



Professional Farm Managers
Real Estate Appraisers
Real Estate Sales and Acquisitions
Real Estate Auctions
Consultants

415 South 11th Street P.O. Box 500 Nevada, IA 50201-0500 (515) 382-1500
Fax: (515) 382-3762 www.Hertz.ag

LANDOWNER EDUCATIONAL SEMINAR

Cedar Falls Convention & Event Center
7213 Nordic Drive
Cedar Falls, IA 50613

August 4, 2026

AGENDA

8:30	-	9:00	Registration	
9:00	-	9:15	Introductions & Opening Comments	Morgan Troendle
9:15	-	10:00	Grain Markets	Lawain Biermann
10:00	-	10:15	Break	
10:15	-	10:45	Making Sense of Government Ag Policy & Programs	Morgan Troendle
10:45	-	11:30	Farm Lease Trends/Leasing Alternatives	Jake Miller
11:30	-	12:00	Technology & AI in Agriculture	Colton Lueck
12:00	-	1:00	Lunch	
1:00	-	1:20	Client Services	Colton Lueck
1:20	-	2:20	Land Trends & Values	Luke Velky
2:20	-	2:35	Break	
2:35	-	3:00	Hertz Farmland Professionals Panel	Hertz Staff



LOCATION SEMINAR

Registration begins at 8:30 a.m., Seminar from 9:00 a.m. to 3:00 p.m.

Location:

Cedar Falls Convention & Events Center

7213 Nordic Drive
Cedar Falls, IA 50613
319-266-6611

**Hertz does not have a special rate for this hotel*

Directions from I-20 E

- ↑ Head east on US-20 E
0.3 mi
- ↘ Take exit 225 for IA-27 N/IA-58 N toward Cedar Falls
0.3 mi
- ↶ Turn left onto IA-58 N/Ave of the Saints
0.4 mi
- ↶ Turn left onto W Ridgeway Ave
0.1 mi
- ↘ Turn right at the 1st cross street onto Nordic Dr
0.2 mi
- ↶ Turn left
0.1 mi
- ↘ Turn right
118 ft
i Destination will be on the left

Cedar Falls Convention and Event Center
7213 Nordic Dr, Cedar Falls, IA 50613

