Dear Members,

Please plan to join us at the 17th International Marketing Conference (IMC) and 60th Annual Membership Meeting, scheduled for Feb. 12 to 14, 2020 in Tampa, Florida.

In keeping with my theme of *Make Something Happen*, you will have an opportunity to visit directly with members of the Council’s staff from around the globe. They are vital resources to our industry, and I hope you will engage and build relationships with them to deepen your understanding of the critical efforts they undertake for our industry.

Our Advisory Teams will hold in-depth meetings in Tampa, offering the chance to provide recommendations for our work to develop markets, enable trade and improve lives. Your direction will help us establish priorities in the coming year, including offering direction for the new Agricultural Trade Promotion (ATP) programs the Council is undertaking to find and grow global markets.

As we commemorate the Council’s 60th anniversary I am proud of the what we continue to do for our members around the grains sector. I am confident you will leave this meeting with a renewed dedication to the work that still remains to be done to make something happen for coarse grains and ethanol exports.

I look forward to joining you in Tampa.

Sincerely,

Darren Armstrong  
Chairman

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### Meeting Agenda

**17th International Marketing Conference (IMC) & 60th Annual Membership Meeting**

**Hilton Tampa Downtown**

**Tampa, Florida**

**Feb. 12-14, 2020**

<table>
<thead>
<tr>
<th><strong>Tuesday, February 11</strong></th>
<th><strong>Spouse/Guest Welcome</strong></th>
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<tr>
<td><strong>AFTERNOON</strong></td>
<td><strong>Breakfast</strong>: Join old friends and make new ones at this welcome for spouses and guests. There is no charge for this event, but registration is required.</td>
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<td><strong>Optional Tour</strong>: Ybor City Walking Tour</td>
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<th><strong>Wednesday, February 12</strong></th>
<th><strong>A-Team Meetings</strong>: USGC Advisory Teams (A-Teams), the backbone of the Council, guide strategy and key topics related to Asia, ethanol, innovation and sustainability, Middle East/Africa/South Asia, Western Hemisphere, trade policy and value-added programs. For those who is not a member of an A-Team is encouraged to sit in on these sessions to learn more about USGC programs.</th>
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| **MORNING**               | **Introducing the Council**: Meet USGC board and staff members and learn how to take full advantage of the USGC membership meeting. **By Invitation Only.**
| **General Session**: Start the day with a welcome to Tampa, Florida. | **AFTERNOON**
|                           | **Evening**: Join fellow USGC members at an evening reception - a great opportunity to network with industry colleagues, get acquainted with new members and talk with USGC staff. |

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Planning Guide

Hotel Reservations
All meetings will take place at the:
Hilton Tampa Downtown
211 North Tampa Street
Tampa, FL 33602
Phone: (813) 204-3000

Make reservations online at the Council’s website, www.grains.org/tampa, or by calling the hotel’s reservations department at (813) 204-3000 and mentioning the U.S. Grains Council meeting to receive the discounted rate. The reservations deadline is Tuesday, Jan. 14, 2020. After this date, the hotel will accept reservations on a space-available basis.

The Council has negotiated a room rate of $215 USD per night, single or double occupancy, plus 17.5 percent tax. Check-in time is 3 p.m.; check-out time is noon.

Ground Transportation
The Hilton Tampa Downtown is approximately 25 minutes from the Tampa International Airport (airport code TPA). Transportation to the hotel via taxi will cost approximately $26 one-way. Uber or Lyft are available at an estimated cost of $20 one-way.

Attire
Business casual attire is appropriate for all meetings. Casual attire with comfortable shoes is appropriate for tours. In Tampa, the average high temperature for February is 74 degrees and average low is 57 degrees.

Thursday, February 13
MORNING
Sector Meetings: Discuss issues with colleagues and USGC staff during meetings organized by sector: corn, barley, sorghum, agribusiness or general farm organizations.
A-Team Meetings: Come back together to discuss policy issues affecting international trade and market growth opportunities.

LATE MORNING
Optional Tour: The Candle Pour in Hyde Park Village

AFTERNOON
A-Team Meetings: Continue discussing specific trade issues and recommendations to USGC staff.

EVENING
Optional Event: Walk to the Riverwalk to board a Yacht StarShip cruise, which will dock for an hour before setting sail into beautiful Tampa Bay. This event is free for registered attendees; additional guests can register for $120 each.

Friday, February 14
MORNING
Board of Delegates Meeting: The Council’s business meeting will include presentations to the USGC Board of Delegates on priorities and key takeaways from their breakout sessions.

LATE MORNING/ AFTERNOON
Board of Directors Meeting with Advisory Team Leaders
Optional Tour: Florida Aquarium
Tuesday, February 11

YBOR CITY WALKING TOUR
Ybor City was the cigar capital of the world in the late 1800s. On this walking tour, visit the casitas, the original cigar worker’s homes, the Cuban Social Club, Mr. Ybor’s original factory and the only Cuban-owned land in the U.S. before touring a working cigar factory.

Cost: $30 per person
Tour includes: roundtrip transportation, guided tour and water.

Thursday, February 13

THE CANDLE POUR
The Candle Pour is a custom candle-making experience in Hyde Village Park. Create your own candle from your choice of more than 100 different fragrance oils. Candles will be delivered back to the hotel for pick-up.

Cost: $70 per person
Tour includes: roundtrip transportation, candle supplies and lunch.

Thursday, February 13

YACHT STARSHIP CRUISE – OFFSITE EVENT
Join us a short walk from the hotel for a Yacht StarShip cruise. Our boat will dock for an hour near the convention center before sailing by million dollar mansions and Florida’s largest seaport en route to beautiful Tampa Bay.

Cost: $120 per person for guests; included with attendee registration. Includes: dinner, entertainment and cruise around Tampa harbor.

Friday, February 14

THE FLORIDA AQUARIUM
The Florida Aquarium enables you to get up close to many of Florida’s aquatic and terrestrial animals and ecosystems, as well as others from around the world. Enjoy time in the aquarium before embarking on a private wild dolphin cruise.

Cost: $70 per person
Tour includes: roundtrip transportation, entrance into the aquarium and private wild dolphin tour.