers unmarketable. This presentation will examine the increased prevalence of powdery scab, its potential to exacerbate other diseases, and the latest research on management strategies to combat both the scab and PMTV in potato production.
Continental Rm

Speaker:
Dr. Jeff Miller, *President & CEO, Miller Research*

WEDNESDAY, AUGUST 28TH (CONTINUED)

11:10 am – 11:40 am Session III: **Insights from Idaho Agricultural Leaders**
Continental Rm

All Sessions
Sponsored by
Volm Companies, Pleasant Valley, Mart Produce, Southwind Farms, IPAK, Wilcox Fresh, Wada Farms, Spudnik, Ball Brothers, Syngenta, Cooper Norman, Ruby Robinson, Sun Valley Potato, WeAssistBots, The Produce News, McAlvain Companies, Yara North America, Kingston, GPOD, Decco

Join three executive directors of Idaho's leading agriculture associations as they share their perspectives on the challenges and opportunities facing the state's agricultural sector.

Panelists:

Shawn Boyle, *Executive Director & General Counsel, IGSA*
Samantha Parrott, *Executive Director, Snake River Sugarbeet Growers Association*
Stacey Katseanes Satterlee, *Executive Director, Idaho Grain Producers Association*

Moderator:

Sam Eaton, *Vice President of Legal & Government Affairs, Idaho Potato Commission*

11:50 am – 1:30 pm **Industry Luncheon**
Limelight Rm B

Sponsored by **AgWest Farm Credit**

Get ready for a lunch of laughter and fun with John Heffron, the acclaimed stand-up comedian known for his energetic and relatable humor. His humor doesn't tear down life but celebrates it, making you laugh while reflecting on universal triumphs and failures.

Featured Entertainment:

John Heffron, *Comedian, Author, and Entertainer Extraordinaire*

1:40 pm – 2:10 pm Session IV: **Marketing Potatoes to Gen-Z: Strategies for Engaging the Next Generation**
Continental Rm

Join the CEO of Potatoes USA for an insightful seminar on effectively marketing potatoes to Generation Z. Discover the latest trends, preferences, and digital strategies that resonate with this dynamic and influential demographic.

Featured Speaker:

Blair Richardson, *CEO, Potatoes USA*

2:20 pm – 2:50 pm Session V: **Navigating the Future of Transportation**
Continental Rm

This panel will bring together experts from the railroad, trucking, and export industries to discuss the complexities and challenges of transporting Idaho potatoes. Panelists will explore logistics, efficiency, and innovations in the supply chain that ensure Idaho potatoes reach domestic and international markets fresh and on time.

Panelists:

Marty Huff, *General Director – Food & Beverage Marketing & Sales, Union Pacific Railroad*
Brig Skoy, *Director – Terminal Development, Savage*
Francis Hamm, *Strategy & Operations Leader, Giltner*
Jeff Nielson, *Export Manager, Expeditors*

Moderator:

Derek Peterson, *Vice President of Sales & Operations, Wilcox Fresh*

WEDNESDAY, AUGUST 28TH (CONTINUED)

3:00 pm – 3:30 pm
Continental Rm

Session VI: Cultivating Leadership: Addressing the Shortage of Agricultural Voices in Idaho's Legislature

Join Idaho Senator Kelly Anthon for a seminar focused on the growing concern of insufficient agricultural representation in the Idaho state legislature. This session will explore the implications of having fewer ag leaders in policy-making roles and discuss potential strategies to ensure that the ag sector's interests are effectively represented in state governance.

Featured Speaker:

Senator Kelly Anthon, *Majority Leader, Idaho State Senate*

3:40 pm – 4:30 pm
Continental Rm

Idaho Potato PAC Session: A Conversation with the Governor About the Future of Idaho Potatoes

Join the Idaho Potato PAC for a crucial seminar featuring Governor Brad Little and Idaho Water Resource Board Chairman, Jeff Raybould. This session will address the future of Idaho's potato industry including the highly debated issue of water rights and management. Hear from the Governor about ongoing challenges and proposed solutions that impact the sustainability and growth of the state's key ag sector.

Featured Guests:

Governor Brad Little

Jeff Raybould, *Chairman, Idaho Water Resource Board*

4:30 pm – 6:00 pm
Limelight Terrace

IGSA Welcome Reception

Sponsored by [Union Pacific Railroad, Watco, CSX Transportation](#)

Kick off the IGSA Convention at our Welcome Reception – an evening of networking, local flavors, and casual connections with industry peers.

THURSDAY, AUGUST 29TH

7:30 am – 9:30 am
Board Rm

Registration Open

Collect your badge and Annual Convention materials.
Please wear your badge to all events.

7:30 am – 9:00 am
Limelight Rm B

Industry Breakfast

Sponsored by [Wada Farms, Volm Companies, GPOD, Spudnik, Savage Logistics, IPAK, Idaho Potato Commission, Sun-Glo, Blue Cross of Idaho, Potandon Produce, Nonpareil, Decco/UPL, The Produce News, Simplot, 1,4 Group, Teton West](#)

Join us for an exceptional Idaho breakfast thanks to our sponsor, after which IPC President and CEO, Jamey Higham, will present the IPC Marketing Plan for 2024-2025. Attendees will learn about innovative campaigns, consumer outreach strategies, and key initiatives designed to promote Idaho potatoes both domestically and internationally, ensuring the continued growth and success of the industry.

THURSDAY, AUGUST 29TH (CONTINUED)

9:45 am – 3:00 pm <i>Trail Creek Course</i>	Associate Member Golf Event	The Associate Member Golf Event features a shotgun start and an opportunity for members to invite guests for a chance to connect on the greens. Please note, this will be a traditional format rather than a scramble.
9:45 am – 3:00 pm <i>Sun Valley Mts.</i>	Side-by-Side Adventure Sponsored by Arrowhead Potato, PCA, Intermountain Paper, Giltner, The Produce News	Experience the thrill of a side-by-side ride through Idaho's stunning mountains, offering grand views and a unique adventure alongside fellow convention attendees. Adventure starts at Ryan's Mountain Rentals (1267 S. Main St., Bellevue, ID 83313). Bring sunscreen and sunglasses. Shuttle for all participants will depart from Sun Valley Inn at 9:45 am. Box lunch and waters will be provided.
9:45 am – 4:00 pm <i>Salmon River</i>	Whitewater Rafting Adventure Sponsored by Tri Steel Manufacturing	Starting near Stanley, you will float down the magnificent Salmon River, tackling exciting rapids and enjoying breathtaking scenery. It's a thrilling opportunity to connect with fellow attendees while embracing the beauty of Idaho's wilderness. Wear lightweight, quick-drying layers that can handle getting wet. Bring a hat, sunglasses, and a towel. Shuttle for all participants will depart from Sun Valley Inn at 9:45 am. Box lunch and waters will be provided.
10:30 am – 12:30 pm <i>Limelight Rm B</i>	Social Luncheon Sponsored by Mart Produce, Volm Companies, IPAK, Union Pacific Railroad, McAlvain Companies, GPOD	Join us for a rejuvenating social event where Kylie Orton will lead a refreshing yoga session. Following the workout, enjoy a delicious brunch featuring a variety of savory and sweet crepes. It's a perfect blend of relaxation and culinary delight! <i>Yoga mats provided by our generous sponsors.</i>
11:00 am – 5:00 pm <i>Sun Valley Gun Club</i>	Trapshooting Sponsored by Double L, Agri-Stor	You could win the title of Potato Industry Big Shot! There will be awards for the top shooters to be given away at the Chairman's Banquet. Bring I.D. for gun rentals.
2:00 pm – 4:00 pm <i>Sun Valley Tennis Courts</i>	Pickleball – Open Play Sponsored by Volm Companies, GPOD	All skill levels are welcome to participate in this fun, casual event. It's a great opportunity to play, socialize, and enjoy some friendly competition. Pickleball courts are near the Tennis Center. Paddles and balls provided thanks to our generous sponsors.
2:00 pm – 5:00 pm <i>Sun Valley Lodge</i>	Bowling Sponsored by SunRiver, West Pack, Tri Steel Manufacturing	Enjoy a fun-filled afternoon at the historic Sun Valley Lodge bowling alley. Don't forget to turn in your scorecards at the front desk. Aim high and have a great time!

FRIDAY, AUGUST 30TH

7:30 am – 9:30 am **Registration Open**

Board Rm

Still time to collect your badge and Convention materials.
Please wear your badge to all events.

7:30 am – 9:00 am **IGSA Business Breakfast**

Limelight Rm B

Sponsored by

IPAK, Wilcox Fresh, Kwik Lok,
Pleasant Valley, GPOD, Ag-Pak,
Volm Companies, Ruby Robinson,
Spudnik, Southwind Farms, Decco
Zions Bank, The Produce News

Attend a key meeting at the IGSA Annual Convention. Hear insightful updates from the CEO's of the National Potato Council and Potatoes USA, followed by an official IGSA board meeting. The board meeting will feature various committee reports highlighting the IGSA's activities and achievements over the past year.

Featured Speakers:

Kam Quarles, *CEO, National Potato Council*
Blair Richardson, *CEO, Potatoes USA*

9:30 am – 2:30 pm **IGSA Annual Golf Tournament Shotgun Start**

Trail Creek Course

Sponsored by **Volm Companies, PCA**

Come have a great time with industry friends and compete for multiple contests such as men and women team prizes, longest drive and closest to the pin. Everyone's a winner as all participants will receive a stylish gift thanks to sponsor Volm Companies.

All golfers will have a chance to win a side-by-side in a PCA sponsored hole-in-one prize.

Keep track of the action with live Scoring!

11:00 am – 5:00 pm **Trapshooting**

Sun Valley Gun Club

Sponsored by **Double L, Agri-Stor**

There is still time to get your name in the drawing for the prizes to be given away at the Chairman's Banquet.

3:00 pm – 5:00 pm **Bowling**

Sun Valley Lodge

Sponsored by **SunRiver, West Pack,
Tri Steel Manufacturing**

Keep the fun rolling!

6:00 pm – 7:00 pm **Chairman's Reception**

Limelight Terrace

Attire: Cocktail

Come take advantage of one final opportunity to socialize with our IGSA family before heading into the capstone event, the Chairman's Banquet & Russet Aristocrat celebration.

7:00 pm – 9:30 pm **Chairman's Banquet & Russet Aristocrat Celebration**

Limelight Ballroom

*Attire: Idaho Business
Formal*

Sponsored by

GPOD, Rigby Produce, Idahoan,
IPAK, Rabo AgriFinance, RPE,
Volm Companies, Spudnik, PCA,
Potandon Produce, WestRock,
1,4 Group, Cooper Norman,
The Produce News

Come celebrate 96 years with the IGSA! Sensational entertainment, wonderful food, and a host of fun and deserving awards. \$15,000+ in prizes to be given away and all golf, bowling, and trapshooting awards will be presented. We will conclude the evening by Honoring Kevin Searle as the 50th Recipient of the Russet Aristocrat award.

Featured Entertainment:

Ashley Preece, *Violinist*