



**THE NEXT 5 YEARS
EXECUTIVE CONFERENCE™**

Sponsor Opportunity

The Next 5 Years Executive Conference™



Date: September 10, 2025

Time: 8:30 AM – 5:00 PM (Reception to follow)

Sponsor & Speaker Reception evening prior

Location: “The Sanctuary”, Fargo, ND

Flagship Sponsor: Available

Host: The host organization will provide financial sponsorship for the event and contribute in-kind support through on-site registration staffing (day of the event) and material resources.

Conference Purpose & Background

The Next 5 Years Executive Conference (N5Y) is the region’s premier strategic forum for agricultural leaders. Created in 2021 to address the accelerating pace of change in agriculture, N5Y empowers organizations to anticipate challenges and seize opportunities across demographics, technology, policy, geopolitics, and economics. Our mission is to **strengthen the region’s agriculture by engaging leadership teams in high-impact, forward-looking dialogue**. N5Y is not about predicting the future but about equipping leaders to navigate and shape it over the next five years.

Unique Audience & Format - Engaging Agenda Design (3-4 speakers/conference)

N5Y’s agenda is intentionally crafted to maximize both expert insight and participant engagement. Each session follows a proven structure that ensures every attendee is an active contributor:

- **Expert Speaker Presentation** (~35 minutes): Industry thought leaders deliver actionable, big-picture insights.
- **Q&A Session** (10 minutes): Attendees engage directly with speakers to clarify messages.
- **Guided Table Discussions** (20–30 minutes): Leverage participants expertise and experience. Teams and peers collaborate to contextualize insights for their organizations.
- **Report Out** (10–15 minutes): Groups share key takeaways, fostering cross-sector learning.
- **Networking Breaks** (15–30 minutes): Build relationships and deepen conversations.

This interactive, action-oriented format - 906.Degree.ConversationsSM - ensures that content, connection, and community are at the heart of the experience. Attendees leave with clear strategies and action items to implement within 24 hours.

2025 Agenda Highlights

1. Set the Stage

- *Blinding Chaos* – [Vance Crowe](#), Legacy Interviews: Leading through change
- *Geopolitics* – [Jacob Shapiro](#), Cognitive Investments: Global trends impacting ag markets
- *The Big Shrink* – [John Newton](#), Terrain Economists: Adapting to shifting population and demand
- *The Future of Sustainability (working title)* – [Erin Heitkamp](#), GEVO, Global & U.S. sustainability landscape including carbon and sustainable aviation fuel
- *Industry Panel* – Farmer and ag industry perspective

2. Table Discussions & Action Planning

- Every presentation is followed by facilitated discussions and report-outs to drive actionable outcomes.
- Builds stronger connections among participants - learn from and contribute to each other.

3. Panel

- Facilitated topical panel with regional participants: farmers, lenders, energy, manufacturers, processors etc.
- Real-world perspectives on topics presented including table discussions.



4. Networking & Reception

- Connect with the region's most influential ag leaders.
- Establish new relationships, strengthen existing connections, and build community.

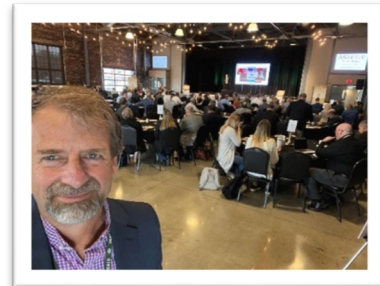
Conference Framework & Principles

- **Forward-thinking:** Focused on emerging issues and opportunities.

- **Resiliency:** Building adaptive and robust organizations.
- **Prosperity:** Positioning for sustainable growth.
- **Collaboration:** Facilitating multi-sector engagement.
- **Actionable Outcomes:** Every attendee leaves with practical strategies.

Ground Rules:

- Use your imagination
- Consider multiple perspectives
- Be open-minded and concise
- Listen actively



Who Should Attend

- C-suite executives, agricultural thought leaders, board leaders, farmers, community leaders, and elected officials.
- Target attendance: 150–200.
- Opportunity to expand reach through the align organizations' networks (i.e. Midwest Council on Ag, Fargo Moorhead/West Fargo Chamber of Commerce, West Central Initiative Fund).



Video Link: [2023 Next 5 Years Executive Conference – Recap Video](#)

“We found the Next 5 Years Conference to be a very valuable supplement to our strategic planning process. We have had several Board of Directors and Senior Leaders attend each year. The subject matter structure of broader geopolitical insights and then bringing it into current and local focus, and what does it mean for ag in our area, were very valuable. The table discussions after each speaker really helped us to think about what we just heard and what it might mean for our customers and our business. I’d highly recommend this conference for executive leadership and board members of any agribusiness or farmer cooperative.”

Howard Olson, AgCountry Farm Credit Services-Retired

NEXT 5 YEARS EXECUTIVE CONFERENCE



SPONSORSHIP FORM

**Fourth annual Next 5 Year Executive Conference. This one-day conference will be
Wednesday September 10, 2025**

The Next 5 Years Executive Conference™ was created to: **Strengthen the region's agriculture** by engaging organizational leadership teams in discussions on big-picture, impactful issues. N5Y is not about predicting the future; rather, it focuses on fostering strategic discussions that help organizations and communities navigate the evolving landscape over the next five years. By identifying challenges and opportunities, the conference plays a role in building resilience and positioning the region for success.

Scan the QR code for online sponsorship and payment:



Or please select your sponsorship level:

☐

PLATINUM LEVEL - \$10,000 (each)

- Logo inclusion in conference material and on website
- Complimentary registrations for 6 attendees

☐

SILVER LEVEL - \$2,500 (each)

- Logo inclusion in conference material and on website
- Receives 2 complimentary registrations

☐

GOLD LEVEL - \$5,000 (each)

- Logo inclusion in conference material and on website
- Receives 4 complimentary registrations

☐

BRONZE LEVEL - \$1,000 (each)

- Logo inclusion in conference material and on website
- Receives 1 complimentary registration

Please fill out the following form and mail along with payment.

Name:

Contact name:

Marketing Contact:

Phone:

Email Address:

Mailing Address:

City:

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Zip Code:

Please make checks payable to

Steve Olson Consulting, LLC

and mail to:

Steve Olson Consulting

P.O. Box 156

Buffalo, MN 55313

Please email company logo to:

steve@steveolsonconsulting.com

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