

Driving Decisions 2019

Empowering retailers and growers with solutions to prosper



Kansas City | February 19-20 2019

Presented by:



EFC SYSTEMS™ &



FARMOBILE®

Marriott Kansas City Overland Park
10800 Metcalf
Overland Park, KS 66210

Join us on February 19 and 20 in Kansas City to learn how practical tools, technology, and inter-operable data will help agricultural retailers, service organizations, and growers to operate more efficiently, improve productivity, and increase profitability both on the farm and in the retailer organization.

The 6th EFC Systems' conference, Driving Decisions 2019, is being co-hosted this year with Farmobile, a like-minded company on a mission to help agriculture thrive with quality, real-time data. Thus the theme of our event is all about Empowering Retailers and Growers with Solutions to Prosper.

In addition to a host of industry experts speaking in general sessions, we'll have three tracks of breakout sessions, so you can get specific on Farmobile or EFC Systems topics. As always, the networking opportunities will be valuable. It all starts with the farmer, so this year we will have both retailers and growers attending. We look forward to seeing you.

To register, visit: <https://www.efcsystems.com/index.php/driving-decisions-2019/>

DESCRIPTION & SPEAKERS

General Sessions

Welcome to Driving Decisions

Ernie Chappell
President & Founder
EFC Systems



Jason Tatge
President & Co-Founder
Farmobile



Digital Strategy for Growers Today

Trey Colley
Precision Ag Manager
Agri-AFC, LLC



Taking Control of Data: Integration & Interoperability

Jeremy Wilson
SVP Field Data Solutions
EFC Systems



Steve Cabbage
VP Data Services
Farmobile



Digital Technologies that Drive Decisions During Farm Operations

Panel of advisers and growers moderated by

Steve Cabbage
VP Data Services
Farmobile



Jeremy Wilson
SVP Field Data Solutions
EFC Systems



Ag Gateway

Josh Wall
AGIIS Product Manager
Ag Gateway



The Difference Your Customer Can Make

Stephanie Liska
President & CEO
Beck Ag



The next Generation of Agronomic Data Services

Dr. Dave Muth
AgSolver / EFC Systems



This session will talk about the integration of precision data resources, remote sensing resources, and business processes to cement the role of each retailer and consultant as the primary resource for the farmer to manage the financial and operational aspects of their business.

General Sessions (cont.)

Coping with New Regulations That Are Impacting Your Business

Liz Magill
President
CDMS



Devron VonGunden
Senior Product Manager
EFC Systems



With Demo by Alan Brady
VP Client Services
EFC Systems



Retailer's Guide to Sustainability

Jason Weller
Director of Sustainability
Land O'Lakes



Ag Retailers Association

Daren Coppock
President & CEO
Ag Retailers Association



Transforming to a Digital World

Teddy Bekele
VP Ag Technology
WinField United
Land O'Lakes



Farmobile Breakout Sessions

Collect & Share Truly Useful Data

Learn how Farmobile collects and standardizes data to support your digital strategy. Discover how the Farmobile DataEngineSM platform delivers real-time visibility, Electronic Field Records, any-time access, data exports and more.

Maximize the Efficiency of Your Rolling Assets

See how LIVE machine monitoring and better logistics management adds operational value. View the Farmobile PUCTM device, daily machine reports and as-applied management.

Get Data to Work for You

Get the most out of your precision ag program. Understand what good data means and how new data services can help to scale and grow your business.

Move Data Across Systems

See how data gathered from growers and their machines flow between EFC FieldAlytics and the Farmobile DataEngine platform.

Turn Data into Dollars

Discover how the Farmobile DataStoreSM exchange allows growers to earn revenue by licensing single-use copies of data. Learn how it works and why transparency guides the process.

DESCRIPTION & SPEAKERS

EFC - Merchant Ag

Strong Features for a Strong Future (What's New)

Come join EFC as we showcase exciting new features in Merchant Ag. These new features will help operational and back-office staff alike.

Gaining the Edge: Employee Mobility for Grower Engagement

A review of the next generation of mobility features to help you stay plugged in to information away from the office.

Grower Data in Their Hands: Customer Portal

Grower expectations are changing rapidly. Come join us as we showcase the new, sleek look of the grower portal that will attract growers to interact with you online.

Transacting with Growers Digitally: E-Commerce

Come join EFC as we discuss the future of E-Commerce connected to Merchant Ag data. Come see the new exciting ways to transact with the grower directly.

Driving Decisions in Ag Retail: Retailer Panel

Come listen as users of Merchant Ag discuss ways technology can assist in driving decisions in ag.

Frictionless Fulfillment: Improving your Supply Chain Efficiency & Accuracy

Growers are looking for multiple ways to interact digitally with retailers. Come join us as we discuss ways to improve your Supply Chain efficiency and accuracy through E-Fulfillment.

Hidden Gems in Agronomy

Valuable agronomy functionality you may not be using. Come see these key features guaranteed to assist any agronomist in working more effectively.

Data Visualizations with Microsoft Power B.I.

Come join us as we examine data visualizations connected to Merchant Ag. These new analytics will assist in making better decisions for your business.

Client Readiness - The Road Ahead

Product Readiness - The Road Ahead (2019 Merchant Ag Priorities)

Hear our Vice President of Product Management lay out the strategic plans for the year ahead.

EFC - FieldAlytics / AgSolver

Advanced Nutrient Management

Learn how to evolve your current fertility program beyond just your soil test data. See demonstrations on incorporating yield analysis data as well as data and user derived Management Zones to feed into the recommendation process along with instruction on equation setup and writing process.

Adapt-N Nitrogen Modeling With FieldAlytics

Erich Ehler, Forefront Ag

Workflow Management: Connecting the Field to the Office

Learn how advancements across the web and mobile platforms have allowed for seamless flow of client profiles, data and Work Order tasks to easily be scheduled, deployed, and finalized. Integrated Work Order processes and scheduling/dispatch tools allow for real-time delivery of job files, status updates, and job completion records, as well as navigation and scheduling assistance.

Precision Agriculture & the Struggle for Value

Planning for Profit: Field Budgets & Analysis

Take an advanced look at how to set up detailed field budget and crop plans. Get detailed reports summaries, as well as expected revenue, cost and net profit margins. See how unique integrated functions to data layers and work order jobs allow for ease in the zone creation and analysis process all to better help the user plan for profit.

Coping With Staffing for Technology Roles in Agronomy

Mark Waschek, Ag 1 Source

Integrated Tools & Services

Gain perspective on how many of the connected solutions, data providers, and partners that all seamlessly work together to ensure an easy and automated flow of data and information into the FieldAlytics suite.

The Road Ahead (2019 FieldAlytics & AgSolver Priorities)

See the upcoming tools, features, and products that are being planned and developed into the EFC FieldAlytics suite. Gain insight on what is in pipeline for development in the next year and gain early insights towards our evolving product line.

DAY ONE: FEBRUARY 19

7:00 - 8:00

Registration Begins

GENERAL SESSION

8:00 - 8:30

Welcome to Driving Decisions

8:30 - 9:00

Digital Strategy for Growers Today

Trey Colley, Precision Ag Manager, Agri-AFC

9:00 - 9:45

Taking Control of Data: Integration and Interoperability

Jeremy Wilson, SVP Field Data Solutions, EFC Systems & Steve Cubbage, VP Data Services, Farmobile

9:45 - 10:30

Digital Technologies That Drive Decisions During Farm Operations

Panel of Advisers & Growers, moderated by Steve Cubbage, VP Data Services, Farmobile & Jeremy Wilson, SVP Field Data Solutions, EFC Systems

10:30 - 10:45

Break

10:45 - 12:00

BREAK OUT SESSION

EFC - MERCHANT AG

Strong Features for a Strong Future (What's New)

EFC - FIELDALYTICS / AGSOLVER

Advanced Nutrient Management
Adapt-N Nitrogen Modeling With FieldAlytics

FARMOBILE

Collect & Share Truly Useful Data
Maximize the Efficiency of Your Rolling Assets

12:00 - 1:15

Networking Lunch

Josh Wall

AGIIS Product Manager, Ag Gateway

1:15 - 2:45

BREAK OUT SESSION

EFC - MERCHANT AG

Gaining the Edge: Employee Mobility for Grower Engagement

Grower Data in Their Hands: Customer Portal

Transacting with Growers Digitally: E-Commerce

EFC - FIELDALYTICS / AGSOLVER

Workflow Management: Connecting the Field to the Office

Precision Agriculture & the Struggle for Value

FARMOBILE

Add Value: Get Data to Work For You

Move Data Across Systems

Turn Data into Dollars

2:45 - 3:00

Break

GENERAL SESSION

3:00 - 3:45

The Difference Your Customer Can Make

Stephanie Liska, President & CEO Beck Ag

3:45 - 4:45

The Next Generation of Agronomic Data Services

Dr. Dave Muth, VP Agronomic Planning, AgSolver / EFC Systems

4:45 - 5:00

Closing Comments

5:00 - 6:30

Networking Reception

DAY TWO: FEBRUARY 20

GENERAL SESSION

8:15 - 8:30

Opening Remarks

8:30 - 9:15

Coping with New Regulations That Are Impacting Your Business

Liz Magill, President, CDMS; Alan Brady, VP Client Services, & Devron VonGunden, Senior Product Manager, EFC Systems

9:15 - 10:00

Retailer's Guide to Sustainability

Jason Weller, Director of Sustainability, Land O' Lakes

10:00 - 10:15

Break

10:15 - 12:00

BREAK OUT SESSION

EFC - MERCHANT AG

Driving Decisions in Ag Retail: Retailer Panel

Frictionless Fulfillment: Improving your Supply Chain Efficiency & Accuracy

Hidden Gems in Agronomy

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Planning for Profit: Field Budgets & Analysis

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Transforming to a Digital World

Teddy Bekele, VP Ag Technology, WinField United, Land O' Lakes

3:15

Driving Decisions: Call to Action

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