



**NEWS RELEASE – FOR IMMEDIATE RELEASE – October 10, 2008**

**FOR MORE INFORMATION:**

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***2008 Nebraska Ag Classic Announces Renewed Diamond Partnership with John Deere Co.***

The 2008 Nebraska Ag Classic, set for December 15-17 at the Kearney Holiday Inn and Convention Center, is pleased to announce their Diamond Level partnership with John Deere Company for the third consecutive year.

“John Deere Company is proud of our ongoing alignment with the Nebraska Ag Classic as a founding Diamond Sponsor,” said Scott Jensen, Division Sales Manager for John Deere Company – Kansas City Branch. “The Ag Classic program continues to evolve and provides an outstanding forum for top Ag Producers in Nebraska to positively impact agricultural policy and their individual business plans by participating in this conference. For those producers looking for a competitive edge, key industry insights and new business contacts – I highly recommend your attendance at the upcoming 2008 Nebraska Ag Classic Convention and Tradeshow,” Jensen said.

In addition to their Diamond Sponsorship, John Deere Company will also be sponsoring one of the conference keynote speakers on Wednesday, December 17 - Don Borgman, Director of Agricultural Industry Relations for John Deere’s North American Operations.

Jensen said, “We are honored to sponsor Don Borgman as a 2008 Nebraska Ag Classic keynote speaker. Don’s experience and background uniquely qualify him to overview *Using Technology to Create an Abundant and Sustainable Food, Fuel and Feed Supply*. Most important, Don’s insights are well-grounded as he himself is a corn and soybean producer in West Central Missouri. Don is a member of the National Corn Growers Association, American Soybean Association, and serves on the Board of Directors of a local biodiesel plant. He has been involved with the promotion and expansion of bio-fuels since the late 1970’s. Ag Classic attendees will thoroughly enjoy Don Borgman’s ‘plain spoken and down to earth’ industry insights as it relates to agricultural technology utilization.”

The 2008 program schedule is finalized and can be viewed on the conference web site at [www.neagclassic.org](http://www.neagclassic.org). While you are there, register to attend the full conference. Don’t wait! Full conference registration is \$75. Pre-registration deadline is December 5. After December 5, full conference registration is \$100. Sponsorship and exhibit opportunities are still available. Contact Ginger Hartman, 402-450-5189 for sponsorship information. For tradeshow information, contact Sara Bishop at 402-476-6174.

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*The Nebraska Ag Classic is a joint effort of the Nebraska Corn Board & Growers Assn, the Nebraska Grain Sorghum Board & Producers Assn, the Nebraska Soybean Board & Assn, the Nebraska Wheat Board & Growers Assn, Nebraska Farm Business, Inc, the Nebraska LEAD Alumni, the Nebraska Grain & Feed Association & the Nebraska AgRelations Council.*