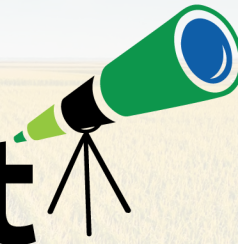


VantagePoint

E-NEWSLETTER



MONTHLY UPDATES FROM AGVANTAGE SOFTWARE - YOUR PARTNER IN AGRIBUSINESS

April 2022

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Is "Simple" In?

By Michelle Blomberg, President/CEO - michelleb@agvantage.com

"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

Steve Jobs

When you begin reading an article the CEO of a software company has titled "Is 'Simple' In?", you may be thinking, "Is this really who should be leading a technology company?" Of course software and technology development for agriculture is not simple and never, in a million years, would I claim to believe it is simple. I believe it's very complex with how it all works together to create a beautiful symphony. This article is more around life and the simplicities that come with getting old, and may I say, wiser.

There is a revolution today claiming "Simple is in. Complexity is out." I'd like to pose a few examples of that and then let you determine your own opinion. I will, ultimately relate this to AgVantage Software, but first, let's explore.

We're a society of needing answers now. We're hungry for simple because the world has become so much more complex. The amount of information available to us grows every single day. We can interact with the entire world – a world that, when we were kids (at least when I was a kid), only existed in small-town Iowa.

THE SIMPLE LIFE

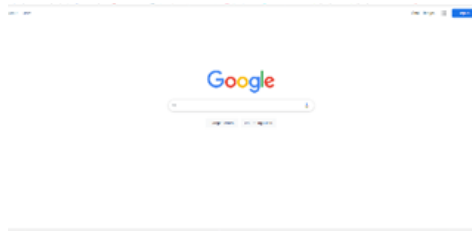
missing somebody.....call
wanna meet up.....invite
wanna be understood.....explain
have questions.....ask
don't like something.....say it nicely
like something.....declare it
want something.....ask for it
stressed.....let go
love someone.....say it

"We're hungry for simple because the world has become so much more complex."

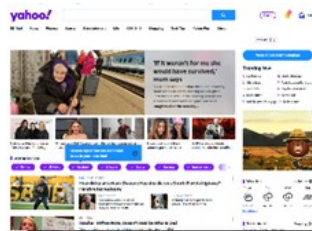
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Apple. They are the pioneers of “Simple is in” when you look at them. You pick up your iPhone and there are just buttons. You connect it to your computer, and it downloads your music and pictures. Even their logo is a simple apple with only one color. Anyone who uses a Macbook will claim it’s as simple as you can get.

Google. They know this too. Seventy five percent of all web searches are done on google. But look at the home page. It’s as simple as they come. Compare it to Yahoo! or MSN. And how many times a day do you hear someone say, “Google it.”



Google Home Page



Yahoo! Home Page



MSN Home Page

I have asked the employees of AgVantage Software to read the book, [The Boy, the Mole, the Fox and the Horse](#), (if you haven’t read it, I would highly recommend it). The book takes about 15 minutes to read, but what’s clever is that it’s written in a type of cursive that is not necessarily easy to read. That seems to force the brain to slow down and absorb the words. I’ve asked each employee to send me their favorite quote(s) within the book and then tell me why. I want to dig deeper into how to simplify their personal lives, as well as AgVantage’s professional world. How can we make things simpler without losing sophistication? That is what I’ve posed to them. In a few weeks at the AgVantage 22nd annual meeting, they will be bringing their ideas.

An AgVantage employee, Jolie Voss wrote this to me:

“I just wanted to take a quick minute to thank you for the book. I finished it today. I really love writings and inspirational works of art like this, especially in a world filled with uncertainty, it’s so important to remember the impact we can make simply by being kind, loving, and believing in ourselves.”



We are so different,
yet so much the same.

Gloria Steinem

I always find a bit of irony in the thought that everything we will ever need in life to be happy, we are born with and possess within us. Yet we tend to spend so much time searching for who we are on the outside, or what might make us happy, whilst the happiest people I know eventually learn that happiness and self-worth can’t be discovered, bought, sold, or given. It simply must be embraced.

I had never read the book until now and I admired honestly how pretty and charming the book is, but I love how the characters represent who we all are inside so well.”

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After I read the book, the three that hit me the deepest were:

“What do you think is the biggest waste of time?”

“Comparing yourself to Others.”

“When the big things feel out of control...

...focus on what you know right under your nose.”

“We have such a long way to go.”

“Yes, but look how far we’ve come.”

These three will set the tone for the AgVantage Annual Meeting, as well as the inspiration for the next year’s progress at AgVantage Software. Keeping ourselves focused on what is good for the industry and our customers. When things look impossible, close your eyes and find the simplicity. And finally, look back and celebrate all that you’ve done so far.

“You bring to this world things no one else can.”

AgVantage Customers: Thank you for your continued business.

In our 46th year of business, I realize you have many choices for software providers. I will do my best, each and every day, to assure your happiness in your choice of AgVantage[®] Software as your Agri-Business Accounting system.





AgVantage National Conference “Deep Dive”

By Lisa Sick, VP Marketing & Conferences - lisas@agvantage.com

June 22-24, 2022

It's time to register for our 2022 National Conference! The agenda will be on our website shortly and then registration will be added soon after. (The software company that we have been using for registration in the past has been bought by a new company, so we are learning the new software product. The new registration process is a little different and there will be a new app coming soon too)

For those attending virtually, you will purchase a ticket for the days you plan to attend and do not need to choose your classes until later. Nice and simple!

For those attending in-person, you will purchase a ticket for the days and events you plan to attend and if you are bringing a guest. Just answer a few questions and you have a spot reserved! How simple is that!? In a few weeks, you will get an email allowing you to designate which classes you choose. This gives us the numbers we need now and more details for planning room sizes, seats, food and beverages later.

If you have any questions, just email me and I can help you out.

The prices for our 2022 National Conference are similar to last year

In person attendance is:

\$700 per person for the entire event if registered by May 20th.

\$400 per person for one day with Tuesday and Friday at no charge, but require registration.

Thursday's Top Golf event is \$50 per person.

Tuesday and Wednesday evening events are no charge to you.

Virtual live broadcast attendance is:

\$300 per person for the entire event if registered by May 20th.

\$200 per person for one day with Tuesday and Friday at no charge, but require registration.

If you plan to broadcast the event in your board room, that is a great option and you can take advantage of these discounts.

We want as many people to attend as possible, so we are offering discounts on group registration. The more you spend, the more you save!

\$1,500 - \$2,499 gets 10% off

\$2,500 - \$4,999 gets 15% off

\$5,000 - \$7,499 gets 20% off

\$7,500 - \$13,999 gets 25% off, and more.

All registration fees and discounts will be billed to your AgVantage account so we can take into consideration your AgVantage Dollars and AgVisor pre-paid registrations.

We are excited to share this event with you and the networking that takes place!





Upcoming eTraining Class Schedule

By Elise Musall, Customer Services Specialist - elisem@agvantage.com

Hello everyone!

Here is an overview of our upcoming month's eTraining class schedule **. Please take a moment to view our eTraining calendar via the link below and follow directions to register for any of our eTraining classes*.

https://www.supersaas.com/schedule/agvantage/AgVantage_E-Training_Schedule

Please email elisem@agvantage.com or support@agvantage.com for any questions or concerns about eTraining.

Wednesday 5/11

10am—12pm CST
2pm—4pm CST

**Grain Discount Schedules
Booking & Prepay**

Tuesday 5/24

2pm—4pm CST

Query 2

Thursday 5/12

10am—12pm CST

Emailing Grain with E. Signatures

Wednesday 5/25

10am—12pm CST
2pm—4pm CST

**Credit & Collections
eAgVantage: Commodity DPR**

Tuesday 5/17

2pm—4pm CST

Query 1

Thursday 5/26

10am—12pm CST
2pm—4pm CST

**Edge Inventory Adj., Phys. Inv., & Reporting
eDocuments**

Wednesday 5/18

10am—12pm CST
2pm—4pm CST

**Edge Inventory Getting Started v8.1
Grain End of Month Valuations**

Tuesday 5/31

2pm—4pm CST

Query 3

Thursday 5/19

10am—12pm CST
2pm—4pm CST

**Patronage Distribution
Edge Grain Customer Portal**

*eTraining fees may apply. Please see the Training section via the link below for single class rates or to sign up for company wide monthly/annual subscription options.

<https://www.agvantage.com/Services.html>

**Classes are subject to time and date changes. Anyone already registered for a class will be notified on a time or date change.



Update on New Software Releases

By Tim Underwood, VP Development - timu@agvantage.com

AgVantage strives to meet your agribusiness needs by updating our software platforms on a regular basis. The following is a list of the various AgVantage software platforms and the many new software releases.

POCKT

Agronomy - customer access to Spray Application report (468305)

Agronomy workorders added (503871)

Switch account feature now in more selection (549687)

Generate Statement PDFs (553335)

Customer Relationship Management – CRM

Allow departments to be deleted (558547)

Edge Agronomy

Populate State/County on work order from Farm/Field Selection (512764)

Edge AP

Void a merged AP Invoice (435179) - *V8.1 Only*

Option to delete unmerged miscellaneous check (543508)

Invoice edit/delete add drop down menu to select (549940)

Bank reconciliation - add total amount reconciled (554439)

Edge AR

Item Portal to use multi-use fields to filter data (474141)

Add search function by phone number in AR Customer Portal (538230)

Balances and invoices highlight COD info (556118)

Add PID field to hazard item type tab (559210)

Add PPE drop downs in hazardous tab in item portal (559314)

Display CDMS tab/Info when item is assigned to PID (559712)

Package size is now in the item and the hazardous tab of item portal (561625)

Edge Dispatch Map

Ability to detect record locks - helps resolve save issues (546757)

Edge Energy

Add to enhance report-tank type, gallons by date & monitored tanks (501657)

Date format change to yyyyymmdd (552682)

(continued on page 7)

Edge Feed

Edge feed blends - can now create an order for a previous day (513783)

Edge Grain

Cust Portal-purchase control list - Add delivery end date & filters (463985)

EOM Current BOT Prices - access captured files (554091)

Edge Inventory

Add item UOM to PO entry screen (499889)
Inventory location and section where item is stored (511834)

Edge Payroll

Federal tax table fields update for 2020 & later W4 (553390)

State W/H tables for 2020 or later W4 (553409)

Grain

Open loads report - price shows four decimals - needs five (560195)

Grain portrait settlement - expand unit price to five decimals (560296)

Inventory

Recalculate inventory summary to detail differences - current month (530919)

PCEnergy

Use Windows PDF printer when generating end of day reports (558698)

Display the deliver to or bill to names on the tabs for tanks, contracts (560993)

PCScale

Request to not show voided tickets on loads by lot report (534870)

Payroll

Employee master maintenance - additional fields for new W4 & WA Cares (550548)