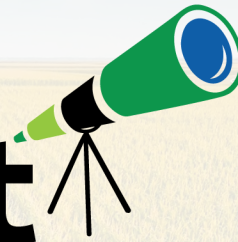


# VantagePoint

E-NEWSLETTER



MONTHLY UPDATES FROM AGVANTAGE SOFTWARE - YOUR PARTNER IN AGRIBUSINESS

May 2021

## INSIDE THIS ISSUE

- 1 Who, Where, and What are you in Twenty-Five Years?
- 4 2021 National Conference
- 5 Customer Driven Development Update
- 5 New Employee Spotlight
- 6 Update on New Software Releases
- 8 Val's Recipe Box—Sunshine Rhubarb Juice

**“Everyone has talent and good looks at twenty-five. The key to life is to have any left at fifty-seven.”**  
- Michelle Blomberg



## Who, Where, and What are you in Twenty-Five Years?

By Michelle Blomberg, President/CEO - [michelleb@agvantage.com](mailto:michelleb@agvantage.com)

This year will be my 25<sup>th</sup> anniversary with AgVantage Software and like everyone my age, we seem to say the same things, “**Who** is that in the mirror?”, or more commonly, “**Where** did those years go?” and even more honestly, “**What** have I done to leave my mark?”

When I was a kid, my parents had their 25<sup>th</sup> wedding anniversary party in Storm Lake, Iowa at the Cobblestone dance hall. For a “treat” to my parents and the other guests, three of my brothers and I played four polkas with a local accordion player from our town - Mark on the drums, Dan on the trombone, Dave on the baritone and me on the trumpet. Let me just say, it was quite something. I was the youngest of the “band” at thirteen and only cared about one thing – not squeaking my horn during the Beer Barrel Polka.



Twenty-five years of anything is a great milestone and one that, no matter what it is you are marking, should be a moment in life to stop and take a look back. So that’s what I’m going to do in this newsletter article – a look back at 25 years at AgVantage.

In 1996, I came to Udenberg & Associates (now AgVantage Software) through a merger of my parents ag-software company called Be-Rich (parents Betty & Rich). The merger was due to the small fact my dad had just informed me 6 months after I purchased the company from him and

my mom which was, “Sooooo....the software won’t actually run any longer after the Y2K”, to which I asked, “What’s a Y2K?”, as I was a math teacher and coach, not a software business owner. To those too young to know what it is, let’s just say it’s not good. He said I’d either have to spend a half million bucks to get it over the glitch (we had about \$50,000 in the bank :) ) or we could find a company that had already gone through the change. We picked option 2 and that’s when we merged with U&A. I came into this “marriage” as the VP of Technology 25 years ago and that’s where the magic began.

In May of 2000, Don Udenberg, the CEO and majority owner, died suddenly of a heart attack. This left the five of us that were the remaining owners pretty shook up and truly wondering what to do. We refer to the day after he died as the “Come to Jesus” meeting, where we all looked quite lost and a little scared. The company was not doing very good – well, actually, it was a sinking ship – but to us five, we didn’t know a lot of the underlying things happening. Luckily for us, we had really loyal customers and employees who stuck through it with us and, let’s be honest, quite a bit of LUCK.

*In this house...  
 we are **real**  
 we make **mistakes**  
 we say **I'm sorry**  
 we give **second chances**  
 we have **fun**  
 we give **hugs**  
 we **forgive**  
 we do **really loud**  
 we are **patient**  
 We Love...*

After spending lots of blood, sweat, tears, swear words, more tears, really low salaries and even spending some of our own money to make payroll, things started to turn around. We learned how to work as a team vs. everyone just doing their own thing in a silo. We figured out how to accept our mistakes, apologize and try not to make them again. We spent many hours and time working on utilizing our strengths instead of focusing on the weaknesses of each other. And over time, and some more LUCK, we pulled the company out of a deep hole. Once again, we began to create new software, offer better service and begin to grow the company into something of pride.

I remember in 2005 when Cliff Gipp, the previous CEO of one of my customers, asked me to speak at the Cenex/Land O’ Lakes CEO and Managers convention up by Brainerd. I said, “OK, but what do you want me to talk about?” and he responded with, “Michelle, everyone wants to know what you all did to turn your company around.” That was my first time of being in front of a few hundred (let’s be honest) men and all in leadership roles, so needless to say, I was pretty nervous. I don’t really remember what I said or most of the 45 minutes I talked, but I do remember what happened after I was done and asked, “Any questions?” Half of the men raised their hands. <insert a cartoon bubble above Michelle’s head saying “Holy Sh\$t” :). Turns out most of the men, especially at that time, wanted to talk about conflict management of women in the workplace. Right up my alley.

Leading up this presentation, I asked my mom what I should talk about to these 200 CEO’s and she said, “Tell the story of when you missed that layup from your senior year because everyone loves stories.” The missed layup was almost 20 year prior to this and I had not thought of it for a long time. I did not realize that it had such a deep impact on me until we started talking about it. It was one of those moments of life realization from having a “talk with mom”. The story itself, if you haven’t heard it already, will have to wait to hear me tell sometime in person. I did decide to tell it to the 200 CEO’s and I was surprised at how many of them came up to me after and wanted to tell me their stories. This taught me how to be brave and not afraid to tell people of mistakes. Life makes more sense through stories and we can learn from our times that didn’t go quite the way we wished.

I could go on and on with stories of my 25 years at AgVantage. The next 16 years were full of great memories and amazing people. By working steadily towards a culture of change, compassion, camaraderie and making connections, we have become a company of creativity and innovation, and could not do any of it without you, our customers and business partners.

The AgVantage employees are a group of very talented, but also, caring people. By creating a culture around love and compassion for others, this company has grown into a leader in the ag-software industry, and we could not be prouder, as well as humbled, to serve you.

The best things in life are the people we *love*, the places we've *been*, and the *memories* we've made along the way.

As we kick off our 46<sup>th</sup> year at AgVantage and I celebrate 25 years with the company, I'm so proud to be your CEO. In times like what we've experienced this past year, remember that TIME is the one thing we can use to our benefit. Time offers perspective. Time has given me the chance to meet all of you. Time has made me hopeful for the beauty in the future.

To the AgVantage employees, I'm honored to have you as a part of the AgVantage team and believe in all of you as a part of the AgVantage Future. Most people want to love their jobs, be successful and have fun, but it takes a winning attitude to make it happen. Keep Winning! I hope when you get to the end of your career

and look back, you remember with a smile all of the amazing things you helped us create and beautiful people you met. And I hope each day, you work hard to be the person that you want to be remembered for – Smart, Trustworthy, Loyal, Innovative, Honest and Loving.

My final advice for anyone still reading is this – cherish the people in your lives that won't be there forever. During these 25 years, I have lost both of my parents and my brother Dave. The hole left in their absence is now filled with many perspectives and life lessons to take away. The biggest lessons – Love and Forgive.

FOUR THINGS YOU CAN'T RECOVER

The *Stone* after the throw

The *Word* after it's said

The *Occasion* after it's missed

The *Time* after it's gone



**Thank you 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<sup>®</sup> Software as your Ag-Business system.**





## 2021 National Conference Update

By Lisa Sick, VP Marketing & Conferences - [lisas@agvantage.com](mailto:lisas@agvantage.com)

We are counting down the days until we get to see you in person and via the live stream of our 2021 National Conference. I visited the Mystic Lake Event Center yesterday and they are ready for us to be there too. The mask mandate is lifted for all of our vaccinated guests and there is no social distancing requirement for our event. We still have safety measures in place, but we look forward to seeing your smiles and maybe even giving you a hug! If you plan to visit the casino, masks are recommended.



Traveling to the Mystic Lake Casino Hotel is about 30 minutes from MSP Minneapolis/St.Paul airport. Mystic Lake does not provide shuttle service from the airport; they recommend Lyft or Uber for direct transportation. They do have the Mystic Express that goes to/from the Mall of America transit station. Call or visit the Mystic Lake Store at Mall of America for details 952-403-5370. If you are driving to join us for a day, GPS the Mystic Event Center to get to the North Entrance for easy access to the meeting rooms.

For those attending the conference in-person, please download our new AgVantage app to see your schedule and access your QR code or bring your ticket with the QR code for touch free registration and session attendance.



*Our new AgVantage App is now available on the app store—Download it today!!*

For those attending via our live stream, you will receive an email from AVEX (Video Production Company) with your access code to the days you have registered for. You will love the new landing page to easily get around the rooms and use zoom webinars for participating with questions, polls, and evaluations. You will access the conference right from our website at [agvantage.com/national](https://agvantage.com/national).

For those getting CPE credits, we are tracking attendance via ticket email on the live stream and via QR code in-person. Email me at [lisas@agvantage.com](mailto:lisas@agvantage.com) to receive your certificate for hours.

Laura Sobiech is ready to share her story and inspiration with us Wednesday morning. She 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.

Wednesday’s “Evening with the Stars” is going to be a special night. Plan to dress up like any star from movies or tv shows or just dress for a fun night of champagne and Red Carpet treatment. There are other stars attending that you might recognize, so don’t miss it!

If you have not signed up for the Dinner Cruise on Lake Minnetonka Thursday night, we have a few seats left. We are subsidizing this event, so you only pay \$69. Tim Gabrielson, the speaker, author, and entertainer will be joining us on this voyage. He is an amazing magician and comedian that is sure to help you let loose and laugh out loud.



Can't wait to see you soon!!

Lisa



## Customer Driven Development Update

By Theresa Willems, VP Customer Service - [theresaw@agvantage.com](mailto:theresaw@agvantage.com)

Greetings AgVantage Customers,

We are busy preparing for our 2021 National User Conference and are excited to see so many of you joining this year's conference both virtually and in person – it's been way too long since we've seen a lot of your faces! We are excited to host what is sure to be another phenomenal conference.

As you are probably aware, AgVantage has altered the way we have our customers vote on your choices for features to add to the software by providing CDD surveys multiple times a year. These surveys coincide with our new quarterly development cycles instead of just once a year at our National Conference.

Because User Conference is a very special time at AgVantage, we are going to coordinate the next round of CDD Voting with this year's conference. Scattered throughout the meeting room space at our Mystic Lake event center will be posters with QR codes that you can scan from your phone and take the package specific surveys right from conference when the topics and discussions are fresh in your mind. Not to worry if you are not attending or virtually attending our conference, I will be emailing out the survey links and QR codes on Monday, June 14<sup>th</sup> for those unable to join us.

We will be keeping the CDD surveys open until Friday, June 18<sup>th</sup> at 5pm CST and the results will be tabulated early the following week. We continue to ask that you only vote once per survey and will be removing any duplicate submissions. Again, we are excited to see you in a few short weeks and look forward to getting your input into features and additions to our software offerings!

Have a great day,  
Theresa

## Carson Howells

I grew up south of Minneapolis in Savage and attended Prior Lake High School. From there I continued my education at Winona State University in Data Science and a minor in Mathematics.

My family is spread across the states with much of it here while my sisters are out in Colorado and Texas. Some of my hobbies include lacrosse, music, competitive gaming, and fishing.

My favorite thing to do is to travel, and I have traveled many places in my life outside of the US. One of my favorite places I've gone was London. The energy of the city coupled with the kind people really makes it stand out to me. My favorite hot weather spot to go is Puerto Peñasco located on the west coast of Mexico in the Gulf of California. It's a great spot to take a 4x4 and ride through the sandy hills all around the area.

I hope to continue exploring the world and see what else it has in store.





## Update on New Software Releases

By Dave Hammond, VP Programming - [daveh@agvantage.com](mailto: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.

### Admin Edge

- Support user should not take up a license on Edge (404881)
- Cleaning up Disabled/Invalid Users (430796)
- Ability to copy a user to a new edge user (438503)
- Edge Admin Reporting - *V8.1 Only* (511941)
- Add Authority for Edge Invoicing (518055)
- Display Active Sessions (522685)
- Edge Invoicing Authority Support (523740)

### Agronomy Edge

- Wind Speed verification notice on Begin Application (461885)

### Accounts Payable Edge

- Validate dates of invoices and checks - prevent/warn if in future (442479)

### Accounts Receivable Edge

- Inventory Report added quantity fields. (451180)
- Broker Fee on Contracts Created in Edge Invoice (468085)
- Create a mailing label report (474172)
- Cust Portal - Add extensions for text notifications (481939)
- U4MEN2 Opt 11 - 12 Month Aging (484238)
- ReBill From History (485181)
- U4MEN5-9 Customer book contract sequence report (485677)
- Pass seed workorder number with invoice (486446)
- U4STMT - Opt 3 - Statement Group Code (494099)
- Tax Code Maintenance menu—*V8.1 Only* (499572)
- Update Prices cursor position (518435)

### CRM Edge

- Add energy product tab (491985)
- Group reminders (495926)
- Update the email template when signing (523510)

### Edge

- Edge Authorities Redesign (421894)
- Indicate when a user's EDGEDISP job is in MSGW (524042)
- New Edge Heartbeat to keep Session Alive if Active (525977)

### Energy Edge

- Add to Setup Menu - Regulator Mfg—*V8.1 Only* (441401)
- Ability to track DOT tanks (473739)
- Date Field to indicate a primary residence—*V8.1 Only*(478006)
- Add drop down for reg mfgs and set up file to name them —*V8.1 Only* (481496)
- Change energy dispatch open calls filter to lpstatus < 6 (519842)
- Hold sort columns in Drivers calls—*V8.1 Only* (524073)

### Energy PC

- Add pay type class for pay type download to PC—*V8.1 Only*(458756)

### Feed Edge

- Tab from Batch to Load fields (463327)
- Delivery Sheet with no ingredients (463331)
- Feed dispatching -Customer Needs to have GPS Coordinates (512126)

*(continued on page 7)*

**General Ledger**

Enhancement to not post qty's by GL # — *V8.1 Only*  
(430922)

**General Ledger Edge**

Enhancement new option GL Detail & Inquiry (459151)  
Add GLSM10-7 Fiscal Year Control (483109)  
Option GLSM30-9 Journal Detail Inquiry (490593)

**Grain**

Print buyer signature on defer grn contracts  
— *V8.1 Only* (419541)

**Grain Edge**

U5MNF4-4 Laser Shipment Invoice Setup (381659)  
BIN MAINTENANCE - add filters - new functions  
— *V8.1 Only* (465525)  
View Edge Grain customer portal locks display user  
and job info (520210)

**Interfaces**

Add Menu to Bushel Interface to send Customers  
(517440)  
Start logging out the barcharts send json to ifs  
directory (525433)

**Inventory**

Add Loc# to \Open inventory received by month rpt  
(492996)

**Inventory Edge**

Qty Report drill down to inventory detail include batch  
# (435952)  
Missing Item Report- change date from MM-YYYY to  
MM-DD-YY (452812)  
Inventory Received allow maintenance of date  
(453964)  
Added Physical Inventory Count Sheet (454722)  
U8MEN1.11 an option to close multiple lots at one  
time — *V8.1 Only* (457089)  
IR Invoice Entry add total qty column (465821)

Loc Transfers - attach Bin # from Grain Product  
— *V8.1 Only* (473567)

Enhancement - add yes/no flag to use inv cost for  
transfers (476247)

Loc Transfer Add tracking number on Grain Bins  
— *V8.1 Only* (484015)

Enhancement Inv Summary Report by GL (486349)

**Invoicing Edge**

Add the credit limit to account info in Edge Invoice  
(517346)

Obtain customer lock before attempting to save  
payment (521934)

Allow user to manually enter in a invoice# (524691)

**Seed Edge**

GPOS/Product Movement Report (460689)

Add Bayer Account ID to Grower Plans (460841)

Need to calculate L/S in Edge (481200)

Allow blended orders to be invoiced from Grower  
Plans > Workorders (485340)

Hide Zero Quantity line items on Preview Screen  
(508604)

When refreshing Grower Plans hold the sort on the  
grid (514940)

Add Status filter to Seed Sales Report (519350)

**Payroll**

New OR tax tables (521061)

**Patronage**

1099-DIV Pref Stk Div - populate Box 1b for non-  
exempt coops (482936)

**Patronage eAgVantage**

Need to calculate Box 7 & changes to 2019 form on  
eagv (478080)



## Sunshine Rhubarb Juice

By Valerie Ahlers

Spring is a time for rhubarb and here is a way to keep the taste of that good flavor all year round. This is a juice that can be canned (hot water bath) and it will keep for many months. Just open jar and add a little “spritz” and it is nice and refreshing.

### Ingredients

12 C. rhubarb, cut up  
1 orange  
1 ½ C. sugar  
4 C. water  
1 lemon

### Instructions

Place rhubarb and water in kettle. Zest the orange and lemon peel into water. Boil about 15 minutes until rhubarb is broken down. Strain in cheesecloth overnight. Add the juice of the lemon and orange to the rhubarb juice and heat in kettle with the sugar until the sugar is dissolved. If you can it for later, hot water bath is 10 minutes for pints and 20 minutes for quarts.

