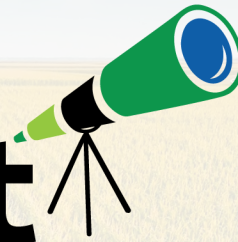


VantagePoint

E-NEWSLETTER



MONTHLY UPDATES FROM AGVANTAGE SOFTWARE - YOUR PARTNER IN AGRIBUSINESS

February 2021

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AgVantage Culture—What do YOU think?

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

Last month I was able to share your perspectives on “Leadership”, and what jumped out significantly was that 20 people were asked the same question – “What one word defines “Leadership?” – and almost all had completely different answers. The answers varied depending on what’s going on in our lives around us. We tend to choose the word based on whatever is the latest experience in our own life.

I asked my new friend Frank, my 85-year-old neighbor who recently lost his wife and is very lonely, his answer to this question and he said, “Honesty” (he watches a lot of TV :)). And I’m sure it would be a much different word than when he was a younger man married, working and raising 5 kids and 20 grandkids. For him and at his age and experiences, it changes often as he has seen and felt so many different examples of leadership, good and bad, in the world.

The fourth and final question I asked of several AgVantage customers was this:

“What’s your favorite part of your relationship with AgVantage?”

This ended up being my favorite question. At AgVantage, just like many of you, we work hard every day to create a culture of “Service”. And in our industry and with our history, it’s something we take enormous pride in to improve and enhance. Computer software companies tend to have an industry reputation where you call and press a button, and then hope to get a human being to help you. But many times, it’s machines generating your answers and pushing you onto the next set of questions. We have vowed to

“Service [is] something we take enormous pride in to improve and enhance.”

you that, in all possible ways, we will keep human beings answering our phones and working hard to help you in the fastest and most empathetic way.

By reading these responses from you, I think you will see that you believe that too.

Claudia Dean (*Finance Manager of Envision Coop*): “My favorite part of our relationship with AgVantage are the people that we get to work with. The professionalism, the knowledge, the skills, the patience, and support that they bring to AgVantage and its customers is simply amazing.”



Bruce Mlsna (*CEO of River Country Coop*): “Haha... well I can call or email the CEO and she answers/replies”

Enid Jackson (*Controller of Synergy Coop*): “The friendships I have made over the years and there has been a lot of years & friends”.



Tammy Myers (*VP of Member & Corporate Relations of Sunrise Coop*): “The AgVantage team. I know I can count on the team to help whenever I contact them with a question or a problem anytime. Maintaining that trusting relationship, providing us with great service and getting the job done.”



George Secor (*CEO of Sunrise Coop*): “You. In our hurry up business model today, it is important that in every key part of Sunrise, I know who and where to go when &%%\$# hits the fan. It’s easy when everything is running smoothly, but we all know that it cannot always be that way. And when it goes off track, we have to be partnered with companies that we can talk to the person in charge to make things happen now.”

Matt Ashton (*CEO of New Vision Coop*): “My favorite part of working with AgVantage is the willingness to listen to our problems and ideas and not say “no” right away but help find best solutions.”



Kim Meyer (*Controller of United Quality Coop*): “AgVantage employees.”

Merlyn Kruger (*CEO of CFS*): “Working with the people that care and understand our needs!”





Jeff Brandenburg (*Partner at Clifton Larson Allen*): “The enthusiasm I feel every time I speak with someone from AgVantage and their willingness to help. Seeing your growth and success continues to inspire me and working together to help our mutual clients is very rewarding.”

Gary Anderson (*IT Manager of Skagit Farmers*): “The favorite part is knowing the people there when I talk with someone. Having relationships with the long-term people like Dawn Nemechek and Lisa Sick, who were the first people to come out here to do our training back in 2001 and getting to know them at the conference makes a huge deal.



If this COVID thing stops you from having it again in 2021 (which I understand if it does) I will be extremely sorry to not be able to see you all in person. The virtual conference in 2020, while we were able to have a record number attend, was just not the same as being there in person.”

Jolie Voss (*IT Manager of Premier Companies*): “My favorite part about my relationship with AgVantage is the interpersonal nature of AgVantage; Everyone always knows who you are and AgVantage has not lost site of the importance of that type of customer service; even in a world that now seems so distanced (especially currently).”



Mark Sunderman (*CEO of Legacy Farmers*): “Collaboration to achieve outcomes.”

Jamie Pratt (*IT Manager of Legacy Coop*): “Just like any relationship there are ups and downs, my favorite part is being able to talk to them directly and fix problems. They are very receptive and listen to what is needed.”



Scott Dubledee (*CEO of Hanley Falls*): “Having the confidence that whatever we need from AgVantage, you will help us. This is the trust that we must have with our closest, crucial business partners.”

Roger Hugenberg (*CEO of Ursa Farmers Coop*): “My favorite part about AgVantage is the personal touch. We had an issue with month-end on New Year’s Eve, and you Michelle picked up the phone when Karen called. She didn’t start with you but had the confidence to know if her need was great that someone (you) would take ownership and assist. I realize the speed of change is difficult and one of your/our challenges is to increase the speed of change as our businesses evolve.”





Keith DeVoe (CEO of Roggen Farmers Coop): “Your constant improvement of your products through feedback from customers.”

Heath Barnes (CEO of Mercer Landmark): “Well it might be sucking up, but I have always enjoyed having a relationship with you and your team. Whenever I am in a jam or need something, it is nice to have a personal relationship. Someone I have enjoyed a meal with or had a drink with to reach out and answer my questions.”



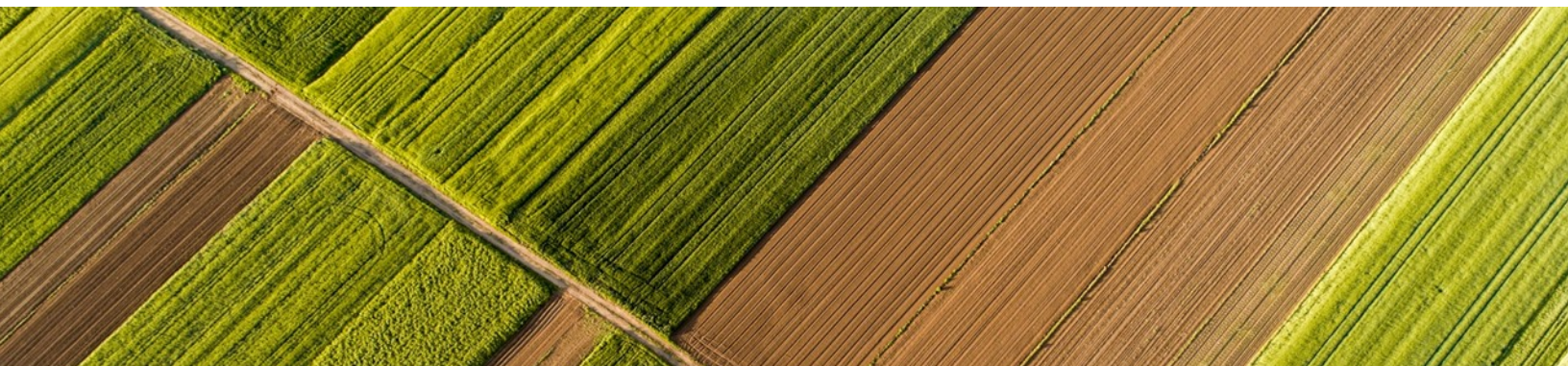
Michelle – is she blind, hearing impaired and dumb?

Am I blind, hearing impaired and dumb? Not most days. :) I know that some of you reading this are thinking, “She’s not in touch with reality because just last week, it took two days to get a call back.” I know there are those times and frustrations and I hope you all know when that does happen, it’s not because we don’t care. We, just like you, have certain times of the year when we are VERY busy and it’s not an excuse, just reality.

Reading these responses from you, our customers, gave me and the AgVantage team at least one moment of “YES, we’re doing it!” And proud of it. If anyone wants to hear stories of 20 years ago when we weren’t doing it, I will happily share those with you. I do like to tell a good story. Going from 18 employees 20 years ago to 50 employees today makes a big difference.

Only it’s not just that – quantity. It’s also and mostly QUALITY. Finding the right people and getting them immersed into the culture built and then, allowing the culture to change and grow from those new people, is one of the most important parts of my job. I’m nothing without the AgVantage team and I hope they continue to believe in the “AgVantage Way!” Our service and the way we treat our customers is EVERYTHING.

Thank you for your continued business. Kicking off our 45th 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.





2021 National Conference Keynote Speaker Introduction

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



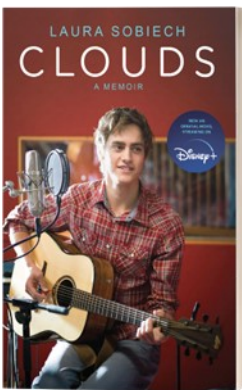
AgVantage 2021 National Conference is going to be fantastic!

I am excited to introduce to you our keynote speaker for Wednesday morning... **Laura Sobiech**. Laura is the author of **Clouds: A Memoir**, a book about her son Zach, his battle with osteosarcoma (bone cancer), and the remarkable story of his goodbye song "Clouds" that went viral and reached tens of millions of people across the globe. Her book has been made into a movie by the same title and was released on Disney+ in October of 2020.



Laura is a down-to-earth speaker who imparts her wisdom with honesty and humor. Drawing on her experience of mothering a dying child, she shares the basic how-tos of keeping the chaos of life in perspective and living simply but with impact. She skillfully highlights the parts of her story that the audience will find most appealing. Some of the topics she dials into are the value of sharing our talents imperfectly, living a balanced life when the world is pressing in, and how to find joy despite suffering. I know we will all gain new perspective from this event, don't miss it!!!

Save the Date: June 16-18, 2021



"Shake it Up" at our 2021 National Conference at Mystic Lake Casino in Prior Lake MN. A hybrid event offering you the option to attend in person or remotely via our live feed. We would love to have you back with us in-person as we build this safe event and know the importance of human interaction and the value of face-to-face discussions. We also offer live video feed for more of your team to attend remotely. We are building a robust agenda to have something for everyone.

We want everyone to participate one way or another!



Update on New Software Releases

By Dave Hammond, VP Programming - daveh@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.

Agronomy Edge

CDD Q1-21 V8.1 Applicator ability to change field entry point (485987)

Q1 Option to Print documents from Dispatch (497357)

Q1 Provide checklist of completed fields (497463)

Q1 V8.1 Add total rate/acre & Order comment to Dispatch info window (497469)

V8.1 Allow you to assign Farm & Fields to another account (505677)

App: Toggle Grid/Map added to view of assigned orders (509852)

App: Comments section Button added for applicators (510737)

AGV Mobile

Customer Name now showing on the account selection page (509098)

Accounts Payable

Q4 A/P 1099 electronic 1099 changes v8.1 (513683)

Accounts Receivable

U4men2-4 - increase screen field size to show 10 mil+ inv totals (510263)

Accounts Receivable Edge

V8.1 Customer Portal - Card File (428827)

Q4 CDD18 from UC - show audit tracking of changed fields - Customer (435955)

Show audit tracking of changed fields - Item File (435957)

Q1 Re-Label GroupID on screen to Parent Account# (441494)

Q1 Add the feature to inactivate Salesman v8.1 (500922)

Q1 Add new Fields to maintenance screen for Ship To (508312)

Conversion

FMS - Add to V8.1 conversion pgm (508485)

CRM

Converting a prospect to a customer (484718)

Refresh page on load (503545)

Link from EdgeAR to CRM (508799)

Allow CRM communication to be deleted. (514916)

Energy

Add to the nightly program clearing of a call marked as delivered (513961)

(continued on page 7)

Energy Edge

V8.1 Changes to the leak test report to use new fields for intervals (493052)
Added the Ticket printed field in Edge Energy Customer portal (514391)

Grain

V8.1 Validate valid range for basis amount (388491)
Create new purchase control comments from XML from Advanced Trading (512672)
GRAIN TRADES - Allow Mini Contracts as crop default type (513739)
Conversion Program for PC Comments (515279)
Add U5PCCOM to Captured files Edge & Legacy (515492)
UPDCOMDTAX-ALL FLAGS ARE BLANK-JRN (UALOGJRN) for restore (515668)

Grain Edge

V8.1 U5MNCM-1 Maintain Cash Prices (408242)
Purch Cont Maint - Check if XML from Edge instead of interface (500316)
V8.1 Added new purchase control comment file (500675)

Interfaces

Barcharts - mobile app interface (498073)
Q1 V8.1 Bring Bushel interfaces into V8.1 (513781)
Q1 V8.1 Bring Barchart Interface into V8.1 (513809)
Log the json object we are sending over to Bushel (515690)

Inventory Edge

Q1 Add menu option U8MEN4-1 loc in store (511833)
Q1 Edge Inv Create New Heading Phy Inventory Setup (515481)

Invoicing Edge

Edge Invoice Create Prepay Tax Contracts (485163)

Patronage

Q4 New 1099 patr letter changes (512670)
Govt Tax Report - Add Qual Item & Prompt to calc Box 7 (514786)

Patronage eAgVantage

Q4 1099 PATR forms have changed along with calculations (512862)

RFID

Batch is still only 3 char/can you add column to show came off contr (502217)

Security

AGVSEC Security groups (499401)

Seed Edge

V8.1 Seed Xref- Restrict item from being inactive if has on hand balance (493365)
Seed Sales Report - Show current sales instead of current plans (498233)
V8.1 Apply multiple zones to one location for a Manufacturer/Crop (508369)
Change Ship Notice to electronically receive Corteva Shipments (510801)
Add Price from Grower Plan to Warehouse Report (512099)
Include all payment detail on Payment on Plan Report (513280)

Time PC

Q4 CDD19 Do not allow process if "open" time record (463661)



Swedish Meatball Soup

By Valerie Ahlers

With the cold weather this country has been experiencing, here is a yummy soup. You can substitute purchased meatballs if you like. Easy to make ahead of time and then just heat up (or put in crock-pot to simmer).

Ingredients

Meatballs

- 1 # ground beef
- ½ chopped onion
- 1 egg
- 3 Tbs. milk
- ½ C. oatmeal

Soup

- 3 Tbs. butter
- 3 Tbs. flour
- 1 tsp. beef soup base
- ½ tsp. pepper
- ½ tsp. garlic salt
- 3 C. water
- Red Potatoes, chopped
- 1 pkg. frozen peas
- 3 sliced carrots
- 2 C. half & half
- ½ C. sour cream



Instructions

Mix meatballs together and bake in a jelly roll pan for 15 min at 375.

On your stovetop heat flour, butter, beef base, pepper and garlic salt in a dutch oven stirring until smooth. Gradually add water and bring to a boil. Reduce heat and cook 2 minutes until thickened. Add potatoes, carrots and meatballs. Cover and simmer 25 minutes. When potatoes are tender, add peas and cream. Heat. Add 1 C. soup to ½ C. sour cream and mix. Pour both back into the soup. Serve hot.