



Business Strategies for a New Era

**AgVantage Software, Inc.
2011 Executive Conference**

**Innovative Strategies
"Lean and Mean"
Green Technology
eCommerce
Corporate Culture
Mergers
Future Development**

February 13-15, 2011 • Argonaut Hotel • San Francisco, CA

Sunday, February 13 - Welcome Reception

Benefits of Attending

- Networking and information exchange with other Agri Business leaders
- Make strategic plans for the future
- Technology and internet business update
- Learn how to maximize your system and enhance the value of your investment
- New software and hardware features
- See what our AgVantage Agri Business Partners have to offer

Who Should Attend

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

Saturday, February 12

Presidio Golf Tournament



Pre-conference event: presidiogolf.com
 Register for golf on conference registration form.
 10:00 a.m. Meet in hotel lobby - Depart for Presidio Golf Course / Box Lunch
 11:00 a.m. Tee off
 4:00 p.m. Arrive back at the Argonaut Hotel

Sunday, February 13

San Francisco City Highlights Tour & Lunch



Pre-Conference Event: Meet in hotel lobby between 10:30-10:40 a.m. to pick up a name badge. Depart at 10:50 a.m. for a 10 minute walk to Boudin's Restaurant for a three course lunch. After lunch, we will depart for our own private guided tour of the city. Postcard and panoramic views of all of the city's most famous spots: Nob Hill, Union Square, Lombard St., Victorian Houses, Chinatown, the Golden Gate Bridge, North Beach, Japanese Tea Garden, and more!

Our motor coach will make frequent photo stops, including a one hour "shopping stop" at Chinatown. We will arrive back at our hotel at 4:00 p.m. (Free wine in the Argonaut Lobby from 5:00-6:00 p.m. each day.)

Sunday, February 13

6:00 - 8:00 p.m.

WELCOME RECEPTION & EARLY REGISTRATION

Maritime Room and Outdoor Courtyard

Complimentary beverages & lots of appetizers (From the lobby, walk through the restaurant and turn right as you enter the courtyard.)

This reception is a great opportunity to network with Agri Business leaders from all over the country. You may pick up your registration materials for the conference. Spouses/guests are welcome to join us!

Monday, February 14

7:30-8:15 a.m.

Continental Plus Breakfast & Registration
Platinum Sponsor Exhibits - Ballroom/Foyer
 (1st Floor - at the hotel front desk, take the hallway to the left.) Please feel free to enjoy your breakfast during the AgVantage presentations.



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

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



Refreshing Your Company's Culture for a New Era
 Michelle Blomberg
 President/CEO
 AgVantage Software, Inc.

Prerequisite: None Level: Intermediate
 Company **culture** is important because it can make or break your company. Companies with an adaptive culture that is aligned to their business goals routinely outperform their competitors. To achieve results like this for your organization, you have to figure out what your culture is, decide what it should be, and move everyone toward the desired culture.

Your customer wants to feel a relationship with your company. They want to make a connection and feel important. Do your employees demonstrate sincere helpfulness with integrity? Excellent service is a personal interaction that builds relationships, encourages repeat business, and gets the customer telling others about your company.

Come hear Michelle speak on refreshing and realigning company culture for a new era of technology and what role **relationships** play to make that happen.

Monday 9:25-9:55 a.m.

Agri Business Partner Platinum Sponsor Introductions:

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

Matt Walsh
 Business Development
 DTN



Gregg Messer
 National Print Manager
 Mail Communications Group



Greg Duhachek
 Sales Manager
 AgWorks



BREAK 9:55-10:10 a.m. Platinum Sponsor Exhibits

Monday 10:10-11:00 a.m.



The Strategic, Operational, Cultural, & Technological Aspects of a Large Cooperative Merger

Jeff Partee
 Information Technology Director
 Trupointe, Wapakoneta, OH

- Prerequisite: None Level: Intermed./Advanced
- Why merge two successful large cooperatives?
 - How do you sell the idea to the producer owners and the employees? Does corporate culture matter in a business merger?
 - What role does information technology play in the future success of a large cooperative?
 - How does the strategic use of technology in Agri-Business compare to other industries?
 - What lessons did Trupointe learn from the major conversion of the two Agri-business systems?

Trupointe Cooperative is a newly formed cooperative created from the merger of two equal-sized Ohio based cooperatives: Advanced Agri Systems Solutions and Southwest Landmark. The resulting company, which began business on September 1, 2010 consists of over 500 employees and \$500 million in sales. Trupointe is a diversified cooperative that handles grain, agronomy, seed, turf, and energy. It serves over 5,000 producer members and 65,000 customers. Trupointe operates

2011 Executive Conference Schedule

out of 45 year round and 6 seasonal locations spanning western Ohio and portions of Northeastern Indiana. Jeff Partee was brought into Trupointe this past Spring as a member of the Trupointe Senior Management Team. He manages the Strategic and Operational activities of the Information Systems Department. To support the business operations, Trupointe has invested a million dollars in information technology.

Partee has been involved in information technology for 37 years. He holds an Associates degree in Computer Programming, and a Bachelor of Arts degree in Business Administration. He has experience in all areas of information technology serving multiple companies in manufacturing and healthcare. Prior to coming to Trupointe, Jeff served for 19 years as the Chief Information Officer for Wilson Memorial Hospital in Sidney, Ohio. During his tenure at Wilson, Jeff managed the transition of information technology from a "back office tool to a highly functional point of service strategic tool."

Monday 11:05-12:05 p.m.

Panel Discussion - "Lean and Mean" - Strategies for Efficiency

Each manager will speak for ten minutes about their businesses and the decisions they have made to make them as "lean" and as efficient as possible. The last half hour will be for questions, answers, and open discussion.

Prerequisite: None Level: Intermed./Advanced



Keith DeVoe
General Manager/CEO
Roggen Farmers Elevator
Roggen, CO

Keith DeVoe has held the position of CEO of Roggen Farmers Elevator since 2002. This past fiscal year, the elevator posted sales of \$71 million, primarily from grain. The Roggen location has over 2 million bushels of storage capacity with another 500,000 at their Bennett, CO location.

Last fiscal year the elevator handled close to 6 million bushels of wheat and 5 million bushels of corn. Other grains include Millet, Feed Barley, Milo, and Oats.

Roggen Farmers Elevator also owns 50% of each of the following businesses: *Commerce City Grain* with 7.3 million bushels of storage capacity; a joint venture with *ConAgra Flour Milling* in Denver, *Watkins Grain*, a birdfeed producer, and *High Plains*, a cattle feed/flaker operation. In addition to grain, Roggen offers Agronomy, automotive and feed services/products. Roggen Elevator has been in business since 1955.



Chuck Valek
CFO
Genesis, Le Center, MN

Chuck has been CFO of Genesis since August of 2008. Genesis was formed by the merger of the former Hwy Ag Services and Belle Plaine Cooperative on August 1, 2008. Genesis is a farm supply cooperative with locations in LeCenter, LeSueur, Morristown, and Belle Plaine, Minnesota. The cooperative handles Agronomy, Seed, Feed, Bulk Fuels & Propane. Their consumer retail division includes a tire center, pet food & lawn & garden center and two C-Stores. Chuck's 30 plus year career includes managing coops in LeSueur, Starbuck & Belle Plaine Minnesota and also serving as CFO of a grain cooperative in Renville, Minnesota.



Chandra Schumacher
CFO
AgVentures NW, LLC
Odessa, WA

Chandra Schumacher has been the CFO of Odessa Union Warehouse Cooperative for six years and AgVentures NW, LLC for three years. AgVentures NW LLC was formed to manage Odessa Union and Reardan Grain Growers Inc. Chandra grew up on a five generation family farm and upon graduating from Eastern Washington University moved to Seattle, WA. She lived in Seattle for six years where she worked as an Auditor and then Controller of a Construction Company.

LUNCH 12:05 - 1:05 p.m. - Maritime Room/Outdoor Courtyard (weather permitting)

Monday 1:05-1:15 p.m.



IT Visor and AgVisor - Intro

Lisa Sick
Vice President
Systems Management
AgVantage Software, Inc.



Theresa Willems
Customer Services Manager
AgVantage Software, Inc.

Prerequisite: None
Level: Intermed./Advanced

- Overview of Program Benefits
- A follow-up breakout session will be held on Tuesday morning, 8:45 a.m., for those persons wanting specific details on these services.

Monday 1:20-1:50 p.m.

Agri Business Partner Platinum Sponsor Introductions-

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

John Mishler
John Deere I.S.G.



Beth Winters
Director of Sales
Commodity Update



Scott Mueller
Sr. Vice President
CDMS



Monday 1:55-2:40 p.m.



"Going Green" - Using Technology To Save Costs and Our Planet

Chuck Bohanon
Sr. Sales & Service Analyst

AgVantage Software, Inc.

Prerequisite: None Level: Intermediate/Advanced

- Electronic Document Storage
 - Capture, scan & index documents
 - Retrieve documents on demand
- AgVantage eSpooling
 - Delete, print or save iseries spooled output via the web
 - Output existing spooled files to PDF, CSV or email.
 - Manage PDF's created by eAgVantage
- Emailing of Documents
 - Purchase Contracts, Employee pay stubs, Invoices and Statements
- Audit Tracking
 - See who changed those prices or customer's credit limit
- Dashboarding

(Breakout) Staff Q & A

If you have specific questions for our managers that are not covered on the regular agenda, this is your chance to spend extra personal time with Paul Hawes, Jerome Sprecher, Theresa Willems, Lisa Sick, and Bonnie Fohrman.

BREAK 2:40 - 2:55 p.m. Platinum Sponsor Exhibits

Monday 2:55-3:25 p.m.



No Excuses, Five Ways To Pay Your Bill

Tammy Myers
Corporate Office Manager
Sunrise Cooperative
Fremont, OH

Prerequisite: None Level: Intermediate/Advanced

- Pay at any Sunrise Cooperative Location
- U.S. Postal Service
- Credit Card Payment
- Accounts Receivable/Budget ACH Payment
- Pay My Account using "Sunrise Website" Via Federal Reserve & Sage Virtual Terminal which is a clearing house.

Sunrise is a farmer owned cooperative with 2,822 members, specializing in grain, agronomy, feed and energy. The Cooperative has 180 full-time employees and operates 13 locations with sales of \$415 million. Tammy Myers has been in the cooperative system for 17 years. Her husband Mike also works at Sunrise and they have three children and one grandchild.

Monday 3:30-4:00 p.m.

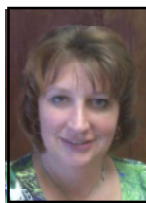


Managing a "Success-Filled" Team

Theresa Willems
Customer Services Manager
AgVantage Software, Inc.

Prerequisite: None Level: Intermediate/Advanced

- Recognizing every employee as an Individual
- Creating that true sense of Team
- Communication with and among the Team
- Micro Managing vs. Mega Managing



(Breakout) Grain Sales & DTN Portal™

Karen Voss, Controller
Ursa Farmers Cooperative
Ursa, IL

Prerequisite: None Level: Intermediate/Advanced

- Ease of use for customers
- Ease of monitoring orders
- Ease of writing contracts in AgVantage

Ursa Farmers Cooperative will show how the DTN Portal has provided: an opportunity for farmers to enter orders on their own time schedule, how the office has moved from a manual tracking system to the automated DTN Portal, eliminating double entry of orders and contracts, and how the AgVantage system creates a contract when this process is complete.

Ursa Farmers Coop is located in West Central Illinois and is involved in grain, feed, and seed. There are four inland locations and two river locations. Voss has been the Controller of Ursa Farmers for 10 years. During that time they have experienced the boom in specialty commodities and ethanol, floods, explosions, expansions, and various other events. No day is ever the same.

Monday 4:30-10:00 p.m.

"Sweet Night in Sausalito" Valentine's Day Ferry to Sausalito Three Course Dinner, Million Dollar Views, Live Music by Patrick Maier Duo, Travel back to San Francisco over the Golden Gate Bridge. Meet in Hotel Lobby at 4:30 p.m.



We will travel via motorcoach to the Ferry Building to board the ferry to Sausalito. Spectacular views of the San Francisco skyline will be ours to enjoy as we cruise the San Francisco Bay. We will be sailing past Alcatraz Island with the Golden Gate Bridge in the front of us and the sight of Sausalito on the horizon. Once we arrive in Sausalito, we will stroll through this picturesque village, arriving at the famous Ondine's Restaurant around 6:30. Panoramic views of San Francisco, Angel Island, Alcatraz and the Bay Bridge will be viewed from our bayside tables. The menu will include three courses of elegant dining.

First Course:

Seasonal - To be determined

Main Course:

(You will preorder one of the following on your conference registration form.)

Roasted Salmon

or

Grilled Filet Mignon

Both entrees have seasonal accompaniments

Dessert:

Tiramisu

Coffee and hot tea Included

Two drink tickets per person included.

Music at the restaurant will be provided by the Patrick Meier Duo for our listening and dancing pleasure. After dinner, you are free to enjoy the music and ambiance at Ondine's or go for a stroll. Our motorcoach will depart Ondine's at 9:30 p.m. and we will travel over the Golden Gate Bridge, arriving back at the Argonaut Hotel at 10:00 p.m. You won't want to miss this "sweet" Valentine's evening!

Tuesday, February 15 Conference Schedule

Tuesday 7:45-8:45 a.m.

BREAKFAST BUFFET, Maritime Room

Join us for breakfast as we start our day. Outdoor seating in the courtyard if weather permits.

Tuesday 8:45-9:15 a.m.



eAgVantage Management

Michelle Blomberg
President/CEO
AgVantage Software, Inc.

Prerequisite: None Level: Intermediate

- Let your management team see margins, corporate sales information and department sales, all broken down by locations, via your website.
- Information that is time critical, accurate and easy to view from your website.
- Use the new "GAP" report to allow your sales staff to see where your company is getting the business and where you have gaps, all from your website.
- Financial Statements can be viewed via your website, along with drill down into accounts, professional printing and save to Excel
- Graph your data with eAgVantage using a simple one step process

(Breakout)

IT Visor and AgVisor - Detailed Presentation

Lisa Sick and Theresa Willems will discuss the program for those attendees who are interested in a more in-depth discussion of the programs.

- Follow-up from Monday's introductory presentation
- AgVisor/IT Visor - Personalized Service
- Discussion of different levels of the programs
- "Sametime" access for follow-up and problem solving

The original Ondine's Restaurant, which opened in 1957, was a big celebrity attraction, serving Marilyn Monroe, Paul Newman, Audrey Hepburn and Lana Turner. The Sausalito restaurant continues to provide the utmost service to all of its clients as well as some current day celebrities.

Tuesday 9:20-9:50 a.m.



Commodity DPR

Chuck Bohanon
Sr. Sales & Service Analyst
AgVantage Software, Inc.

Prerequisite: None
Level: Intermed./Advanced

We will use the newest AgVantage eProduct to easily analyze our position on any products in our Inventory.

- Compare sales and purchase contract balances
- Combine like products into a single DPR
- Receive products off purchase contracts
- Bring Commodity DPR into Excel for more analysis
- Many lenders are requiring you to track this information - Let's make it easy and accurate as you share your suggestions.

BREAK 9:50 - 10:05 AM Platinum Sponsor Exhibits

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

Panel Discussion - Creative Alternative Business Strategies

Each manager will speak for ten minutes about their own business experiences prior to questions and open discussion.

Prerequisite: None Level: Intermed./Advanced)



Harold Cooper
CEO/General Manager
Premier Ag
Columbus, IN

Harold Cooper has been CEO of Premier Ag, a \$125 million dollar farm supply and grain cooperative located in southern Indiana since 2000. His agribusiness career began in 1980 as an assistant branch manager. His career path involved working at several different cooperatives and serving on a variety of business organizations and community service groups prior to arriving at his current position. Premier Ag has served their local community for over 80 years, Premier Ag has shown consistent success through resiliency and adaptability to changes and innovations in agricultural and energy markets. Their customer focused success is based on meeting customer needs today, tomorrow and for years to come.



Jeff Nielsen
CEO/General Manager
United Farmers Cooperative
Winthrop, MN

Jeff Nielsen is currently the General Manager/CEO of United Farmers Cooperative, a position he has held since 1999. UFC is a farmer owned, diversified co-op serving Central Minnesota. Born and raised on a large diversified dairy farm in Wisconsin, he learned the value of hard work and diversity at an early age.

Throughout his career Jeff has taken an aggressive and creative approach to business that 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. Jeff is an energetic leader who believes that success in the future will lie in the ability to have vision and be willing to take calculated risks.



Al Scherr
General Manager
Farmers Union Oil
Mohall, ND

Farmers Union Oil celebrated their 76th anniversary this past summer. They are a diversified business, with ownership of a Hardware Hank, convenience store, a pizza and sandwich shop, a motel, and a plumbing and heating store in Mohall. Farmers Union Oil also sells equipment - Seed Master air drills, carts, and grain handling equipment, such as grain bins, augers, aeration equipment, etc.... They also handle agronomy in Mohall and Sherwood. Their Sherwood location has a fertilizer plant, convenience store, and a service station. A third location in Kenmare, ND is a heating and plumbing business.

North Dakota has become an even more interesting place to manage a business since the discovery of additional oil reserves in their area. Besides the impact of oil, there has been tremendous growth in the Agri Business Industry. In 2010, the North Dakota State Sales Tax Department reported that their county had an 80% increase in sales tax collected as compared to the previous year.

Al Scherr has been the general manager of Farmers Union Oil since 1996. Under his leadership, sales have increased from \$7.5 million to \$31 million in 2010 (without Grain).



Tuesday 11:15a.m.-Noon

Partnering with AgVantage for the Future - Customer Driven Development (C.D.D.)

AgVantage Software Management Team:

Michelle Blomberg, President
 Paul Hawes, Chief Financial Officer
 Chuck Bohanon, Senior Sales & Analyst
 Lisa Sick, Vice President, Systems Management
 Theresa Willems, Customer Services Manager
 Bonnie Fohman, Vice President, Programming
 Jerome Sprecher, Programmer/Analyst

Prerequisite: None Level: Intermediate/Advanced
 Join our management team as we discuss our plans for the future. By attending, you help create the future with us by determining priorities and needs.

- V7
- New statement format
- Tiered discounting
- What's in store for the future?

12:00 - 1:00 p.m. Lunch - Maritime Room/Courtyard

(weather permitting)

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



AgVantagePC™ Agronomy

Jerome Sprecher
 Programmer/Analyst
 AgVantage Software, Inc.

Prerequisite: None Level: Intermediate

- Multiple source fertilizer blends
- Inventory blends
- Liquid blends with chemicals
- Hardware Interfaces
- Farm planning
- Current & future development



(Breakout) AgVantagePC™ Energy In The Truck/Mapping

Theresa Willems
 Customer Services Manager
 AgVantage Software, Inc.

Prerequisite: None Level: Intermediate

- Basic operations
- How AgVantagePC Energy handles discounts, contract pricing, and fuel taxes
- Central dispatching and mapping
- Efficiencies gained with using AgVantagePC Energy

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

Mergers & Consolidation Software Strategies

Theresa Willems
 Customer Services Manager
 AgVantage Software, Inc.

Prerequisite: None Level: Intermediate/Advanced

- Involving AgVantage early, and often
- Setting realistic deadlines, and sticking to them
- Compromising for the right reasons
- Managing expectations

(Breakout)

AgVantagePC™ Scale

Jerome Sprecher
 Programmer/Analyst
 AgVantage Software, Inc.



Prerequisite: None Level: Intermediate/Advanced

- Grain tickets - Purchases, Sales, and Transfers
- Grain Apply - Manual, automatic, and Splits
- Weigh-only and Agronomy tickets
- Hardware Interfaces

Tuesday 2:10-2:40 p.m.



eAgVantage for the Producer

Michelle Blomberg
 President/CEO
 AgVantage Software, Inc.

Prerequisite: None Level: Intermediate

- Offer your customers the ability to see their AR statement, drill into invoices, grain information, customer's equity & patronage, end of year information to use for tax purposes, including grain information.
- Now your customers can bring their account information down to their home PC and into their own accounting systems – Quickbooks, Excel, etc.
- Allow your customers **to pay their account via your website**, when it is convenient to them, anytime day or night.
- Allow the system to automatically **email your invoices and statements** to your customers, saving much time and money for your business.

2:40 - 2:45 p.m.

Conference Closing Remarks - Michelle Blomberg



Ocean Beach - Cliff House

Registration & Tourist Information

AgVantagePC™ Touch Screen Invoicing - Display Table in the Ballroom

This is a user friendly invoicing product developed for Agri Business stores with high traffic and fast, excellent customer service. This product runs interactive on the System i, and also has data synchronized so it can run stand alone on a PC should the server connection be lost.

Please feel free to try out this program at the display table set up in the ballroom. Jerome Sprecher, Programmer/Analyst, will be available to answer any questions you may have.

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 December 31, 2010 to receive a \$50 discount off of the \$595 registration fee. The "Early Bird" fee is \$545.

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

Attire

The weather in San Francisco is very unpredictable. It could be warm or cool while we are there. Our best advice is to dress in layers. Please pack a jacket in case of cool weather and an umbrella if rain is predicted during one of our off-site events. February temperatures usually average from 48-60 degrees.

Conference attire is business casual. The Sausalito dinner on Valentine's Day is the dressiest event so feel free to "dress up" if you would like to, otherwise, business casual is fine for that event too.

Are Spouses Welcome?.....Yes!

Many attendees bring their spouses to the Executive Conference. You may register them for golfing, the City Tour on Sunday, and/or the "Sweet Night in Sausalito" on Monday evening (Valentine's Day!)

You can even sign them up to eat lunch with you both days, as well as breakfast on Tuesday. Just fill out the area on the registration form for spouse/guest meals and pay the fee.

There is no charge to have your spouse attend the Welcome Reception on Sunday evening. Depending upon interest, we will set up a networking table/event for

those who would like to explore Fisherman's Wharf together on Monday, or if a group would like to head to Union Square either day for shopping at major department stores: Macy's, Bloomingdale's, Barneys New York, Nordstrom, Saks Fifth Avenue, and Neiman Marcus. Numerous other specialty stores and chain stores are also in the Union Square area. It is a short cable car ride away!

Airport Transportation

A taxi cab from the airport is \$40-\$45, each way, depending upon traffic. An easy and inexpensive option is to take *Go Lorrie's Shuttle Service* to and from the airport using a special conference \$12 (each way) coupon rate. The coupons will be e-mailed to all attendees when registration confirmations are sent. You may then print as many coupons as you want. Collect your luggage at the airport and then proceed to the upper level, middle island, and locate the red boarding zone for Go Lorrie's. You can pay cash for the fare along with the coupon at the airport. (The regular rate without the coupon is \$15.)

For Go Lorrie's, you can call ahead and reserve your trip for both directions, however advance reservations are not required traveling from the airport to the hotel. Reservations are needed 24 hours in advance for pick-up at the hotel when you are flying home. Their phone number is 415-334-9000. (Website: www.gosfovan.com)

If you have a group traveling to and from the airport, Go Lorrie's also has a private van option that can be booked in advance via phone or their website.

As there are many dining and entertainment options within walking distance of the hotel, a rental car is not needed and not necessarily recommended since parking in San Francisco is quite expensive. If you do plan to rent a car, hotel valet parking is \$43 per day.

Continuing Professional Education (C.P.E.)

CPE programs require a designation of Course Level (i.e., Basic, Intermediate, Advanced, Update, or Overview) All sessions have been designated accordingly. Persons who attend both days qualify for 11 hours of CPE. AgVantage Software, Inc. will provide CPE certificates (provided you sign in and out each day at the registration desk in the CPE log book) in 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 MN CPE hours.)



Dungeness Crab at Fisherman's Wharf. The largest one ever caught was ten inches in diameter.

Web Sites of Interest:

www.onlyinsanfrancisco.com
www.nps.gov/alca/planyourvisit/
www.nps.gov/safr
www.onlyinsanfrancisco.com/neighborhoods
www.gosfovan.com/
www.fortmason.org/
www.calacademy.org/
www.sausalito.org/
www.ferrybuildingmarketplace.com/

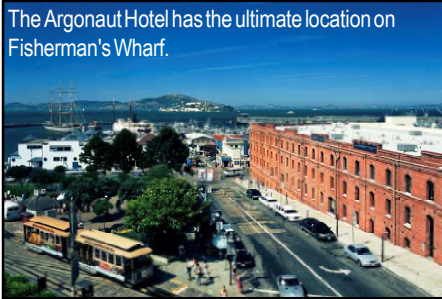
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San Francisco Convention and Visitor's Bureau Photo Credits: Cover page, City Highlights Tour Collage, page 2, Cliff House/Ocean Beach, page 6, Dungeness Crab, above and photo below. Also, photos on the lower half of page 8.



Pier 39 Fruit Stand

Hotel Reservations



The Argonaut Hotel has the ultimate location on Fisherman's Wharf.

The Argonaut Hotel
 Maritime National Historical Park
 Fisherman's Wharf
 495 Jefferson St.
 San Francisco, CA 94109

The Argonaut Hotel has an amazing location, is the only 4 Diamond hotel in the Wharf area, and ranks #9 out of 243 San Francisco Hotels (TripAdvisor). The hotel shares its nautical theme and ground floor with the San Francisco Maritime National Historical Park's Visitor Center.

Within easy walking distance of the Argonaut:

- Historic tall ships at Hyde Street Pier (2 min.)
- The swimming lagoon at Aquatic Park (5 min.)
- Alcatraz Departures - Pier 33 (15 min.)
- Fort Mason (15 min.)
- The Cannery (The hotel is in the Cannery)
- Pier 39 (10 min.)
- Ghirardelli Square (5 min.)
- Powell/Hyde Street cable makes its turnaround across the street from the hotel.

- Bike rentals - (1st floor of hotel)
- The Buena Vista Cafe - famous Irish Coffee (2 min.)

The Argonaut is decorated with a fun, whimsical nautical theme. Maritime touches in the lobby range from a reception desk resembling a steamer trunk to light fixtures like portholes and lounge chairs like those of an ocean liner.



Hotel Reservations 866-415-0704

Ask for the AgVantage Executive Conference group rate of **\$169** for a single or double guest room with a view of the courtyard, park, or city view. (regular rate is \$216) Children 17 and under stay free with their parents. There is an extra charge of \$20 per person for the 3rd and 4th adult in the room. There is also a link on our website for on-line reservations at agvantage.com

Please make your reservations by January 12, 2011. After the cutoff date, we cannot guarantee room rates or availability as the conference date gets closer. The Argonaut Hotel will honor our group rate for guests who would like to arrive up to three days early for the conference or who wish to stay up to three days post-conference, based upon availability.

There is a fitness center and a business center available for guests at the hotel. Guest room internet service is complimentary. The Argonaut Hotel has a casual restaurant, the Blue Mermaid Chowder House, on-site



that serves award winning chowder. San Francisco is known for its restaurants, and many are within walking distance of the hotel, a short taxi, cable car, or street car ride away.

Tourist Information - Alcatraz:

Alcatraz Island Tour Boats leave from Pier 33, a 15 minute walk from our hotel. There are both daytime and night tours of Alcatraz. Advance on-line purchase of Alcatraz tickets is highly recommended prior to departing for San Francisco. We recommend this website for planning your Alcatraz tour: www.nps.gov/alca/planyourvisit/

"Early Bird" \$50 Discount!
Register by December 31, 2010.



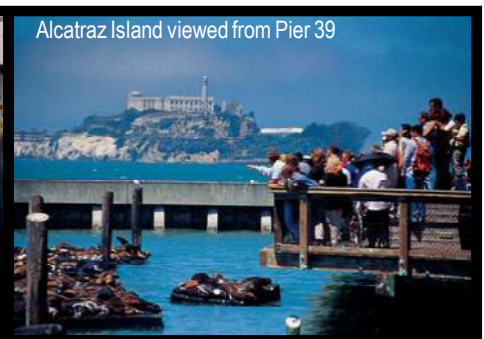
San Francisco's cable cars are the only moving U.S. National Historic Landmark!



San Francisco has one of the largest U.S. Chinatowns



Aquatic Park - Fisherman's Wharf



Alcatraz Island viewed from Pier 39

AgVantage
 Software

107 Wood Lake Drive, SE
 Rochester, MN 55904
 p. 877-282-6353
 f. 507-288-7525
www.agvantage.com

