

Vantage Point

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INDEX

2017 Conference Updates.....p. 3
Recipe Box—Bacon Dip -Valerie Ahlers.....p. 4
New Software Releases/Features Coming Soon...p. 5-7

A PIGGY'S BRUSH WITH FAME



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"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." - Steve Jobs

Once upon a time, there was a small town girl from Iowa who grew up in a very large family. She was the seventh kid out of 10, giving her access to lots of fun with her brothers and sisters, and maybe a little "trouble" to boot. At a young age, she dreamed of being a bicycle repair woman because she and her dad would go to garage sales and buy old bikes and then fix them. How can that not be the best job ever?

In the end, she decided to go off to college, affording it through a basketball scholarship, and become a high school math teacher and coach. The whole time she dreamed of and pursued that career, her parents had another thought. They had started their very own computer software business focused on agriculture. This was in a time when computers had just made it into the world and just barely into Iowa. "Wouldn't it be great if our daughter, who loves math, would be interested in computers so we could pass it along to her?" they thought. And so it was....

After tipping her toe into high school teaching and coaching, her path turned again. This time an "about face", where she moved back to her small town in Iowa and bought her parents' business, now a small but mighty footprint in the agricultural technology industry. They taught her the tricks of the trade, introduced her to the world of agriculture and trusted her to carry forward the company they had poured their hearts and souls into for half of their lives.

Petunia (oh, that's her name – Petunia Piggy) never looked back. With the help of her parents (PorkChop and Babe) and some REALLY great employees and customers, the company grew into a small, but even mightier establishment in the agriculture industry. The culture, learned from her parents, was to **nurture relationships with people you trust** and make that the backbone of decisions.

Twenty years later (two weeks ago), Petunia Piggy was, once again, placed at a crossroads. Through her years of meeting people and developing deep, caring connections across the agriculture industry, one person she had met was appointed the Secretary of Agriculture for the U.S. of America. He asked Petunia if she'd like to join his administration as his deputy.



After a few days of vetting, (where Petunia was honest and even told them she did not vote for their current country's leader) the question was asked of Petunia – "Will you sell your business to come help serve your country's agriculture industry?" You see, this was a requirement and one Petunia did not anticipate –

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she thought she could do both – continue to run her company AND help serve the country's agriculture world. But that was not an option and Petunia turned it down.

Here's what Petunia wrote to the Secretary of the US Department of Agriculture:

"It is such a great honor and privilege to know you think of me in this manner. As you suspected, I would be required to sell my portion of my company. That said and understood, I will be declining this offer to come be a part of your team."

"I bought my parents' ag-focused computer software company 23 years ago - a company they started from scratch. This opportunity with you would have been one I would have loved to sit down and discuss with my parents and I know they would be so proud, but with them no longer with me, I have a rule for myself and it's this. If I have a decision to make, say it out loud and see how it feels. The right choice will present itself in my heart. Right after I hung up the phone with your people doing the vetting, I said out loud, 'I have to sell my portion of the company' and it brought me to immediate tears (and I don't cry easily or often). That made my decision. (and now I'm sure you are glad I'm declining if that brought me to tears. Ha!)"

"Truthfully, it was a very humbling last couple of days to think about all the possibilities that come with a chance to work where you directly affect millions of people every day. I'm sure you will be a great Secretary of Agriculture for this country. Make me proud and know that you have a supporter in Minnesota and I will continue to sing your praises (even though we differ in political party choice) to all my connections in Ag. And like I said last week, you will always have a home cooked meal and a place to get out of the lime-light here in the land of 10,000 lakes. I actually have a cabin on a lake about 2 hours north of the Twin Cities and, if you like fishing, you'd be welcome there too. Your body guards can hide in the woods." :)

*Sincerely and with deep gratitude,
"Petunia Piggy"*

A few weeks later (yesterday), Petunia met with her employees, and after telling them this tale, the three simple words she said to them were "I choose you!" She was honored to think that anyone would trust her enough to help mold and form the decisions around the country's agriculture world, but chose to carry on the business in her family's name where she gets to work each day with people she loves and respects. Petunia Piggy has happily gone back to what she was born to do and will continue to work hard to make her employees and customers trust and respect her and her company. And they all lived happily ever after!

I want to thank you all for your continued 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 Agribusiness Accounting system.



Michelle Blomberg & Sonny Perdue

AGVANTAGE CONFERENCES UPDATE

EXECUTIVE CONFERENCE

MARCH 12-14, 2017

FORT MYERS, FLORIDA



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The Executive Conference is just around the corner! It is an amazing educational and networking event. We have a great group joining our AgVantage team in Fort Myers, Florida.

You may register and see the conference brochure, all from our home screen—agvantage.com. If you would still like to register, we may be able to get you into a nearby hotel. If you are on Annual Support, then you should have AgVantage Dollars available to use toward the registration fee, unless you have already spent them on other training.

National Conference To Be Held June 21-23, Radisson Blu, Mall of America

In four months, we'll be offering our second and final conference of the year—the 32nd Annual National Conference and User Exchange. We are starting to gather suggestions for that conference and a survey will be released soon for customer input. Our keynote speakers have been hired!

Wednesday morning: Dan Meers— “Wolves Can’t Fly”

Dan has been the mascot for the Kansas City Chiefs for more than 25 years. On November 23, 2013, Dan Meers came within inches of losing his life while practicing a bungee jump and zip line stunt at Arrowhead Stadium... home of the Kansas City Chiefs. What Dan anticipated being the thrill of a lifetime ended up being the spill of a lifetime. The stunt went terribly wrong and Dan plummeted 75 feet before crashing into the stadium seats. Miraculously Dan survived. He spent 9 days in the hospital and got some really big scars. Dan smiles when he says, “Scars are just Tattoos that come with a Cool Story”. During this powerful presentation Dan shares his incredible story and the important lessons that he has learned about leadership and about life.



Thursday morning: Amy Dee— “Everyday Hero”

Amy is a hilarious, tell it like it is, savvy business and healthcare motivational speaker and author. She started and managed an overseas business that became Xerox's largest customer in Scandinavia. She is a first rate comedian, a musician, an award winning psychiatric nurse, and a sought after expert on behavior modification. Her Thursday morning keynote is titled “Everyday Hero”. She will also do a Thursday morning breakout session on how to deal positively with stress and change in your life. Amy is currently living in North Dakota.

AGVANTAGE SOFTWARE, INC. 2017 TRADE SHOW SCHEDULE

**Minnesota Grain and Feed Trade Show
Hyatt Regency Minneapolis, March 2-4
Booth #205**

Bacon Dip

Valerie Ahlers, Customer Services Representative

8 slices bacon, fried crisp & crumbled
1 C. sour cream
½ C. mayonnaise
1 tsp. lemon juice
1 Tbs. chopped green onion
1 tsp. chopped parsley



Mix ingredients until smooth. Refrigerate overnight for the flavors to blend. Crackers, pretzels, or vegetables may be used for dipping.

If you don't want the mess of frying bacon, you may use 1/2 c. Real Bacon Crumbles from Hormel- quick and easy.

AgVantage[®]

EDGE



...Take it with you!

AgVantage Software • February, 2017

Update on New Releases & Software Releases Coming Soon



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New Releases—Version 8

See our Message Board for many Product Enhancements continuously available.



Accounts Payable

- New option for Due Date by Day of Month – Unique to Vendor (391618)
- Vendor Payment Report added a default beginning/ending vendor number (395430)

Accounts Receivable

- Increased balance field on statements to handle over 10 million dollars (389257)
- Restricted License Maintenance show the first and last name (398383)
- Added a flag in optional features - If Contract Dates Are Required (376128)
- No longer requires Veterinary Feed Directives (VFD) when entering prepays/bookings (398802)

CRM (Customer Relationship Manager)

- Added Escalations to define how long leads will sit in each level (370905)
- New Activity by Salesman Report (375993)
- Added notes field for Prospects (393903)
- Added a notes/sticky to Customer profile (393909)
- Updated Leads, Comments and Communications with field for Prospect or Customer (399590)

eAgVantage Commodity DPR

- CDD— Added option to enter a new Contract without having to go back to purchase contracts (363463)
- When pressing the Apply button – there is contract created/contract updated messages display (363465)

eAgVantage Grain

- New ability to enter a trial price for open controls to estimate settlement (261899)

eAgVantage Seed

- Now shows on order, less shipped in the order column in seed inventory (396821)
- Seed Inventory Dashboard added (396851)

Edge Agronomy

- Map drawing tools, added Farm/Field and editing field (396318)
- SST KML Import of data (398806)
- Work order map dispatch - new ability to schedule multiple orders (384982)

Edge Accounts Payable

- Trades Maintenance added (400348)

Edge Dispatch Mapping

- New Ability to close many calls at a time (380914)
- Added access to route sequence numbers in mapping and in a call (396958)

Edge Energy

- New Edge Enhanced Tank Report with Safety Information (394980)
- Edge Mapping – now saves map position (399348)
- Tracks time when Delivery Tickets and the Listing were printed (339356)

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Edge Grain

- Purchase Control – new Priced Not Paid report (344486)
- Forms Processing Menu Maintenance (381651)



eDocument

- In constants file, now turns on/off emailing invoices by location (393765)

Energy

- Added fields for year tank bought and price paid on tank maintenance (396280)

Feed

- Populates Company Name when entering VFD (398834)

General Ledger

- Reoccurring Journal Entries allow zero dollars on the line (397494)

Grain

- Transfer Loads – Now prompts for Posting Date (197454)
- Pricing Confirmation – Shows Price Adjustments (287202)
- Changed Amendment Sheet to new layout (334134)
- Purchase Advances – New warning message on screen if previously advanced (379239)
- Memo field in Item Maintenance will print on laser / regular PO reports (261721)

AgVantagePC Energy

- Populates computed fill date with todays date on a new tank (399194)
- Added tank group, charge cod, price, % customer says tank is full (390797)
- Load item from the tank file to the invoice (395487)
- Contracts have their own tab, terms balances show by term, in account information (395524)
- Now allows drivers to move the columns on a grid (396087)
- Now pulls term code from tank and loads it (396208)

AgVantagePC Invoicing

- Now requires contract begin / end dates (397296)
- Ability to override VFD Quantity Flag (397698)
- Does not require VFD on prepay creation or booking (399682)

ETA Employee Time and Attendance

- Manual time entry no longer requires user to enter seconds (397704)

Payroll

- W2-s electronically for Iowa added(397801)

Seed

- Edge Seed Report added (382952)

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Software Releases Coming Soon

eAgVantage Energy

- Do not show the back button after the order has been completed (391372)

Edge Agronomy

- Work order map dispatch ability to schedule multiple orders (384982)

Edge Energy

- Customer Delivery Activity (339391)
- Add Tanks That Need to be Painted report (339535)

Edge Grain

- Contract valuations report & Merge (380573)
- Inventory Valuation Report & Merge (380574)
- Unpriced Delivered Grain Report & Merge (380575)
- Daily Summary of Grain Settlement Checks (393914)
- Shipments in Transit Report & Merge (380576)
- Unposted Discounts Report and Merge (380578)

Grain

- Settled check off report – add recap by State (349046)

Interface

- Payment interface to scan in payment amounts with handheld scanner (361353)

Patronage

- CDD—Void a patronage check (333260)
- Grain Payments – Encrypt the social security number and use IRS name (400985)

AgVantagePC Energy

- Dispatch name lookup to filter by customer name or number (399636)
- Add driver information into closing call information with driver, user, etc. (399634)
- When loading in dispatch, have a predetermined number of days (399637)
- Ability to filter closed calls by customer (399638)

AgVantagePC Grain Scale

- Determine manual weights on loads report (341493)