



## 2017 CoBank Central Customer Meeting

### Agenda

#### March 13

- 5:00 pm - Registration and Welcome Reception
- 6:00 pm - Customer Appreciation Dinner hosted by CoBank directors  
Special guest speakers, **Lynn Swann** and **John Stallworth**,  
Former Pittsburgh Steelers and NFL Hall of Fame Receivers

#### March 14

- 7:00 am - Breakfast
- 8:00 am - **Welcome and Board Remarks**
- 8:30 am - **Outlook for the Economy**  
Marci Rossell, Economist
- 9:30 am - Break
- 10:00 am - **Rural America: Global Opportunities and Challenges**  
Tom Halverson, CoBank
- 11:00 am - **Election Aftermath: U.S. Politics and Public Policy**  
Whit Ayres, Founder and President, North Star Opinion Research
- 12:00 pm - Lunch
- 1:00 pm - **How Any Business Can Build a Better Brand**  
Dawn Hudson, Chief Marketing Officer, National Football League;  
Former President and CEO, Pepsi-Cola North America
- 2:15 pm - Meeting adjourns