

Conquer Ag's Cycles

STRATEGIES TO DRIVE YOUR FARM'S PERFORMANCE



Hosted by:



Welcome to the Ag Summit. This is the eleventh consecutive year DTN/*The Progressive Farmer* has hosted this event. For the first ten of those years, the guiding editorial hand was Marcia Zarley Taylor. That, sadly, is not the case this year, nor will it ever be again.



I'm Urban Lehner, vice president editorial emeritus of DTN/*The Progressive Farmer*, and I'd like to take a couple of minutes before we get started to tell you a bit about this extraordinary woman. She was a rare combination of great journalist, great friend and colleague and great friend to and promoter of farmers.

Some of you, of course, knew her well. Many farmers did. One *Progressive Farmer* editor recalls that whenever he spoke of Marcia to top-flight farmers, he never had to use her last name. Everybody knew who "Marcia" was. She was, this editor said, "a one-name superstar to a whole industry."

Superstar. Living legend. True giant of journalism. When people spoke of Marcia, they spoke in superlatives. So stellar was her reputation that when I heard she might be looking for a new opportunity those many years ago, I hopped on a plane, spent six hours in a restaurant in Philadelphia with her and couldn't believe my luck when she agreed to come to DTN.



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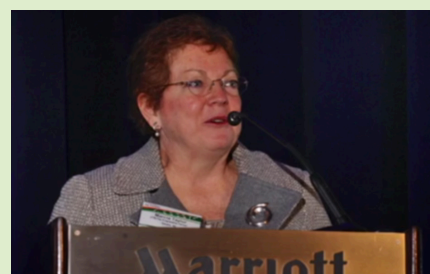
Early in her time with us, she took me with her to see some big farmers she knew in Illinois and Iowa. One asked me, "Now that you have Marcia, are you going to do Marcia-stock?" Marcia-stock, he explained after I gave him a puzzled look, "is like Woodstock, but with Marcia leading it."



We did indeed do Marcia-stock. We still do. We call it the Ag Summit, and we thank you for attending it.

Now, an event that attracts several hundred producers and other ag professionals is, to be sure, larger than any one person. A team of a couple dozen of us work on it every year. But make no mistake: Without Marcia Zarley Taylor, there would not be an Ag Summit. She created it. For ten years, she was its editorial director, its psychological parent, its mother hen. And while, to our great sorrow, she passed away earlier this year at an unfairly young age, the Ag Summit will always have a part of Marcia in it.

We will never be able to do it exactly as Marcia did it. Her talents were one-of-a-kind. But we share her passion for delivering to you and to those who attend future summits the most relevant, thought-provoking and actionable information and insights possible. In honor of Marcia, we have inaugurated the Marcia Zarley Taylor Memorial Lecture Series. In a few minutes, you will hear



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from the first speaker in this series. And to further honor Marcia, we have funded a scholarship in her name at Iowa State University, her alma mater.

That great and wonderful human being and friend, Marcia Zarley Taylor, is no longer with us. But Marcia's spirit lives on in this event.

