



**AgVantage Software, Inc. Executive Conference**  
**Theme: Leadership In An Evolving World**  
**March 10-12, 2013 Sheraton Maui Resort & Spa**  
**Lahaina, Hawaii**

# AgVantage Software, Inc.

## Sunday, March 10 - Welcome Reception

### Benefits of Attending

- Networking and information exchange with other Agri Business leaders
- Strategic planning for your future
- Technology and e-business updates
- Maximize your system & enhance the value of your investment
- New software and hardware features
- AgVantage Agribusiness Partners' offerings

### Who Should Attend

- General Managers, Chief Executive Officers, Chief Financial Officers, Controllers & Office Managers
- Information Systems Managers
- Agri Business Partners

### Sunday, March 10

#### Pre-Conference Event - Whale Watching and Lunch in Lahaina

During the winter months, the Auau channel between Maui, Lanai and Molokai is one of the best places in the world to whale watch. Come join us as we leave the hotel by

motor coach for the short trip to Lahaina. We will then board



our own Pacific Whale Foundation chartered boat. Informative and fun, our charter will be led by a team of Pacific Whale Foundation's certified Marine Naturalists, who will explain and interpret the social behavior of humpback whales. Listen to whale songs through underwater hydrophones, and watch mothers and calves. March is peak season, so bring your camera! Following our trip, we will have lunch on the waterfront, plus have time for a little site seeing and shopping. Sign up on the registration form.

7:50 a.m. Meet in hotel lobby

8:00 Load motor coaches

8:10 Buses Depart for Lahaina

8:30 Harbor check-in

9:00 2 hr. boat charter departs

11:00 Site seeing/shopping & walk to restaurant

12:00 Lunch: Lahaina Prime Rib & Fish Co.

1:45 \*Bus loads at Papalaua & Front Street

2:00 Arrive back at Sheraton

\*If you prefer to stay longer in Lahaina, there are return hotel shuttles every hour.

### Pre-Conference AgVantage Meeting Sunday, March 10, 2:30-5:30 p.m. (Optional)



#### Makena Meeting Room

Available for small pre-arranged meetings or demos with members of the AgVantage Management Team. Please contact Lori Campbell at [loric@agvantage](mailto:loric@agvantage) by 2/26/13 to set up your meeting in advance. In the e-mail, please specify the topic you would like to discuss, and who you would like to meet with. There is an alternate opportunity to set up a meeting on Tuesday, March 12th, from 3-6 p.m. in the Kula meeting room.

### Sunday Evening, March 10 6:00 - 8:00 p.m.

#### Welcome Reception & Early Registration

Complimentary beverages & appetizers. Location is outdoors—Anuenu Lawn. This reception is a wonderful opportunity to network with other Agribusiness leaders. Spouses/guests are welcome too.

(inclement weather: Kapalua & Napili)

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### Monday, March 11 7:30-8:15 a.m.

Continental Plus Breakfast & Registration, Platinum Sponsor Exhibits—Kapalua & Napili Meeting rooms, ground level



8:15-8:20 a.m.  
**Intro & Welcome**  
Lori Campbell  
Conference Manager

### Monday 8:20-9:20 a.m.



**Leadership In An Evolving World**  
Michelle Blomberg  
President/CEO  
AgVantage Software, Inc.

Prerequisite: None Level: Intern./Adv. "Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall." - Stephen R. Covey

A good leader is a powerful asset in business. A true leader is able to inspire people to do their work. Leadership is not an attribute anyone is born with. It is developed throughout life. Leadership is a constant active effort in order to improve skills and the ability to help others.

In today's rapidly evolving world, a true leader needs to show emotional intelligence. These include qualities like motivation, passion, honesty, caring, and true compassion for the needs of the people they lead. Leaders cannot be fearful of failure. When leaders make a mistake, they take responsibility, learn from the experience, and take their game up a notch the next time.

Michelle will challenge everyone to stand in the shoes of the people they lead, as well as determine the purest qualities each person desires to show. As the world changes, leadership must also change.

# "Leadership In An Evolving World" 2013 Executive Conference Agenda

**Monday 9:25 - 9:45 a.m.**

## Agri Business Partner Platinum Sponsor Introductions:

Michelle Blomberg will introduce two of our partners and their services and/or products.

Mary Tangen  
Senior Project  
Manager  
DTN



Gregg Messer  
National Print  
Manager



**BREAK 9:45-10:00**

**Monday 10:00 - 10:45 a.m.**



## Profile of a Successful Hardware Retail Store

Allen Sanow  
General Manager

Ag-Supply, Wenatchee, WA  
Prerequisite: None Level: Interm./Adv.

- People – Our most important asset
- Training – Who, How, When, Why
- Safety – Employees and Customers
- Community – Ways we are involved

Ag Supply Company was started in 1933 as a Petroleum distribution company. They are in their 80<sup>th</sup> year in business. Today they focus on their Energy Business which includes Petroleum and Propane and their Retail business, which includes five Ace Hardware stores and one Farm store with a small engine equipment sales and service shop.

Allen Sanow was born and raised in Western Minnesota. He has worked 30+ years in the cooperative system. He has served as General Manager at local cooperatives in Wisconsin and Washington. He enjoys working with people to solve problems and

to help them achieve their goals and dreams. Allen and his wife Myia have four married children and five grandchildren. All are living in the Madison, Wisconsin area. They enjoy visiting their children and grandchildren, Skyping with them whenever they can, living in the Wenatchee Valley, where they enjoy fresh fruit and 300 days of sunshine per year. They both enjoy the beauty of the Pacific Northwest.

**Monday 10:50 - 11:05 a.m.**



## AgVantage Version 8 – New Release for 2013

Theresa Willems  
Vice President  
Customer Services



Bonnie Fohrman  
Vice President  
Programming

Prerequisite: None  
Level: Advanced

- Update on Version 8 installs to date
- What's new and what's yet to come for Version 8
- Review of the CDD process - how customer ideas become a reality

**Monday 11:10 - 11:40 a.m.**

## Call Management System—Our Next Generation Customer Relationship Management (CRM)

Theresa Willems, V.P., Customer Services  
Prerequisite: None Level: Basic

- What drove AgVantage to develop its own Call Management System (CMS) Solution?
- How our initial idea of a new CMS has evolved into a CRM
- Demonstration of the product to date
- Discussion of future enhancements to this product

**LUNCH 11:40-12:40**

Courtyard, (inclement weather: Wailuku)

**Monday 12:40 - 1:10 p.m.**



## AgVantagePC Invoicing, Signature Pad & Credit Cards

Chuck Bohanon  
Senior Sales & Service  
Analyst



Lisa Sick  
Vice President  
Project Management

Prerequisite: None  
Level: Intermediate

- Credit cards and PCI Compliance
- Signatures and Invoices
- Hot keys
- Agronomy and feed work orders
- Special pricing and discounts

**Monday 1:15 - 1:35 p.m.**

## Agri Business Partner Platinum Sponsor Introductions:

Michelle Blomberg will introduce two of our partners and their services and/or products.

Beth Winters-Johnson  
Director of Sales  
Commodity Update



Peder Malchow  
General Manager  
All Covered  
(formerly LBC Technology)



# AgVantage Software, Inc.

## Monday, March 11

**Monday 1:40 - 2:30 p.m.**



### **Business Strategies Current & Future**

George Secor  
CEO  
Sunrise Cooperative  
Fremont, OH

Prerequisite: None  
Level: Intermediate/Advanced

- Processes and efficiencies
- Portal used for specific groups to view management reports over the internet
- Cross-training for employees at multiple locations
- Employee management.

Sunrise Cooperative is a farmer owned cooperative with over 3,100 members, specializing in grain, agronomy, feed and energy. The cooperative has 180 full-time employees and operates 13 locations with sales of \$600 million. George has been with the cooperative since 1996.

**BREAK 2:30-2:45**

### **Continuing Professional Education (C.P.E.)**

CPE programs require a designation of Course Level (ie. Basic, Intermediate, Advanced, Update, or Overview) All sessions have been designated accordingly. Persons who attend on Monday and Tuesday qualify for 11 hours of CPE. AgVantage Software, Inc. provides CPE certificates for the following states: Arkansas, California, Colorado, Indiana, Iowa, Michigan, North Dakota, Ohio, Washington, and Wisconsin. CPE credits may also be granted from Minnesota when CPE credit forms are filed and approved. (Contact Lori Campbell for additional information on other states and MN CPE hours.)

**Monday 2:45 - 3:00 p.m.**



### **Is Your Business a Bank Too? AgVantage Invest- ments Program**

Paul Hawes, CFO

Prerequisite: None  
Level: Intermediate

- Program features the ability to maintain, track, and report on customers' investments in your company
- Interest calculation on customer dollars
- Annual and demand on deposits and withdrawals
- Who uses this program?
- Why would you switch to AgVantage Investments?
- What's involved in having a company investment offering?

**Monday 3:05 - 3:50 p.m.**

### **Attendee Generated Session – New Topics**

Michelle Blomberg & Management Team

This is an open session for group discussion on any topic that the attendee group decides upon.

Discussions could be about future planning, technology, new software releases, or anything else Agribusiness industry related.

Priority will be given to topics emailed to Michelle Blomberg by March 1st.  
michelleb@agvantage.com



### **Ka'anapali Sunset Luau At Black Rock 5:15—8:45 p.m.**

Experience the paradise of your dreams on magnificent Ka'anapali Beach at the foot of the famous cliff diving point at Black Rock. Start the evening by standing witness to the amazing feat of cliff diving and bid farewell to the day with a breathtaking sunset. Come prepared for an evening of interactive luau activities, and all-you-can-eat buffet, and the very best in Hawaiian and Polynesian song and dance. Join the cast on a spectacular voyage through the South Pacific. An exciting and colorful presentation of the Polynesians from Hawaii, Tahiti, Rarotonga, New Zealand and Samoa, set to pulsating and syncopated drum beats. From the celebrative festival dances of Tahiti, the exotic hypnotizing dances of the Tuamotus, the legendary love story of the enchanted winds of Maui, the breathtaking fire knife dance of Samoa. For those in love, dance with a loved one during the Hawaiian Wedding song.

#### **The Luau Feast**

*Grilled Teriyaki Steak  
Sauteed Mahi Mahi with Macadamia  
Nuts & Capers  
Lomi Lomi Salmon  
Kula Greens with Cucumber/Tomato Salad  
Pasta Salad  
Sliced Papaya & Pineapple  
Kalua Pork  
Steamed Sweet Potatoes  
Poi  
Potato Macaroni Salad  
Fried Rice  
Rolls, Butter, Desserts, Coffee & Tea  
Beer, House Wine & Tropical Drinks  
Included*

*At 5:15, please use side entrance for our special group seating on the Ocean Lawn. To sign up for this event, please use the conference registration form.*

# “Leadership In An Evolving World” Tuesday, March 12

**Tuesday, March 12  
7:45-8:45 a.m.**

Breakfast Buffet served in the Courtyard  
(inclement weather: Wailuku)

**Tuesday 8:45 - 9:30 a.m.**



## **eBusiness Mobility**

Michelle Blomberg  
President

Prerequisite: None  
Level: Intermediate/Adv.

AgVantage Software has many opportunities to take the system mobile. Michelle will show eAgVantage, the ability for your customers and employees to access information via the web. Besides access to monthly statements, invoices, grain contracts and settlements, patronage, corporate information, financial statements, farm and field information, let's see what's next for web access to information.

From there, the sky is the limit. The number of devices you can use to access this information is unlimited, such as the iPad, iPhone, Droid, other tablets and smart phones. With taking the system mobile comes many challenges, such as training, security, email, document sharing. Let's determine the next dimension of ag-focused systems together.

What other mobility is available today with AgVantage? And, where will we go next? There are many opportunities to take the system with you wherever you go. Come hear what others are doing and share your ideas and needs for your future.

**Tuesday 9:35 - 10:20 a.m.**



## **Building Your Brand and Engaging Your Customers**

Jeff J. Nielsen  
General Manager/CEO  
United Farmers Coop  
Winthrop, MN

Prerequisite: None  
Level: Intermediate/Advanced

- Build & protect your brand - your reputation is at risk
- Image - the key to attracting talent
- Reputational risk - the key to attracting good business partners or not
- Why customers buy what they do  
Think John Deere green or Harley black and chrome
- Successful "brands" build alignment with customers - everyone likes a winner
- Tell your own story - you know it best
- Success leads to customer confidence and new capital - preferred equity can be sold.

Perpetual business models like a co-op are a never ending marathon, there is no end, only continuous and ever lasting involvement. Instead of a sprint or a marathon, it is more like a never ending relay race where the goal is to make seamless hand-offs to the next level or the next generation.

UFC is a farmer owned, diversified co-op serving Central Minnesota. UFC revenues, including strategic partnerships, are approaching 300 million dollars. The company employs 200+ people across its diverse group of businesses.

Jeff has served as the General Manager/CEO since 1999 and has been in the co-op system for over 25 years. Throughout his career, Jeff has taken an aggressive and creative approach to business. This has resulted in new ventures such as self insurance for all of their insurance needs, creative marketing programs, and most recently alternative funding options for

their continued growth. These alternative funding options were recently used to help fund their newest partnership, United Grain System, LLC.

**BREAK 10:20-10:35**

**Tuesday 10:35 - 11:05 a.m.**



## **AgVantagePC Grain Scale & AgVantagePC Express**

Chuck Bohanon,  
Senior Sales & Analyst



Lisa Sick,  
V.P. Project Management

Prerequisite: None  
Level: Intermediate

- RFID Customer Identification
- Displays showing customer, discounts to drivers
- Auto application of tickets
- Immediate DPR updates
- Tickets available at the scale
- Splits between customers and contracts



AgVantagePC  
Grain Scale



# Tuesday, March 12

## Tuesday 11:10 - 12:00 p.m.

### Best Practices Panel

As we put this panel together, we decided to look at what was going really well for our customers as well as our staff members. All three of these panelists are very interesting for different reason. They each have about 12-15 minutes to talk about their topic. There will be a short time for Q & A and we hope there will be follow-up discussions at lunch!

Prerequisite: None Level: Interm./Adv.



### Information Technology Practices

Jamie Pratt, IT Manager  
Blanchard Valley Farmers Cooperative, Findlay, OH

Jamie has been with BVFC for four years and takes care of all the internal and external IT work. He manages 95+ computers, 74 mobile devices, 24 ptp radios, 30+ agronomy devices, and the entire network at BVFC. BVFC uses almost all of AgVantage's resources including AgVantagePC Grain, AgVantagePC Invoicing, AgVantagePC ETA, AgVantagePC Energy, and AgVantagePC Agronomy.

Formed in 1989, BVFC consists of Grain, Agronomy, Petroleum, transportation, and Lawn and Pet divisions operating in NW Ohio. BVFC has eight grain locations, four agronomy locations, two petroleum locations, and a Lawn and Pet supply retail store.

In 2011, BVFC handled 26,798,479 bushels of grain (corn, soybeans, and wheat). The Fostoria location handled 13.8 million of those bushels. Grain is either transported out of the facilities by Truck or by rail. The Transportation Division has nine full time truck drivers and also a small crew of seasonal employees. BVFC employs 132 full time employees on a regular basis, and has between 20-30 part time seasonal employees.



### The Cooperative Decision Tree: How our cooperative moves from a conceptual idea to a final decision.

Roger Hugenberg  
Assistant General Manager  
Ursa Farmers Coop, Ursa, IL

Organized in 1920, Ursa Farmers Cooperative is a grain marketing and farm supply cooperative operating in west central Illinois and northeast Missouri. UFC has six locations, 2,400+ members and employs more than 60 full and part-time employees. It has two river locations for barge loading and has co-management responsibilities of the Canton Ferry Boat, which crosses the Mississippi River. It is estimated that the cooperative handled more than 24 million bushels of grain this past year. A majority of the grain originated by UFC is sold for export, and shipped out of the Gulf of Mexico.

The cooperative has recently expanded into NE Missouri. Their Canton, MO Elevator Project now provides a safer method for NE Missouri farmers to market their grain with UFC, as there is no longer a need to place large semi trucks on a ferry. The Canton levee is also more secure than other levees in that area.

Roger Hugenberg was born and raised on the family farm outside of Quincy, IL. He has a B.S. in Marketing from Quincy College in Quincy, IL. He and his wife Kim have two daughters, Laken (11) and Taylor (19). He spent nine years with Ursa Farmers Cooperative in the role of Farmer Marketing Advisor and was recruited by FCS Financial (Farm Credit) in the role of Vice President – Branch Manager. He spent the past ten years with FCS Financial with the last three years as Vice President Ag & Business specializing in complex lending relationships with large commercial type farmers and agribusinesses. Hugenberg rejoined Ursa in March of 2012 assuming the role of Assistant General Manager and Missouri Facilities Manager. Roger is still actively farm-

ing on the family farm, his in-laws farm, and his own farm real estate. His hobbies include fishing and attending his children's activities.



### Team Building

Theresa Willems  
V.P. Customer Services

Topics will include: Getting the most from your team day in and day out, emphasizing employee strengths while minimizing their weaknesses, and empowering your employees to make solid decisions.

Theresa Willems has been with AgVantage Software since 2004. She had been in the Agribusiness cooperative industry since 1987, and was in the process of looking for a new challenge. She initially started as a Customer Services team member, troubleshooting support calls.

Willems has been the Customer Services Manager at AgVantage since 2008, and is also a Vice President on the Executive Board. She currently manages 19 of the 37 employees on staff. Our AgVantage June National Conference is her favorite week of the entire year! Theresa's hobbies include her love of entertaining friends and family, along with her husband Mark, at their home in Cologne, Minnesota.

### Lunch 12:00-1:00 p.m.

Courtyard (inclement weather: Wailuku)

## Tuesday 1:00 - 1:30 p.m.

### AgVantagePC Energy With Mapping

Theresa Willems, V.P., Customer Services  
Prerequisite: None  
Level: Intermediate

- Energy delivery demonstration
- Dispatching deliveries to your drivers
- Mapping to create efficiencies within your routes

# “Leadership In An Evolving World” Registration & Tourist Information

## Tuesday 1:35 - 2:05 p.m.



**AgVantagePC  
Agronomy &  
AgVantagePC  
Container Tracking**  
Chuck Bohanon, Senior  
Sales & Analyst

Prerequisite: None Level: Intermediate

- Fertilizer blend methods
- Account selection, farms, fields, splits
- Dispatch and automated blenders
- Grower documents and field maps
- Adding, tracking, managing containers and their activity
- Seed manufacturer interfaces

## Tuesday 2:10 - 2:30 p.m.

### AgVantagePC ETA (Employee Time & Attendance)

Theresa Willems

V.P. Customer Services

- Demonstration of AgVantagePC ETA, including Kiosk, Client and Manager Functionality
- Managing your employees' vacation and sick time via ETA
- Timecard and Payroll Reports
- Exporting data right into AgVantage Payroll

## Tuesday 2:30 - 2:40 p.m.

### Conference Closing Comments –

Michelle Blomberg

Conference adjourns at 2:40 p.m.

### Tuesday, March 12

### 3:00-6:00 Kula Meeting Room

This room will be available for small pre-arranged meetings or demos with members of the AgVantage Management Team. Please contact Lori Campbell by 2/26/13 to set these up in advance.

## Registration Information

A registration form has been enclosed with this conference brochure. Please complete a form for each person who will be attending. Upon receipt, we will send you an e-mail confirmation. Register by January 18th, 2013 to receive a \$100 discount off of the \$695 registration fee. The “Early bird” fee is \$595.

## Conference Notes

All sessions are open to AgVantage customers, prospective customers, and Agri Business Partners. If you have questions regarding any sessions, please contact Lori Campbell by phone (877-282-6353, ext. 117) or email: [loric@agvantage.com](mailto:loric@agvantage.com)

## Are spouses/guests welcome?

Definitely! Many attendees bring their spouses to the Executive Conference. You may register them for the Whale Watching Tour, the Monday night Luau, and also for lunches and the Tuesday breakfast by paying the fee for those and signing them up on the registration form.

There is no charge to have your spouse attend the Welcome Reception on Sunday evening. Depending upon interest, we may set up a networking table for spouses at the Sunday evening welcome reception,

so that those with similar interests can meet up the next day for tours, walks, or shopping while you are in meetings.

## Attire

The weather on Maui is pleasant year round with March temperatures in the 66-79 degree range. The locals recommend using [hawaiiweatherto-day.com](http://hawaiiweatherto-day.com) (then make your island selection) for a more accurate island regional report, since different parts of the same island can have completely different weather.

Conference attire is business casual. If you are going whale watching, you may want a light jacket. The island has a relaxed dress code. If you are venturing out in the early morning to drive up and see the sunrise at Haleakala National Park Crater, be certain to bring layers of clothes as it can be quite cold up there. The elevation is 10,000+ feet from sea level.

**Early Bird Discount!**  
Save \$100 by registering by  
January 18, 2013!





# Hotel Reservations

## Sheraton Maui Resort & Spa

2605 Ka'anapali Parkway  
Lahaina, Maui, Hawaii 96761

At the foot of the legendary Black Rock, Sheraton Maui Resort & Spa overlooks the pristine Ka'anapali Beach and the blue Pacific. Surrounded by 23 acres of lush gardens and lava rock waterways, it welcomes conference attendees to an enchanting world of comforts and luxuries.

- All guest rooms have furnished balconies
- 142-yard oceanfront swimming lagoon with lava-rock waterways, heated outdoor spa, and private poolside gazebos
- Two restaurants, two poolside beachfront bars, & indoor lounge
- Legendary torch lighting and cliff diving ceremony nightly at sunset
- Activities: premier snorkeling at Black Rock, two 18-hole championship golf courses within walking distance, three night-lit tennis courts, and fitness center.
- Full service spa on-site
- Shuttle service to Lahaina

**Hotel Reservations:  
1-808-921-4645**

Hours for phone reservations are Mon-Fri. from 7 a.m. to 6 p.m. and Sat. & Sun. from 8 a.m. to 4 p.m., Hawaii Standard Time. Tell them you are with the AgVantage Executive Conference for a special group rate starting at \$223 for a Mountain View room, or \$257 for a Run of Ocean room. Our group cut-off date is February 5th. The group rate is also available three days pre and post, with availability. You could feasibly book a reservation from 3/5 thru 3/16, especially if you book early. There is a daily resort fee of \$10 for our attendees (\$30 reg.) that covers internet, parking, the shuttle to

Lahaina, local phone calls, and daily seasonal activities. Reservations may also be made by clicking on the Sheraton logo on our home page.



## Airline Travel— Discount Programs to Maui

A group discount fare with **Delta Airlines** for a 2-5% discount off of applicable airfares has been set up for our conference attendees. The code is set up for travel from any U.S. City to Maui between March 1-22, 2013. When you book on-line at [delta.com](http://delta.com), the **Meeting Event Code** is **NMELE**, and can be entered by clicking on Meeting Event Code (lower right corner) on the first screen where you key in your travel dates. You may also call Delta group reservations at 800-328-1111, however there is a \$25 fee to book via phone.

We have also set up a group discount code with **United Airlines** for a 2-10% discount, depending upon the flight, via [united.com](http://united.com), from March 1-22. Our group code, may be keyed in by clicking on the "Advanced Search" option at the bottom of the screen where you key in your search info. Another screen will display that shows an **Offer Code Box**, key in **ZNET740543**

## Transportation from the Airport to The Sheraton Maui Resort & Spa

You will likely want to rent a car at the Kahului (OGG) Airport. If you prefer otherwise, you can use Speedi Shuttle (\$101 round trip) [www.speedishuttle.com](http://www.speedishuttle.com) by booking in advance.

There is an Enterprise Car Rental at the Sheraton. However, most rental companies have rental offices about three minutes from the Sheraton and they offer pick up/drop off service to the hotel. The hotel concierge will help you with this if you would like, but it might be less expensive to book ahead of time since March will be peak season.

We have also set up a discount program through Avis car rental if you would like to check their prices. Discounts are 5-40% depending upon the type of car rented. The Avis Worldwide Discount (AWD) Number is D019127. Call them at 1-800-331-1600 to receive the best car rental rates or use the link on our Executive Conference web page.

## Websites of Interest:

GoHawaii.com  
[delta.com](http://delta.com)  
[united.com](http://united.com)  
[agvantage.com/conferences/executive.html](http://agvantage.com/conferences/executive.html)  
[kayak.com](http://kayak.com)  
[hawaiiweathertoday.com](http://hawaiiweathertoday.com)  
[nps.gov/hale/index.htm](http://nps.gov/hale/index.htm)

## Hawaii Tourism Authority

### Photo Credits:

Pages 1, 2, 4 & 5 and page 8, flower & hula girl  
Photographer: Tor Johnson  
Page 7 — Photographer Kirk Lee Aeder

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Software

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