

**AgVantage**  
Software®



## Great Leaders - Great Teams

**AGVANTAGE SOFTWARE, INC.**

**EXECUTIVE CONFERENCE**

**FEBRUARY 17-19, 2019**

**The Willard InterContinental Hotel  
Washington, D.C.**

# AgVantage Software Inc.

## Sunday, February 17 - Tour & Welcome Reception

### Benefits of Attending

- Networking and information exchange with other Agribusiness leaders
- Strategic planning for your future
- Business Intelligence, Technology, IT, and e-business updates
- Maximize your system and enhance the value of your investment
- Agribusiness Partners' offerings

### Who Should Attend

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



Jefferson Memorial

### Sunday, February 17, Washington DC Monuments, Memorials Tour, & Brunch

**Pre-Conference Networking**  
9:15 a.m. - 3:00 p.m.

9:15 From hotel lobby, walk through Peacock Alley to the back of the hotel to board the bus on "F" Street.

9:30 Bus Departs—Come join us on our own personal AgVantage DC tour! A professional tour guide will join us to provide information on the DC sites. Stops at Lincoln Monument, Korean War Veteran's Memorial, Vietnam Veterans' Memorial, Jefferson Memorial, as well as driving by the U.S. Capitol, Smithsonian Museums, and more!

1:30 Brunch Buffet at The Hamilton Restaurant (across the street from our hotel) includes Chicken Milanese, Pan-Roasted Salmon, Scrambled Eggs, Bacon, Sausage, Home Fries, Breakfast Breads, Tea, Coffee & Orange Juice. Cash bar.

After brunch, go exploring on your own. Many sites are near our hotel. (Spouses/guests welcome. There is a separate fee for this event.)

### Sunday Evening, Feb. 17

7:00 – 9:00 p.m.

### Welcome Reception & Early Registration

Complimentary beverages & appetizers.  
Location: Breezeway (near "F" St.)  
This reception is a wonderful opportunity to network with other Agribusiness leaders. Spouses/guests are welcome too.

### Monday, February 18

7:30-8:30 Breakfast—The Nest meeting room, Mezzanine Level

8:15-8:30 Registration/Platinum Sponsor Display Tables - Willard Room



8:30-8:35 a.m.  
**Intro & Welcome**  
Lori Campbell  
Conference Manager

### Monday 8:35 - 9:45 a.m.



**Great Leaders—  
Great Teams—  
Succeeding Together\***  
Michelle Blomberg  
President/CEO

AgVantage Software, Inc.  
Prerequisite: None Level: Intermediate

Alone, we can do so little compared to what we can achieve together. If everyone in the company is moving forward together, success takes care of itself. Effective teamwork requires a major focus on culture. When the team feels the value of working together and knows the common goal is to energize the culture, meaningful and fulfilling success is the outcome. And both the employee and the company mutually benefit.

People are the most valuable asset of an organization. Yet most businesses struggle to realize the full potential of their own people to drive innovation and inspire the competitive edge.

Building a team in the workplace:

- moves a company more effectively towards its goals
- creates greater flexibility
- appeals to the tech-savvy
- helps new employees get up to speed faster, because the team teaches the team

It all starts from leadership, and at AgVantage, where everyone is trained and built to be a "Leader", the outcome is a great success. Great Leaders, Great Teams, Success!

After leading AgVantage Software for 20 years, Michelle is excited to share the life lessons learned from this voyage.

\*Sonny Perdue, Secretary of the U.S. Dept. of Agriculture, has been invited to speak at this conference. His final schedule and availability will be confirmed by 1/21/19. If he speaks during this time slot, then Michelle's presentation may be moved to Lunch.

### Monday 9:55 - 10:25 a.m.



**Strengthening Customer Relationships with CRM, Customer Portal & ePayments**  
Jason Schneider  
Customer Services Rep.



Dave Hammond  
Senior Systems Engineer



Kristi Wendricks  
Customer Services Rep.

Prerequisite: None  
Level: Update

# Great Leaders - Great Teams

## Monday, February 18 - Agenda

There is no more valuable asset to any company than its customers. AgVantage knows this and has been working hard on enhancing customer relationships with these great tools:

The Edge AR Customer Portal brings together all the customer setup files that have previously been in many different areas of the software to one place. This enables you to view everything about a customer in one user friendly environment.

With ePayments, your customers can easily log in to their account from your website. Customers can view account statements, pay their bills on-line with ease, and know it's secure with using ACH or PayPal.

In Edge CRM we focus on communicating your customers' needs throughout your company. Easily track and communicate customer contacts, sales opportunities, products, and salesman activity across all of your departments and sales staff.

### BREAK 10:25-10:40

### Monday 10:40 - 11:25a.m.



#### Leadership Techniques for Building High-Performing Teams

George Secor  
President/CEO  
Sunrise Cooperative  
Fremont, OH

- E + R = O
- Hallway Reputation
- 24 Hours
- Home Plate
- Water the Horses

Sunrise Cooperative is a farmer owned cooperative with 6,330 members, specializing in grain, agronomy, feed, and energy. George Secor has been the President/CEO for Sunrise Cooperative since 1996. The cooperative has grown and excelled under George's strong leadership. Sunrise Cooperative operates 26 locations with \$689 million in sales.

### Monday 11:35 - 12:30 p.m.



#### EDGE Agronomy & Seed, AgVantage Business Intelligence, Integrations & Logistics

Jerome Sprecher  
Senior Systems Engineer



Lisa Sick  
VP Project Management



Tim Machutt  
Customer Services Representative  
& Dave Hammond  
Senior Software Engineer  
Prerequisite: None  
Level: Advanced

#### Edge Agronomy:

- Agronomy Customer Portal – Work Order creation and Farm & Field Maintenance w/Mapping
- Stage Work Orders and Agronomy Dispatch w/Mapping
- Applicator Module for applicators to update their assigned work orders with field conditions

#### Edge Seed:

- Electronic download of Items and receive shipments
- Edge Seed Grower Plans w/Electronic Ordering and Product Availability
- Scan Seed and create work orders to automate billing
- Utilize Seed Inventory to track seed throughout the Seed season

#### Business Intelligence – Agronomy:

- Geographic Sales Analytics
- Customer Spending History
- Nutrient Tracking Analysis to target growth opportunities, and improve your customers' yields and prices, a tool to improve your business and theirs



### LUNCH 12:30-1:30

### Monday 1:30 - 2:30 p.m.



#### What Separates a Good Team from a Great Team? An Accounting Perspective

Jeff Brandenburg  
CPA, CFE, Managing  
Principal, ABC Group CliftonLarsonAllen  
LLP, Middleton, WI [www.claconnect.com](http://www.claconnect.com)  
Prerequisite: None Level: Intermediate

In this session we will discuss what makes a great team from an accounting perspective. Some of the discussion topics include:

- What makes a great team?
- What does a great team look like?
- What does a great team do?
- How do I get from good to great?

Will we have all of the answers....probably not. But we will have a discussion of best practices and what a great accounting team looks like now and what it will look like in the future.

#### Peacock Lounge - Monday & Tuesday

The Peacock Lounge meeting room will be available for small discussions/meetings with AgVantage Business Intelligence expert Kent Schultz of BIG Consulting or members of the AgVantage Team. If your business is not involved with agronomy, grain, or energy, this would be an alternate option during those session times.



# Monday, February 18

## "Top of the Town" Dinner & DC Views

**Monday 2:40 - 3:25 p.m.**



**EDGE Grain, Feed, AgVantage Business Intelligence**  **EDGE**

Kristi Wendricks  
Customer Services Rep.,



Jerome Sprecher  
Senior Systems Engineer



Lisa Sick  
VP Project Management



Dave Hammond  
Senior Systems Engineer

Prerequisite: None  
Level: Advanced

We've taken our Feed product and put it in Edge with not only a fresh new look but also new functionality. We are also currently working on a mapping and dispatching piece to Edge Feed that will help streamline the delivery process.

AgVantage Business Intelligence presents your data in graphical views to analyze your operation for Production Efficiency, Harvest Analysis, and Location Comparisons to be proactive in targeting markets, addressing customer needs, and driving calculated business decisions.



**BREAK 3:25-3:40**

**Monday 3:40 - 4:25 p.m.**



**AgVantage Energy Solutions, Dispatching & Mapping, Business Intelligence, Integrations with other Technologies for Efficiencies**

Jason Schneider  
Customer Services Rep.



Theresa Willems  
VP Customer Services

And Lisa Sick, VP Project Management  
Prerequisite: None Level: Update

We will review all of the features in the AgVantage Software Energy Suite. Edge Energy is a browser based tool to access everything you do in green screen Energy, only more user friendly. We will show the NEW Edge Energy Dispatch and Mapping redesign – used for sending calls to the drivers and creating routes.

eEnergy allows customers to access their tank information and place orders online.

PC Energy is the laptop software the drivers use in the truck for deliveries.

AgVantage BI presents your Energy data in graphical form to analyze Geographic Coverage, Sales History, and Productivity Measures to target growth opportunities, and make calculated business decisions.

**Monday 4:30 - 5:00 p.m.**

**Collaboration - Future Development - Share Your Ideas with AgVantage Leaders Driving the Customer Driven Development (C.D.D.) Process**

Open discussion with the AgVantage Software, Inc., Management Team  
Michelle Blomberg, President/CEO  
Paul Hawes, CFO

Chuck Bohanon, Sr. Sales & Service Analyst

Theresa Willems, VP Customer Services

Lisa Sick, VP Project Management

Bonnie Fohrman, VP Programming



**"Top of the Town" Washington DC Panoramic View & Dinner**  
**Monday, February 18th**  
**5:45-10pm**

Top of the Town, in Arlington, Virginia is just a short drive over the Potomac River from our hotel. The elegant facility has amazing views of Washington D.C. landmarks. The hilltop penthouse "room with a view" provides a panoramic view of the Nation's Capital, including the Washington Monument, the Lincoln Memorial, the Capitol, the Jefferson Memorial, the Iwo Jima Memorial, the Kennedy Center, National Airport, and more. Each July 4th, PBS broadcasts the fireworks from this location. You will want to bring your phone/camera!

5:45 Start boarding buses behind hotel

6:00 Depart hotel

6:15 Social Hour

Maryland Lump Crab & Artichoke Fondue

International & Domestic Cheeses

Classic Italian Bruschetta

7:15 Dinner Buffet Includes:

Dried Cherry, Pear & Candied Walnut Salad

Grilled Beef Filet Medallions w/Red

Wine Bordelaise

Sautéed Chicken Breast in White Wine/Orange/

Basil Reduction, Parmesan Chive Mashed Potatoes,

Lemon Garlic Roasted Asparagus, Gourmet

Dinner Rolls, and an Assortment of Mini Desserts

Alcoholic/Non-alcoholic Beverages included

Entertainment TBD

9:30 Start loading buses & return to hotel.

10:00 Arrive at hotel.

(Spouses/guests welcome. There is a separate fee for this event.)

# Great Leaders - Great Teams

## Tuesday, February 19

### Tuesday, February 19

7:30-8:30 Breakfast, The Nest  
8:15-8:30 Sponsor Exhibits  
The Willard Room

### Tuesday 8:30 - 9:30 a.m.



**Building Your Team**  
**Frank McDowell**  
CEO  
New Vision Co-op  
Brewster, MN,  
newvision.coop

Prerequisite: None Level: Advanced

- Team components
- Team construction
- Team consequences

Frank McDowell has been the CEO at New Vision Coop, since 1999. Prior to New Vision, Frank held elevator management and grain merchandising positions in Iowa, Nebraska and Minnesota. New Vision Co-op is a farmer-owned cooperative with 19 locations serving approximately 2,000 grain, feed and agronomy farmers in southwest Minnesota, northwest Iowa, and eastern South Dakota.

### Tuesday 9:40 - 10:00 a.m.

#### Platinum Sponsors' Technology Update:

Four Platinum Sponsors will present their latest technology and their integration with AgVantage Software.  
Prerequisite: None Level: Intermediate



**Mary Tangen**  
Director  
DTN/The Progressive  
Farmer, Omaha, NE

www.dtn.com 800.511.0095  
DTN is the independent, trusted source of actionable insights for 2,000,000 customers focused on feeding, protecting, and fueling the world.



**Kevin Owen**  
Project Lead  
Advanced Customer  
Service

Bayer, St. Louis, MO  
www.cropscience.bayer.com  
b2b.team.bus.sol@monsanto.com

Collaborating to drive operational efficiencies and increased customer insights to drive sales

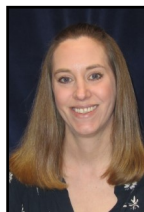
### BREAK 10:00-10:15

### Tuesday 10:15 - 11:00 a.m.



**Edge Inventory, Item Portal, Inventory** **Processes Through EDGE**

Chuck Bohanon  
Senior Sales &  
Service Analyst,



Kristin Ehlen  
Customer Services  
Representative  
Theresa Willems,  
VP Customer Services, &

Kristi Wendricks, Customer Services Representative

Prerequisite: None Level: Advanced

AgVantage Software continues to enhance our Edge Accounting packages. We will discuss how the item portal can bring you from item setup, to price changes, to drilling down to the invoices that effect the day to day quantity balances and costs of an item. We will dive into the day-to-day operations of Edge Inventory, including purchase orders, inventory receivers and inventory transfers. As well as discuss some exciting new enhancements we will be bringing into this product.

### Tuesday 11:05 - 11:25 a.m.

#### Platinum Sponsors' Technology Update:



**Julie Ward**  
VP Commercial Division  
RJO'Brien, Runnells, IA  
www.rjobrien.com  
312.373.5372

RJ O'Brien is ushering in an era of enhanced automation and control for grain companies using AgVantage. RJO's platform is the most comprehensive and fully integrated grain origination and merchandising tool in the industry. Please join us to see what RJO can do for you.



**Jake Joraanstad**  
CEO/Co-founder  
Bushel, Fargo, ND  
www.bushel.ag  
701.369.0633

Bushel™ is the grain industry's first software platform that allows grain elevators, cooperatives and ethanol plants to connect with their growers digitally to provide real-time information. Offered through elevator-branded apps, Bushel includes real-time scale tickets, contracts, pre-pays, cash bids, e-sign and contract management.

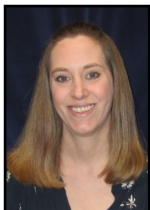
**Early Bird Discount!**  
Save \$100 by registering by  
January 16, 2019!

# Great Leaders - Great Teams

**Tuesday 11:30 - 12:15 p.m.**



**The Power of eAgVantage Financials & AgVantage Financial Business Intelligence—**



**What's Coming Soon for General Ledger?**

Theresa Willems, VP Customer Services & Kristin Ehlen, Customer Services Rep.

Prerequisite: None Level: Advanced

eAgVantage Financials give users accurate and up to date financial Statements. It also has the added capability of allowing the user to drill down into general ledger accounts and dollar amounts for each line represented on the financial statement. This session will show you how to use these features and will also include discussion on different security levels that can be put in place to limit which financial statements can be seen by other users. In addition, we will discuss all the exciting enhancements we have in store for Edge General Ledger.

For the final ten minutes of the session, AgVantage customer Don Schlising of Landmark Services will talk about how and why he uses AgVantage Financial Business Intelligence at Landmark.



Customer Advocate:  
Don Schlising  
VP Information Technology  
Landmark Services Cooperative,  
Cottage Grove, WI

Landmark Services Cooperative has more than 20 locations throughout South Central Wisconsin and Northern Illinois. Don Schlising joined Landmark in January of 2016 to lead the strategic planning and implementation of enterprise technology solutions to improve cost effectiveness,

service quality, and their member experience. His talented teams focus on the continued development and support of an innovative, robust, and secure information technology environment.

Don's extensive experience includes positions in information technology sales, project management and business analysis, CIO consulting, operations management, and leadership. He's a strong supporter of charities that help our veterans and their families, and actively participates in fundraising. Don is also a published author and landscape photographer.



**LUNCH 12:15-1:15 p.m.**

**Tuesday 1:15 - 1:45 p.m.**



**EDGE Accounts Receivable Customer Portal**



Kristi Wendricks & Kristin Ehlen, Customer

Services Representatives  
Prerequisite: None Level: Advanced

The Edge AR Customer Portal brings together all the customer setup files that have previously been in many different areas of the software to one place. Being able to view everything about a customer in one user friendly environment.

**Early Bird Discount!**  
**Save \$100 by registering by January 16, 2019!**

**Tuesday 1:45 - 2:15 p.m.**



**What's new in AgVantage V8.1**

Chuck Bohanon, Senior Sales & Service Analyst & Theresa Willems, V.P. Customer Services

Prerequisite: None Level: Intermediate

AgVantage Version 8.1 is on the horizon! Join the AgVantage team in this session to hear about the upcoming enhancements that will now be possible because of our latest version of software. We invite our Executive Conference attendees to continue to offer additional insight and ideas for AgVantage V8.1 and get insight into how this new version gives all aspects of AgVantage Software more flexibility and added features.

**Tuesday 2:15 - 2:45 p.m.**



**Integrations & Security with Third Party Systems**

Michelle Blomberg  
President/CEO



Jerome Sprecher  
Senior Systems Engineer



Dave Hammond  
Senior Systems Engineer & Chuck Bohanon  
Senior Sales & Service Analyst

Prerequisite: None Level: Intermediate

APIs (Application Program Interfaces) are transforming the way we develop applications and do business. APIs make development easier by integrating many

common/shared modules and in turn reduce time-to-market. Given this strategic value of APIs, adoption of APIs is growing at an unprecedented rate. **Along with rapid API adoption comes inherent security risks.**

By writing purpose built interfaces with third parties, we are in effect limiting our risk / exposure by only sharing the right data at the right time and controlling when and how the data is accessed. We take security very seriously with each API we write to insure your data is protected. By doing this, the benefits of interfacing with other products outweigh the risks so you, our customers, can get the value ads of other business partners' functionality.

At AgVantage Software, we have approximately 100 interfaces with other business applications today. In this session, we'll cover what some of the risks are in the industry, as well as the advancements made in our newest products in "Edge" can help protect your company, it's data and your integrity.

### Registration Information

A registration form has been enclosed with this brochure (or register on-line at [agvantage.com](http://agvantage.com)). Please complete a separate form for each person attending. Upon receipt, the attendee will receive an e-mail confirmation. Please note that AgVantage Dollars may be used to pay the conference registration fee, but not extracurricular activities.

Register by January 16, 2019 to receive the \$695 Early Bird Discount rate, which is \$100 off of the \$795 registration fee.

**AgVantage Software is a registered trademark of AgVantage Software, Inc.**

### Attire

The weather in Washington DC in February usually ranges from 31-48 degrees. It could be much warmer, as it was in 2018, but it may also be colder. AgVantage will email the weather forecast as the conference approaches. The Monday evening dinner may be business casual to dressy, depending upon your preference. Business casual is fine for the conference sessions.

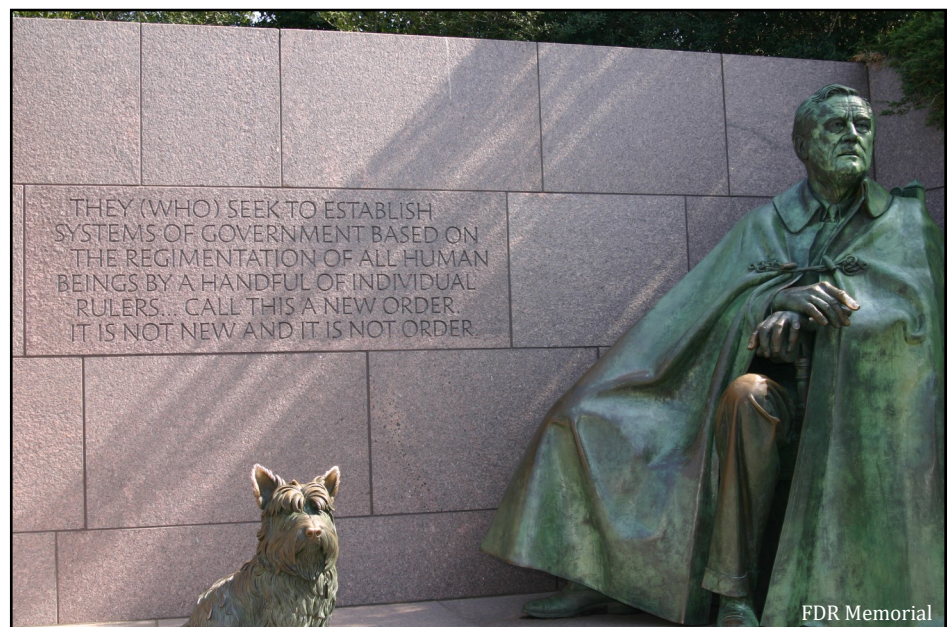
### Conference App

AgVantage Software encourages you to download the free AgVantage Conference app from the Android or Apple app store. It allows you to: network with other attendees, get information on conference sponsors, receive reminder notifications of events that are about to happen, take surveys, learn about sponsors' products, etc... The AgVantage app icon will look the same as the one used for the National Conference this past year. The Executive Conference version will be available by December 20, 2018.



### 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 on Monday and Tuesday qualify for 12 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.)



# Hotel Reservations & Tourist Info



## The Willard InterContinental 1401 Pennsylvania Ave., NW Washington D.C. 20004-1010

The Willard InterContinental is a historic Washington hotel on renowned Pennsylvania Avenue. Since 1850, the Willard has epitomized Washington luxury hotels and remains a five-star destination for the world's power brokers and visitors drawn to the nation's capital. The hotel is charming and sophisticated, situated in a coveted location: just two blocks from the White House and National Mall. Revered by locals and guests, the on-site bar, the Round Robin, remains a lively meeting place since the days of Abraham Lincoln.

### Hotel Reservations: 1-202-628-9100

Guest room reservations may be made via AgVantage Software's home or Executive Conference pages: [www.agvantage.com](http://www.agvantage.com) Or you may call in your reservation - tell them you are attending the AgVantage Executive Conference for a special group rate starting at \$239 per night for single or double occupancy. Our conference Group Code is AG2. Guest rooms with two beds may be \$30 higher because of lower availability. The group reservations cut-off date is January 16th, or whenever the group room block is full. High speed guest room internet is complimentary.

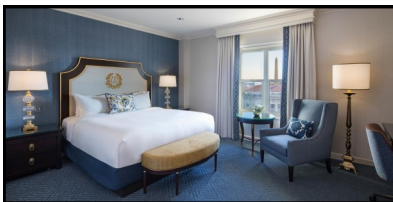
For those who are adding a few extra days of vacation, the group rate is also available three days pre and post, with availability. Please call the hotel's reservations line early to make your reservation if you are adding additional days.

### Transportation Options

Ronald Reagan Washington National Airport (DCA) is the easiest airport to fly into as it is about four miles from the hotel. The Willard does not have a hotel shuttle. Taking the DC

Metro is an inexpensive option. First, you will need to buy a SmarTrip Card. You can buy them online or at any Metrorail station. Then, take the Blue Line in the direction of Largo Town Center to Metro Center Station. Depart the station via the F street exit. Walk two blocks west to 14th and F. Cross the street. Turn left and walk to the corner. The hotel's main entrance will be on your right. <https://washington.org/navigating-dc-metro> is a great resource for riding the Metro.

Taxi fare to the Willard is \$20-\$25, but it depends on traffic. **Valet Parking** is currently \$55 per night. Uber and Lyft are also reasonable options, if you are comfortable doing so.



### Delta Discount Meeting Code:

Save up to 10% off of your airline ticket when using our conference group code. Amount of discount depends upon booking class being purchased. The code is set up for travel from any U.S. city to Ronald Reagan Washington National Airport (DCA) between February 12-24, 2019. DCA is your preferred airport, but it will also work for IAD and BWI too. When you book on-line at [delta.com](http://delta.com), the first screen requests your travel dates. Key in your dates and then click on "Advanced Search" and you will see the field to enter the Meeting Event Code, **NMSNH**. Reservations may also be made by calling Delta Meeting reservations at 800-328-1111 Mon-Fri, 7am-7pm CDT.

### Spouses/Guests Are Welcome

Many attendees bring their spouses to the Executive Conference. There is no charge to have your spouse attend the Welcome Reception on Sunday evening. Attendees may register spouse/guests for the Sunday Tour and Lunch as well as the dinner on Monday evening. In addition, you may register them to join you for breakfast and lunch on Monday and Tuesday by paying the fee for those and signing them up in advance on the registration form included with this brochure or via on-line registration at [agvantage.com](http://agvantage.com)

### Washington D.C. Tourism

Washington.org  
[washington.org/free-things-to-do](http://washington.org/free-things-to-do)  
[travel.usnews.com/Washington\\_DC/Things\\_To\\_Do/](http://travel.usnews.com/Washington_DC/Things_To_Do/)  
For an on-line map, go to <https://www.nps.gov/state/DC/upload/NPS-Map-Washington-DC.pdf>  
Riding the Metro Tips:  
<https://washington.org/navigating-dc-metro>  
TripAdvisor.com has a variety of tours available. Hop-on, Hop-off tours are popular as visitors can focus on the sites that interest them the most.

### Conference Notes

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

### Photo Credits:

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[www.agvantage.com](http://www.agvantage.com)