

Bitcoin expert, former USDA Secretary Vilsack, Gov. Kim Reynolds added to Land Investment Expo speak

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ELEVENTH ANNUAL
LAND INVESTMENT EXPO
PRESENTED BY PEOPLES COMPANY

FRIDAY, JANUARY 26, 2018
SHERATON HOTEL, WEST DES MOINES, IOWA

MAP OF MY KINGDOM
Thursday, January 25
2:30 p.m.
Polk Room, Sheraton Hotel
Sponsor: Lincoln Savings Bank

PRE-EXPO RECEPTION
Thursday, January 25
4:00 to 6:00 p.m.
Atrium, Sheraton Hotel
Sponsor: State Savings Bank

Please RSVP for both events by emailing
Becky@PeoplesCompany.com

2018 SCHEDULED SPEAKERS

KEVIN O'LEARY MARK DOTZOUR JACK BOBO RON INSANA

RECENTLY ADDED SPEAKERS

GOVERNOR OF IOWA
KIM REYNOLDS IOWA SECRETARY OF AG
SEC. BILL NORTHEY FORMER U.S. SECRETARY OF AG
TOM VILSACK BITCOIN EXPERT
BRIAN FORDE

Bitcoin expert, former USDA Secretary Vilsack, Gov. Kim Reynolds added to Land Investment Expo speaker slate

11th Annual Land Investment Expo is next Friday, Jan. 26th in West Des Moines, Iowa

(CLIVE, Iowa) – Peoples Company, a leader in land brokerage, management, investing, appraisal and valuation, today announced additional speakers for their 11th Annual Land Investment Expo, which will be held **Friday, January 26, 2018, at the West Des Moines, Iowa, Sheraton Hotel.**

In addition to previously announced featured speaker Kevin O'Leary of ABC's *Shark Tank*, the Land Investment Expo will bring Brian Forde, Senior Lecturer of Global Economics and Management at the Massachusetts Institute of Technology (MIT). Forde, an expert on Bitcoin and cryptocurrencies, was named "Most Influential People in Bitcoin and Blockchain" and a Young Global Leader by the World Economic

Forum.

Former United States Department of Agriculture (USDA) Secretary Tom Vilsack, who is currently the CEO of the U.S. Dairy Export Council, will discuss trends in agriculture and how today's farmers are confronting and solving global challenges.

Iowa Gov. Kim Reynolds and Lt. Gov. Adam Gregg will join the Land Investment Expo during the morning session, and Iowa Secretary of Agriculture Bill Northey, who has been appointed by President Trump to become USDA Undersecretary for Farm Production and Conservation, will present to attendees over lunch on his current role in Iowa.

The day will include a series of breakout panels and discussions, including a morning panel entitled, "Trends in Consumer Food Tastes and Habits." The panel participants include Nancy Hopkins of *Better Homes and Gardens*, Jennifer Darling of *AllRecipes*, Jessie Price of *Eating Well* and Betsy Freese, Executive Editor of *Successful Farming*.

More information on the Expo and tickets [can be found here](#).

Media credentials

Members of the press interested in attending the Land Investment Expo are asked to request media credentials by emailing Becky Rozenboom at Becky@PeoplesCompany.com.

Event Schedule

The schedule of events is as follows:

Friday, January 26, 2018

2018 Land Investment Expo

West Des Moines Sheraton

1800 50th Street

West Des Moines, Iowa

8-10 a.m. – Morning Session

Location: Hancock/Shelby/Woodbury/Benton/DSM Room

8:15 a.m. Iowa Gov. Kim Reynolds and Lt. Gov. Adam Gregg address Expo attendees

8:25 a.m. Ron Insana, CNBC and MSNBC economic contributor delivers a speech entitled "Is Fortress American Intact?"

9:10 a.m. Jack Bobo, SVP & CCO for Intrexon discusses "Can agriculture save the planet before it destroys it?"

10:30 – 11:15 AM – Breakout sessions

- Webster Room: 'Farm Bill and Rural Policy'
 - Bill Hanigan, Davis Brown Law Firm
 - Tim Coonan, Davis Brown Law Firm
- Clayton Room: 'Wine, Blueberries, Apples and Hops – Tales from the West Coast'

- Craig Wichner, Farmland LP
- Marion Room: ‘High Population Corn Management’
 - Myron Stine, Stine Seed
- Polk Room: ‘Agriculture – Looking Forward’
 - Jim Knuth, Farm Credit Services
- Dallas Room : ‘Trends in Consumer Food Tastes and Habits’
 - Nancy Hopkins, Better Homes and Gardens
 - Jennifer Darling, *AllRecipes*
 - Jessie Price, *Eating Well*
 - Betsy Freese, Executive *Editor Successful Farming*

11:30 AM – 1:30 PM – Lunch and Learn

Location: Hancock/Shelby/Woodbury/Benton/DSM Room

11:45 a.m. Iowa Secretary of Agriculture Bill Northey speaks on his current role as Iowa’s chief agriculture advocate

11:50 a.m. Former USDA Secretary of Agriculture Tom Vilsack, who is the current CEO of the U.S. Dairy Export Council, discusses trends in agriculture and how today’s farmers are confronting and solving global challenges

12:15 p.m. Kevin O’Leary of ABC’s *Shark Tank* delivers keynote address

2 – 2:45 PM – Breakout sessions

- Webster Room: ‘Soil & Water Health’
 - The Nature Conservancy
- Clayton Room: ‘China Enters “New Era”’: What It Means for US and Global Agriculture
 - Wendong Zhang, Iowa State University
- Marion: ‘Wetlands: How Can I Put Money in My Pocket?’
 - Terry Lutz, McClure Engineering Co.
 - Luke Huggins, McClure Engineering Co.
 - Justin Miller, McClure Engineering Co.
 - Jake Becker, McClure Engineering Co.
- Polk Room: ‘Factors Affecting Farmland Investments in the Future’
 - Bruce Sherrick, TIAA Center for Farmland Research
- Dallas Room: ‘Tax Planning and 1031 Exchange Strategies after Tax Reform’
 - Dave Brown, IPE 1031
 - Paul Neiffer, CliftonLarsonAllen LLP

3:15 – 5:00 PM

Location: Hancock/Shelby/Woodbury/Benton/DSM Room

3:15 p.m. Brian Forde, Senior Lecturer of Global Economics and Management at the Massachusetts Institute of Technology gives delivers speech entitled “Bitcoin 101: An Introduction to Bitcoin, the Blockchain and the Future of Transactions”

4:10 p.m. Mark Dotzour, Chief Economist of the Real Estate Center at Texas A&M University delivers a speech entitled “The Economic Outlook for Investors and Business Decision Makers”

