

# 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

### Taking Control of Data: Integration & Interoperability

Jeremy Wilson, Crop IMS  
Steve Cabbage, Farmobile  
With Demo by Alan Brady, VP Client Services, EFC Systems

### Digital Strategy Perspectives from Users

Panel moderated by Jeremy Wilson & Steve Cabbage

### Path Forward: How to Get More out of Your Precision Technology Advancements

Dr. John Fulton, The Ohio State University

### Precision Technology: What Farmers Really Think & What They Really Do

Stephanie Liska, 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.

### Coping with New Regulations That Are Impacting Your Business

Liz Magill, CDMS  
Devron VonGunden, EFC Systems  
With Demo by Alan Brady

### Retailer's Guide to Sustainability

Jason Weller, Land O'Lakes

### Ag Retailers Association

Darren Coppock, CEO

### Digital Technologies That Drive Decisions at Farm Operations

Panel of Growers

### Transforming to a Digital World

Teddy Bekele, Land O'Lakes

## Farmobile

### Collect & Share Truly Useful Data

Learn how Farmobile collects and standardizes data to support your digital strategy. Discover how the Farmobile DataEngine<sup>SM</sup> 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 PUC<sup>TM</sup> 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 DataStore<sup>SM</sup> exchange allows growers to earn revenue by licensing single-use copies of data. Learn how it works and why transparency guides the process.



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## EFC - MerchantAg

### 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.

### 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.

### “Gaining the Edge”

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

### Grower Data in Their Hands

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

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

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

### Frictionless Fulfillment

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.

### Credit Card Processing

Learn why legacy forms of card processing should be eliminated immediately and receive the latest information on how both current and future processing options can help securely process credit card transactions while managing fees.

### 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.

### The Road Ahead (2019 Dev Priorities)

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

## EFC - Field Data Solutions

### 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.

### Connecting the Field to the Office: ERP Integration

Understand the unique setup and workflow that goes into the advanced integration between the Merchant Ag ERP solution and the FieldAlytics GIS platform. Real-time connectivity ensures that no job is missed or manually keyed in and real-time access to products, pricing, and invoicing can all occur.

### Workflow Management: What to Do & How to Get There

In this session, 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.

### 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.

### Planning for Profit: Field Budget & Analysis

Take an advanced look at how to setup 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.

### Agronomic Insights: The Full Service Model'

### Coping With Staffing for Technology Roles in Agronomy

Mark Waschek, Ag1Source

### The Road Ahead (2019 Dev Priorities)

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 and gain early insights towards our evolving product line.

# SCHEDULE

Day 1: February 19

Time:

7:00 - 8:00

Registration Begins

8:15 - 8:45

Welcome to Driving Decisions

8:45 - 9:30

**Taking Control of Data: Integration & Interoperability**  
Jeremy Wilson, Steve Cabbage, Alan Brady

9:30 - 10:00

**Digital Strategy Perspectives from Users**  
Panel Moderated by Jeremy Wilson & Steve Cabbage

10:00 - 10:30

**Path Forward: How to Get More Out of Your Precision Technology Investments**  
Dr. John Fulton, Ohio State University

10:30 - 10:45

Break

10:45 - 12:00

**Farmobile**  
**Collect & Share Truly Useful Data**  
Maximize The Efficiency of Your  
Rolling Assets

**EFC — Merchant Ag**  
**Strong Features for a Strong  
Future (What's New)**  
Hidden Gems in Agronomy

**EFC — Field Data Solutions**  
**Advanced Nutrient  
Management**  
Connecting the Field to the  
Office: ERP Integration

12:00 - 1:15

Networking Lunch

1:15 - 2:45

**Farmobile**  
**Get Data to Work For You**  
Move Data Across Systems  
Turn Data into Dollars

**EFC — Merchant Ag**  
**"Gaining the Edge"**  
Grower Data in Their Hands  
Transacting with Growers  
Digitally

**EFC — Field Data Solutions**  
**Workflow Management: What to  
Do & How to Get There**  
Integrated Tools & Services

2:45 - 3:00

Break

3:00 - 3:45

**Precision Technology: What Farmers Really Think & What They Really Do**  
Stephanie Liska, Beck Ag

3:45 - 4:45

**The Next Generation of Agronomic Data Services**  
Dr. Dave Muth, AgSolver / EFC Systems

4:45 - 5:00

Closing Comments

5:00

Adjourn

5:00 - 6:30

Networking Reception

# SCHEDULE

Day 2: February 20

Time:

8:15 - 8:30

Today's Driving Decisions, Day 2

8:30 - 9:15

**Coping With New Regulations That Are Impacting Your Business**  
Liz Magill, CDMS, Alan Brady & Devron VonGunden, EFC Systems

9:15 - 10:00

**Retailer's Guide to Sustainability**  
Jason Weller, Land O'Lakes

10:00 - 10:15

Break

10:15 - 12:00

**Farmobile**  
**Create & Collect Truly Useful Data**  
Maximize The Efficiency of Your Rolling Assets  
Turn Data into Dollars

**EFC — Merchant Ag**  
**Driving Decisions in Ag Retail**  
Frictionless Fulfillment  
Credit Card Processing

**EFC — Field Data Solutions**  
**Planning for Profit: Field Budgets & Analysis**  
Agronomic Insights: The Full Service Model

12:00 - 1:00

Lunch

**Darren Coppock**  
Ag Retailers Association

1:00 - 2:00

**Farmobile**  
**Get Data to Work For You**  
Move Data Across Systems

**EFC — Merchant Ag**  
**Data Visualizations With Microsoft Power B.I.**  
The Road Ahead  
(2019 Dev Priorities)

**EFC — Field Data Solutions**  
**Coping With Staffing for Technology Roles in Agronomy**  
The Road Ahead  
(2019 Dev Priorities)

2:00 - 2:45

**Digital Technologies That Drive Decisions at Farm Operations**  
Panel of Growers

2:45 - 3:30

**Transforming to a Digital World**  
Teddy Bekele, Land O' Lakes

3:30

Adjourn

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