

# 19th International Marketing Conference & 62nd Annual Membership Meeting

**Feb. 14-16, 2022**  
**Greenville, South Carolina**



# MESSAGE FROM THE CHAIRMAN



Dear Members,

Please plan to join us at the 19th International Marketing Conference (IMC) and 62nd Annual Membership Meeting, scheduled for Feb. 14-16, 2022 in Greenville, South Carolina.

In keeping with my theme of Together in Trade, you will have an opportunity to visit and work directly with members of the Council's staff from around the globe. I hope you will engage and build relationships with them to deepen your understanding of the critical efforts they undertake for our industry.

While our general sessions will be accessible in-person or virtually, our Advisory Teams will hold in-depth meetings in Greenville, offering the chance to provide recommendations for our work. Your direction will help us establish priorities in the coming year, including how the Council works to find and grow global markets.

I am proud of the work we continue to do for our members throughout the grains sector. I am confident as we work together in trade, you will leave this meeting with a renewed dedication to the Council's mission of developing



markets, enabling trade and improving lives.

I look forward to seeing you in Greenville.

Sincerely,

A handwritten signature in black ink that reads 'Chad Willis'.

**Chad Willis | Chairman**



**TOGETHER  
IN TRADE**

# PLANNING GUIDE

The U.S. Grains Council will be holding its 19th International Marketing Conference & 62nd Annual Membership Meeting in Greenville, South Carolina. All meetings will be taking place in-person with a virtual option to stream our Monday and Wednesday morning general sessions.

## HOTEL RESERVATIONS

### All meetings will take place at the:

Hyatt Regency Greenville  
220 North Main Street  
Greenville, South Carolina 29601

Make reservations online at the Council's website, [www.grains.org/greenville](http://www.grains.org/greenville), or by calling the hotel's reservations department at (864) 235-1234 and mentioning the U.S. Grains Council meeting to receive the discounted rate. The reservations deadline is Friday, Jan. 14, 2022. After this date, the hotel will accept reservations on a space-available basis.

The Council has negotiated a room rate of \$189 USD per night, single or double occupancy, plus a 10 percent tax and a 2 percent destination fee. Check-in time is 4 p.m.; check-out time is 11 a.m.

## GROUND TRANSPORTATION

The Hyatt Regency Greenville is approximately 20 minutes from the Greenville-Spartanburg International Airport (airport code: GSP). The hotel provides a complimentary shuttle to and from the airport, all reservations can be made by calling the hotel (864) 235-1234.

Transportation to the hotel via taxi will cost approximately \$28 one-way. Uber or Lyft are available at an estimated cost of \$27 one-way.

## ATTIRE

Business casual attire is appropriate for all meetings. Casual attire with comfortable shoes is appropriate for tours. The offsite event will be casual attire. In Greenville, the average high temperature for February is 60 degrees and average low is 40 degrees.

# THE MEETING AGENDA

## SUNDAY, FEBRUARY 13

### Afternoon

**Optional Tour:** Discover Greenville Tour

**Board of Directors Meeting**

## MONDAY, FEBRUARY 14

### 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 Greenville, South Carolina. Hear from speakers who are giving us up-to-date information on trade and our markets.

**Spouse/Guest Welcome Breakfast:** 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.

### Afternoon

**A-Team Meetings:** 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, trade policy, value-added and Western Hemisphere. Those who are not members of an A-Team are encouraged to sit in on these sessions to learn more about USGC programs.

### Evening

**Evening Reception:** 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.



# THE MEETING AGENDA

## TUESDAY, FEBRUARY 15

### Morning

**Sector Meetings:** Discuss issues with colleagues and USGC staff during meetings organized by sector: agribusiness, corn, barley, general farm organizations or sorghum.

**A-Team Meetings:** Come back together to discuss opportunities, challenges and issues affecting international trade and market access.

### Late Morning

**Optional Tour:** City Scape Winery

### Afternoon

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

### Evening

**Offsite Event:** Enjoy eating South Carolina BBQ at Zen, while playing cornhole or sitting by a fire pit or inside getting to know each other in this casual final evening offsite. This event is free for registered attendees; additional guests can register for \$100 each.

## WEDNESDAY, FEBRUARY 16

### 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 and A-Team Leaders Meeting**

**Optional Tour:** The Brewery Experience



**U.S. GRAINS  
COUNCIL**

# OPTIONAL TOURS & EVENTS

**SUNDAY, FEBRUARY 13**

## **Discover Greenville Bus Tour**

Relax on an enjoyable bus ride and explore the rich history of downtown Greenville. On the bus tour, ride through North Main, South Main and West End before taking time to walk around Falls Park and learn more about the “Textile Crescent.”

**Cost:** \$45

### **Tour Includes:**

Roundtrip transportation, snack and guided tour.

**TUESDAY, FEBRUARY 15**

## **City Scape Winery**

Take in the views of the countryside at a family-owned winery in lower Greenville County. Enjoy lunch in a private venue and experience the flavors of City Scape Winery through a wine tasting and facility tour.

**Cost:** \$75

### **Tour Includes:**

Roundtrip transportation, lunch, winery tour and wine tasting.

**TUESDAY, FEBRUARY 15**

## **BBQ With The Council**

**Offsite Event:** Join Council staff and members for a BBQ dinner at Zen. Spend the evening playing corn hole and taking in the warmth of the fire pits, while enjoying a staple of the Carolinas, BBQ.

**Cost:** \$100

### **Includes:**

Roundtrip transportation, entertainment and dinner.

**WEDNESDAY, FEBRUARY 16**

## **The Brewery Experience**

Experience Greenville’s booming craft beer industry by visiting two local breweries. The tour includes tastings and one-on-one time with the head brewers of Liability Brewing and Carolina Bauernhaus Brewery.

**Cost:** \$75

### **Tour Includes:**

Roundtrip transportation; tastings at both breweries; snacks and bottled water; exclusive tour, guided tasting and one-on-one time with head brewers at each stop.