Agribusiness retailers are faced with some real challenges. As a company focused on helping retailers serve the grower market, we feel it’s important to foster dialog and bring insight on what those changes are and how to cope with them. Thus we have themed our annual conference “Drivers of Change.” The ability to thrive as a retailer will certainly be impacted by things like consolidation of growers and retailers, government regulation and compliance requirements, and the changing way we all want to interact and do business—both as employees of retailers but also with the grower/customer you serve. Another threat is that of disintermediation, or the attempt to go around the retailer for products and advice.

We’ve assembled a great program for you and invite retailer employees to attend and discuss these issues in conjunction with our technology on the E.R.P.(accounting/customer engagement) as well as Precision(Field Data management) sides of our organizations. There is no charge for the first five individuals from each company to register as we feel it’s important to continue the education process on the best practices and solutions available to help make sure your organization is one of the surviving and thriving retailers. Whether you are an existing customer partner who knows us well or someone simply interested in stepping up your game in terms of ag technology, I hope you’ll make plans to join us. Beyond attending the sessions themselves, you’ll also have the opportunity to mingle with several hundred other retailer employees during our reception.

Our goal with this conference is to motivate and empower with the information and tools needed to be a “Driver of Change” in serving your grower. If you work in the supply chain to serve a grower and want to help your organization improve its relevance with those customers, then this conference is for you and I invite you to attend.

-Ernie Chappell, President & Founder
Welcome & Drivers Of Change Introduction
Ernie Chappell, President & Founder, EFC Systems

Interview With Ron Farrell, President Of Farrell Growth Group
Paul Schrimpf, Executive Editor, Precision Ag Media

The Thing About Work
Dr. Rich Moran, President, Menlo College
Showing up and other important matters.

Changing The Way We Work and Interact
Teddy Bekele, Senior Director of IT, Winfield United
This session will explore the most recent technology trends that are affecting our daily lives. The presenter will cover some of the most popular and unique apps used the average customer and conclude with a view into how the same technology trends are impacting agriculture.

Retailer Of The Future Panel
Terry Kelley, Customer Relations Officer, Tennessee Farmers Co-Op
Joey Caldwell, General Manager, Tipton Farmers Co-Op
Dr. Dave Muth, Co-Founder, AgSolver
Jeremy Wilson, Crop IMS

Tech Stack For The Future
Carl Kinghorn, Vice President Software Development
More information on more devices driving better decisions.

Employee Strengths Make Your Company Stronger
Mark Waschek, VP Agronomy, Ag1Source
People who use their strengths every day are six times more likely to be engaged on the job. What leaders do with this insight has significant impact on their effectiveness as a manager, and the ability of the company to reach higher levels of performance, profit, and productivity. This session will share simple steps to improve communication, enhance performance, and increase engagement for your entire organization.

Staying Two Steps Ahead
Liz Magill, President, CDMS
Helping you and your grower with regulatory compliance through technology.

Call To Action & Road Ahead
Ernie Chappell, President & Founder, EFC Systems
As we close out the conference we’ll review what we can do to be a proactive Driver of Change to ensure and increase your relevance with our grower customers. You’ll hear more about the EFC Systems vision and plans for helping organizations with the technology aspects of this change.

Precision(FieldAlytics)Track

Using Field Data To Drive Nitrogen Performance
Greg Levow, President & C.O.O., Adapt-N by Agronomic Technology Corp
In this session retailers will gain insight on how to drive growers’ nitrogen performance while also driving a higher margin mix of products sales and service opportunities. Adapt-N is fully integrated into FieldAlytics, enabling users to generate powerful weather-adjusted nitrogen prescriptions, leveraging familiar workflows and field data already on file.

Enhancing Customer Engagement With Remote Sensing
Nick Ohrtman, Global Product Manager, Geosys
Every day plants in the field are sharing information about their health. With the support of remote sensing technology, you can use that information to better engage your customers and provide better decision support throughout the growing season.

Navigating Through Times With Increasing Weather Volatility
Chris Whittinghill, Director of National Agronomy, DTN
This session will review some of the documented facts around increased weather volatility in the past decade, and the choices that are available when making weather-related decisions. Emphasis will be places on premium on-farm weather data sensors & technologies that improve forecast reliability/data integrity.

Connecting The Field To The Office
In this session, learn how advancements across the mobile platforms has allowed for seamless flow of profiles, data and tasks to easily be updated and utilized. New work order process and scheduling tools allow for realtime delivery of job files, status updates and job completion records, as well as navigation and scheduling assistance.

Utilizing Advanced Nutrient Management Practices
Learn how to evolve your current fertility program beyond just your soil test data. See demonstrations on incorporating your yield analysis data as well as data and user derived Management Zones to feed into the recommendation process. Also get a tour of several other data driven utilities that will allow the users complete flexibility within their fertility Rx setup process.
Put Your Data To Work
What is your data telling you? Find out how different data sets may help lead to different answers or questions. Take advantage of various analysis tools focused on normalization of data, organization by trait and variety as well as trends within your data to help aid in the management zone analysis process.

What To Do and How To Get There
Get a better perspective on the job setup and work flow process. Take advantage of unique features to assist with job setup as well as learn how to organize, filter and schedule out open jobs. See how both equipment and personnel are tied to jobs and real-time updates and information can be passed.

Removing The Redundant Entry
Understand the setup and workflow that goes into the advanced integration between the Merchant Ag ERP solution and the FieldAlytics GIS platform. From connecting clients right down to product ID’s and pricing, everything needed to better work with and setup detailed work order plans can now be done with one solution and pass onto the other. Real-time connectivity ensures no job is missed or manually keyed in.

From The Driver’s Seat
Hear from a client’s perspective how FieldAlytics is used in their operation daily. See how taking advantage of integrations with Winfield’s Data Silo and Farmobile affect their everyday business.

Looking Ahead
In this session 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.

The Long and Short Of It - Real-Time Grain Accounting
Join us as we discuss all aspects of a grain merchandising operation from the contracting throughout the receiving and shipping to the position risk management and accounting for market fluctuations. We’ll showcase the new, comprehensive Merchant Ag Commodity & Grain Merchandising Module designed to provide accurate, real-time commodity risk management.

Agronomy Innovations
Join us as we examine some important features including advancements in Liquid Blending, compliance reporting and integration with automated fertilizer blenders.

Empower Customers & Employees With Access To Their Data
What can you offer the grower or employees to keep them engaged with your organization? Come join us as we discuss how the Customer Portal and MAgMobile can assist you in staying relevant and connected with your growers and employees.

Building A Strong Foundation
Designed for the newer users, discover some fundamental Merchant Ag skills every user needs to know.

Managing Inventory Effectively
Examine ways to better manage your inventory and meet your customers’ needs. Identify functionality such as Purchase Contracts and Order Replenishment that assist you in staying on top of inventory needs.

Improving The Experience On Both Sides Of The Counter
Streamline your billing process and keep your customer happy. Solve common pain points with two step direct orders, new EMV chip card readers, and quick discounts on sales orders.

Back Office / Financial Topics
Valuable functionality you may not be using. Come see these key features guaranteed to assist any back office clerk in working more effectively.

Moving Forward
In this session you’ll learn more about development roadmap for the coming year.

E.R.P.(Merchant Ag)Track
Navigating Feed Regulations
Gary Huddleston, A.F.I.A
VFDs-Where are we now? Come learn from a recognized leader in the feed industry as we discuss the Veterinary Feed Directive and what to expect from a regulatory inspection.

Fueling the Future
Join us as we showcase the new Oil & Energy module of Merchant Ag with truck based mobility.
## Day 1 - Tuesday June 27

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<thead>
<tr>
<th>Time</th>
<th>Merchant Ag Track</th>
<th>FieldAlytics Track</th>
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<td>Welcome &amp; Company Update - Ernie Chappell</td>
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<td>Improving the experience on both sides of the counter</td>
<td>Utilizing Advanced Nutrient Management practices - Put your data to work</td>
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<td>Managing Inventory Effectively</td>
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