

# InfoAg 2005

## Information Agriculture Conference



**July 19 – 21, 2005**

**Crowne Plaza Hotel**

**Springfield, IL**

A Conference on Site-Specific Crop and Soil Management  
and Computer Communication Systems for Agriculture

**Organizers:**



**Foundation for Agronomic Research**



**Potash & Phosphate Institute  
Potash & Phosphate Institute of Canada**



**CropLife Media Group**

**[www.InfoAg.org](http://www.InfoAg.org)**



## 2005 Program Features...

The major program topics for InfoAg 2005 are:

- Auto-guidance
  - Wireless technologies
  - Leveraging precision investment
  - Scouting soybean rust
  - Remote sensing applications
  - Fertilizer management
- ...and much more



## Ride and Drive Auto-Steer Demo

GPS and Auto-Guidance vendors will provide hands-on demonstrations in the Crowne Plaza parking lot (weather permitting).



## Hotel

All sessions and exhibits for InfoAg 2005 are located at :

Crowne Plaza Hotel  
 SPRINGFIELD  
 3000 South Dirksen Pkwy  
 Springfield, IL 62703  
 Phone: (217) 529-7777  
 Fax: (217) 529-6666  
 E-mail:  
 ithoron@crowneplazaspringfield.com



## Name Badges/Registration

Registration is required to enter all InfoAg 2005 program sessions. Official conference name badges should be worn at all times.

The registration desk is open:  
 Tuesday, July 19—  
 7:00 a.m. to 5:30 p.m.;  
 Wednesday, July 20—  
 7:00 a.m. to 5:30 p.m.;  
 Thursday, July 21—  
 7:00 a.m. to 11:00 a.m.



## Meal Tickets

- Lunches are included in the registration fee for InfoAg 2005.
- Refreshment breaks are also included.
- Complimentary continental breakfast will be available Wednesday and Thursday mornings.
- Dinners are not included.



## Exhibits

Exhibits for InfoAg 2005 are in the CropLife Exhibit Hall, Plaza Level.

The exhibit area is open during each of the session breaks, lunches, and the reception on Tuesday evening.

A list of exhibitors is available from CropLife Media Group.



## Website

The Information Agriculture Conference website features additional details including presentation descriptions, speaker bios, and contact information for speakers and exhibitors. The URL is:

**www.InfoAg.org**



## CEU Credits

CCA Continuing Education Units (CEU) are approved by the International CCA board for all sessions except the ride and drive demonstrations.

Sign-in sheets will be available at each session.



## Proceedings on Website

Conference proceedings of InfoAg 2005 will be posted to the website after the conference. Proceedings are *not* available printed or on CD.

If you have specific questions, contact:

FAR  
 107 S. State Street, Suite 300  
 Monticello, IL 61856-1968  
 Phone: 217-762-2074  
 Fax: 217-762-8655  
 E-mail: hreetz@ppi-far.org

# InfoAg 2005 Program

**Welcome to the 2005 Information Agriculture Conference.**  
**Additional program details and/or revisions will be announced during the Conference.**

***Tuesday, July 19, 2005***

**7:00 a.m.–5:30 p.m. Registration Open**

**10:00 a.m.–12:00 p.m. Opening Plenary Session with Lunch—Sapphire/Diamond Ballroom**

Moderator:

*10-Year Perspective*

Marc Vanacht, President, AG Business Consultants

*Precision Technology on My Farm*

Larkin Martin, Martin Farm, Alabama

John Reifsteck, Farmer, Illinois

**12:00 p.m.–1:00 p.m. Lunch**  
Sponsored by ESRI



**11:30 a.m.–7:00 p.m. Exhibits Open—CropLife Exhibit Hall—Plaza Level**

**1:00 p.m. Afternoon Sessions Begin**  
(see next page)



**GPS Systems for Every Budget and Need—Emerald Ballroom**

Moderator:

*RTK Tower Networks*

J.D. Kuhns, Owner, Precision Ag Equipment Company

*Automated Steering vs. Assisted Steering*

Paul Schrimpf, Group Editor, CropLife Media Group

*Accurate Choices for Auto-Guidance*

Levi Kettle, Autopilot Sales Channel Manager, Trimble

*WAAS vs. HP vs. RTK*

Kent Dilling, Raven Industries

**Remote Sensing Applications—Ruby Ballroom**

Moderator:

*ProfitZ.nutrients: A Remote Sensing Product from Precision Partners*

Jeff Nesbitt, President/Owner/Founder, Precision Partners, Inc.

*InTime: A Remote Sensing Success Story*

Jake Easley, Regional Sales Representative, InTime, Inc.

*Farm Sat*

Laurent Layrol, Business Manager, GEOSYS, Inc.

*Earth Map Solutions—New Information Products Using Remote Sensing Technology*

Mike Borel, Business Consultant and Authorized Reseller, EarthMap Solutions, Inc.

**Benefits of On-Farm Trials—Plaza AB**

Moderator:

*From Anecdote to Real Data: How Randomization and Replication Work*

Stewart Wuest, Soil Scientist, USDA-ARS/CPCRC

*Handling Uncertainty in On-Farm Research Results*

Tom Bruulsema, Northeast Region Director, PPI/PPIC

*Case Studies of On-Farm Trials*

John Douglas, GROWMARK

Paul Taylor, Farmer, Illinois

**Metrics for Variable Rate Nitrogen—Plaza CD**

Moderator:

*Using the Illinois Soil N Test for Improved N Management in Corn*

Rick Vanden Heuvel

*FieldInSite*

Dan Froehlich, U.S. Country Agronomist, Mosaic

*Developing a Variable Rate N Recommendation for Corn*

Matiás Ruffo, Postdoctoral Research Associate, University of Illinois

*Economic Optimum N Rate*

Harlan Palm, Research Assistant Professor, University of Missouri

**GIS Software Showcase One—Plaza E**

*MapShots*

Ted Macy, President, MapShots

*Upcoming Enhancements to the Farm Works Desktop Suite*

Scott Nusbaum, Vice President, Farm Works Software, CTN Data Service Inc.

*SMS*

Corey Weddle, Desktop Software Manager, Ag Leader SMS Advanced



**Tuesday  
continued**

**3:30–5:20 p.m.**

**Concurrent Sessions**

**GPS Scouting—Emerald Ballroom**

Moderator:

*Selecting the Right Software*

Terry Brase, Assistant Professor, Agriculture Technology, AgrowKnowledge

*GPS Scouting: Handy and Efficient*

Dave Pike, Crop Pro-Tech, Inc.

*GPS Scouting and Mapping of Pests and Diseases*

Jake Easley, Regional Sales Representative, InTime, Inc.

**Foundation Data Sources for Your Maps—Ruby Ballroom**

Moderator:

*Digital Soil Surveys*

David Crouse, Extension Specialist, North Carolina State University

*FSA's Common Land Units*

Joe Curless, GIS Specialist, USDA-FSA

*The Geospatial One Stop: Federal Data Sets*

Matt Bechdol, Federal Account Manager, USDA and AgroBiosecurity, ESRI

**Pushing Yields with Precision Information—Plaza AB**

Moderator:

*Practical Ways to Use Information to Increase Yields*

Dan Frieberg, Premier Crop Systems, LLC

*Economic Optimization Based on Precision Information*

Harlan Palm, Research Assistant Professor, University of Missouri

*Micro-manage Your Soybean Fields for Maximum Productivity*

Palle Pedersen, Assistant Professor, Soybean Extension Agronomist,  
Iowa State University

**Opportunities for CCAs with Tech Know-How—Plaza CD**

Moderator:

*Operational Views: GIS for Business Communication and Logistics*

Joel McIntyre, Southern FS

*iFarm*

Gale Dunn, Soil Scientist, USDA-ARS

*Potassium Model for Nutrient Decisions*

Robert Stewart, Senior Consultant, AEC-Centrec

*Changing Computer Use in Agriculture*

Marvin Batte, VanBuren Professor of Farm Management, The Ohio State University

**GIS Software Showcase Two—Plaza E**

*FieldRecon – Recordkeeping Software for Crop Consultants and Growers*

David Krueger, President, AgRenaissance Software LLC

*Redhen Farm GIS*

Elaine McCallum, Manager of Precision Farming Technologies,  
Red Hen FarmGIS

*SST Development Group*

David Waits, President and CEO, SST Development Group, Inc.

**5:20–7:00 p.m.**

**Evening Reception in the CropLife Exhibit Hall, Plaza Level**

6:30–7:30 a.m.

**Continental Breakfast**  
Sponsored by MapShots



7:40–9:30 a.m.

**Concurrent Sessions**

**Hands Off: Intro to Auto-Steer—Emerald Ballroom**

Moderator:

*WAAS vs. HP vs. RTK*

Kent Dilling, Raven Industries

*Short-Term Repeatability vs. Accuracy*

John Pointon, OmniSTAR

*Applications of Automated Guidance Systems*

Matthew Rossow, Field Marketing/Product Specialist, IntegriNautics/Auto Farm

*“A Guide to Auto Guidance”—What you need to know before you buy*

Thomas Gordy, U.S. Customer Service Manager, BEELINE Technologies

**Innovative Solutions: Adapting Technologies for Agriculture—Ruby Ballroom**

Moderator:

*Using Variable Rate Aerial Application*

Ralph Bagwell, Professor and Extension Entomologist, Louisiana State University

*Making Maps for Landowners*

Chad Hertz, Accredited Farm Manager, Hertz Farm Management, Inc.

*The Sensor Web: Demonstration of a GIS System for Agriculture*

Kevin Delin, Sensor Webs Project Manager, NASA/Jet Propulsion Laboratory

**Benefits of On-Farm Trials (Repeat)—Plaza AB**

Moderator:

*From Anecdote to Real Data: How Randomization and Replication Work*

Stewart Wuest, Soil Scientist, USDA-ARS/CPCRC

*Handling Uncertainty in On-Farm Research Results*

Tom Bruulsema, Northeast Region Director, PPI/PPIC

*Case Studies of On-Farm Trials*

John Douglas, GROWMARK

Paul Taylor, Farmer, Illinois

**Technology in Conservation Plans—Plaza CD**

Moderator:

*RUSLE II*

Steve Hollister

*Tweaking Your Customer’s Nutrient and Pest Management Plan for NRCS*

Dan Towery, Ag Consultant, Ag Conservation Solutions

*CSP and Working with Your Customers*

Mark Fuchs, Senior Agronomist, Southern States

**Ride and Drive Auto-Steer Demonstrations—Crowne Plaza Parking Lot—outside**

9:30–10:00 a.m.

**Break and View Exhibits**  
Break Sponsored by Trimble



**Practical Applications for Auto Steer—Emerald Ballroom**

Moderator:

*Strip-till and Fertilizer Banding Case Study*

Tony Vyn, Professor, Cropping Systems Research and Extension, Purdue University

*Sprayer/Spreader Operations*

Lane Pickwell, Precision Ag Manager, Hintzsche Fertilizer

*Using Auto-Steer on the Farm*

Tracy Jones, Farmer, Illinois

**Remote Sensing Applications—Ruby Ballroom**

Moderator:

*ProfitZ.nutrients: A Remote Sensing Product from Precision Partners*

Jeff Nesbitt, President/Owner/Founder, Precision Partners, Inc.

*InTime: A Remote Sensing Success Story*

Jake Easley, Regional Sales Representative, InTime, Inc.

*Farm Sat*

Laurent Layrol, Business Manager, GEOSYS, Inc.

*Prediction of Corn and Soybean Yield Zones Using Sensor Information*

Nicolás Martin, University of Illinois

**Managing Seed and Plant Population—Plaza AB**

Moderator:

*Analyzing Variety Performance by Soil Type*

Kurt Heun, Stephenson Service Company

*Multiple Variety Placement (MVP)*

Larry Eekhoff, MAPS Program Director, NEW Coop

*Variable Rate from the Ground Up*

Tim Seifert, Farmer, Illinois

*Seeding Rates by Soil Type*

Dave Sasse, Farmer, Illinois

**Selling Services—Plaza CD**

Moderator:

*ProTech Partners*

Dan Frick, ProTech Partners

*Selling Crop Protection Services to Dealers and Farmers*

David Harms, Crop Pro Tech, Inc.

*AgRePlan*

John Wagner, Ag Retailer Program Development and Consulting, AgRePlan, LLC

*DTN Advisor: A Complete Information and Marketing Solution for Professionals in Agronomy*

Mary Friedrichsen, Product Manager, DTN

**PDA Software for Scouting and Record Keeping—Plaza E**

*Pocket Crops*

Tim Taylor, Director of Corporate Solutions, MapShots, Inc.

*New Features on the Farm Works “Mate” Series (Trac Mate, Site Mate, Guide Mate)*

Brian Stark, Sales and Marketing Manager, Farm Works Software

*SST*

Matt Waits, Operations Manager, SST Development Group, Inc.



—Sponsored by SST Development Group, Inc.



**CropLife Lunch Program**—Presented by CropLife Media Group

*CropLife/Purdue University Precision Agriculture Adoption Survey*

Jay Akridge, Director of the Center for Food and Agricultural Business/Purdue University

Duane Parker, Retail Sales Manager for IN/OH/MI/IL, Agriliance, LLC



**1:20–3:10 p.m.**

**Concurrent Sessions**

**Lightbar Systems—Emerald Ballroom**

Moderator:

*Enhancing the Lightbar with Assisted Steering*

Sid Siefken, Sales Channel Manager, Lightbar Guidance and Sensors,  
Trimble Navigation Limited

*Lightbars and On-Farm Research*

Pat Reeg, Precision Farming Specialist, AgVantage FS, Inc.

*Expanding Business with Lightbars*

Andy Briggs, Precision Ag Coordinator, Cooperative Plus, Inc.

**Practical Technologies for Rust Management—Ruby Ballroom**

Moderator:

*Modeling Where Rust May Be*

Joe Russo, President, ZedX, Inc.

*Update on Sentinel Plot System and Research on Soybean Rust in the U.S.*

Glen Hartman, Research Plant Pathologist and Associate Professor,  
USDA-ARS and University of Illinois

*Application Equipment for Spraying to Control Soybean Rust*

Scott Bretthauer, Extension Specialist - Pesticide Safety Education, University of Illinois

*Soybean Rust in Brazil*

Tadashi Yorinori, Soybean Specialist, Brazil

**Precision Ag and Drainage—Plaza AB**

Moderator:

*Using Yield Maps to Target Drainage*

Kelly Robertson, CPAg, CCA, McNeil Consulting

*Using Topo Maps and GPS to Plan Drainage Systems*

Jeff Nesbitt, President/Owner/Founder, Precision Partners, Inc.

*Illinois Drainage Management Demonstration Project*

Don Pitts, Agricultural Engineer, NRCS

*GPS and Surface Drainage*

John Downey, Water Management Segment Sales Manager, Trimble

**Advanced Solutions in Fertilizer Management—Plaza CD**

Moderator:

*The Influence of Sampling Strategy on the Spatial Distribution of Error*

Tim Ellsworth, Associate Professor, University of Illinois

*Nutrient Use Efficiency—What Really Is It and Who Cares?*

Paul Fixen, Senior Vice President, North American Program Coordinator and Director of  
Research, PPI

*Utilizing VRT for Products other than Commercial P, K, and Lime*

Brian Henze, Precision Ag Manager, Effingham-Clay FS

*Optimizing Profit from Fertilizer Inputs Using the PRS™ Technology*

Ken Greer, President, Western Ag Innovations, Inc.

**Data Management & Sharing—Plaza E**

*Spelling Information Management Success with Only Eight Letters*

Sid Parks, Manager, Precision Farming, GROWMARK

*How Ag Consultants Utilize GIS*

Dwight Koops, Vice President, Crop Quest, Inc.

*Practical Uses of Georeferenced Data*

Rick Greene, Manager of Precision Agronomic Services, MFA, Inc.

*Helena Information Management – Past, Present, and Future*

Gary Grimm, Helena Chemical Co.



**Wednesday  
continued**

3:10–3:40 p.m.

**Break and View Exhibits**  
Sponsored by John Deere AMS



3:40–5:30 p.m.

**Concurrent Sessions**

**GPS Systems for Every Budget and Need (Repeat)—Emerald Ballroom**

Moderator:

*RTK Tower Networks*

J.D. Kuhns, Owner, Precision Ag Equipment Company

*Automated Steering vs. Assisted Steering*

Paul Schrimpf, Group Editor, CropLife Media Group

*Auto Guidance and RTK Networks*

Levi Kettle, Autopilot Sales Channel Manager, Trimble

*WAAS vs. HP vs. RTK*

Kent Dilling, Raven Industries

**Avoiding Precision Ag Pitfalls—Ruby Ballroom**

Moderator:

*Top Ten Precision Ag Pitfalls*

Roy Wendte, Wendte Farms Ltd.

*Trials and Tribulations*

John Douglas, GROWMARK

Paul Taylor, Farmer, Illinois

*Examples from Our Farm*

Dave Sasse, Farmer, Illinois

**Yield Data Done Right—Plaza AB**

Moderator:

*Quality Data Begins with Calibration*

John McGuire, Technology Specialist, Brookside Laboratories

*Removing Errors from Yield Data*

Scott Drummond, Computer Specialist, USDA-ARS

*Single Year Analysis*

Gregg Carlson, Professor, South Dakota State University

*Multi-Year Analysis*

Don Bullock, Professor of Biometry and Crop Production, University of Illinois

**Business Management Solutions—Plaza CD**

Moderator:

*Cinch*

Toby Molitor, E-Markets

*Agvance and MyFarmRecords.Net*

Dave Craft, SSI

*AgFleet: Tactical Modules for Agricultural Decision Making*

Aaron Hunt, Technical Manager, and Joe Russo, President, ZedX, Inc.

*The AGRIS Suite of Operational Products*

Lyle Hartz, Vice President, Sales & Marketing, AGRIS Corporation

**Ride and Drive Auto-Steer Demonstrations (Repeat)—Crowne Plaza Parking Lot—outside**

6:30–7:30 a.m.

Continental Breakfast Sponsored by Foundation for Agronomic Research (FAR)



7:40–9:30 a.m.

Concurrent Sessions

**Practical Applications for Auto-Steer—Emerald Ballroom**

Moderator:

*Strip-till and Fertilizer Banding Case Study*

Tony Vyn, Professor, Cropping Systems Research and Extension, Purdue University

*Sprayer/Spreader Operations*

Lane Pickwell, Precision Ag Manager, Hintzsche Fertilizer

*Field Operations*

Jake Frederick, ??

**Real-Time Sensors—Ruby Ballroom**

Moderator:

*On-the-Go pH Mapping*

Eric Lund, Veris Technologies, Inc.

*Compaction A to Z*

Tom McGraw, Midwest Independent Soil Samplers

*Active Crop Sensor*

Kyle Holland, Holland Scientific

*Active Sensors for Corn*

James Schepers, Supervisory Soil Scientist, USDA-ARS

**Wireless Technologies—Plaza AB**

Moderator:

*Wireless Broadband Solutions*

John Mascoe, VanCoe Environmental

*Agristar Global Networks, Ltd.*

C. James Conner, Vice President, International New Business Development, Agristar Global Networks, Ltd.

*Wireless Farm Network*

Wade Mitchell, Mitchell Farm, Iowa

**Selling Services (Repeat)—Plaza CD**

Moderator:

*ProTech Partners*

Dan Frick, ProTech Partners

*Selling Crop Protection Services to Dealers and Farmers*

David Harms, Crop Pro Tech Inc.

*AgRePlan*

John Wagner, Ag Retailer Program Development and Consulting, AgRePlan, LLC

**Tools for CCAs—Plaza E**

*PocketRecon—Field Software for Crop Consultants and Growers*

David Krueger, President, AgRenaissance Software LLC

*The Consulting Company*

Mick Johnston, TCC/PIMS Product Manager

9:30–10:10 a.m.

Break and View Exhibits

Break Sponsored by AMVAC



**10:10 a.m.–12:00 p.m. Concurrent Sessions**

Moderator:

**Advanced Sprayer Technologies—Emerald Ballroom**

*Sprayer Economics*

Gary Schnitkey, University of Illinois

*Within-Boom Controls*

Wade Mitchell, Mitchell Farm, Iowa

*Pulse Width Modulation for Flow Control and Variable Rate Applications*

Troy Kolb, Field Engineer, Capstan Ag Systems, Inc.

*Tips, Patterns, and Angles: Spray Tip Facts*

Scott Bretthauer, Extension Specialist - Pesticide Safety Education, University of Illinois

Moderator:

**Working with Electrical Conductivity Data—Ruby Ballroom**

*Using Veris Data*

Paul Drummond, Veris Technology

*Soil EC from A to Z*

Maurice Wolcott, Research Associate, LSU Ag Center

*Electro-magnetic Fields from Soil Conductivity Meters Helping the Farmer's Field Become More Productive: An Industry Overview*

Mike Catalano, Technical Sales Representative, Geonics Limited

Moderator:

**Yield Data Done Right—Plaza AB**

*Quality Data Begins with Calibration*

John McGuire, Technology Specialist, Brookside Laboratories

*Removing Errors from Yield Data*

Scott Drummond, Computer Specialist, USDA-ARS

*Single-Year Analysis*

Gregg Carlson, Professor, South Dakota State University

*Multi-Year Analysis*

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Moderator:

**Business Management Solutions—Plaza CD**

*Agvance and MyFarmRecords.Net*

Dave Craft, SSI

*AgFleet: Tactical Modules for Agricultural Decision Making*

Aaron Hunt, Technical Manager, and Joe Russo, President, ZedX, Inc.

*The AGRIS Suite of Operational Products*

Lyle Hartz, Vice President, Sales & Marketing, AGRIS Corporation

**Technologies for Fighting Rust—Plaza E**

*TopFilm™ with Fungicide (Strobilurin) in Brazil's Rainforest for Disease Control in Soybean*

Lucia Marshall, Research Director, Biosorb, Inc.

*Dip Stick Test for Soybean Rust*

Murali Bandla, Vice President, R&D, EnviroLogix, Inc.

*Soybean Rust in Brazil*

Tadashi Yorinori, Soybean Specialist, Brazil

**12:00–1:20 p.m.**

**Closing Plenary Session with Lunch—Sapphire/Diamond Ballroom**

*Effective Crop Consulting in Brazil*

Tadashi Yorinori, Soybean Specialist, Brazil

*Convergence of Technologies in Agriculture:*

*Key to Market Development and to Innovation for Growers*

Damien Lepoutre, Chairman of the Board, GEOSYS, Inc.

Lunch sponsored by Syngenta



**1:20 p.m.**

**Adjourn**

# InfoAg 2005

## Conference Organizers and Sponsors

### Organizers:



**Foundation for  
Agronomic  
Research**



**Potash & Phosphate  
Institute**  
**Potash & Phosphate  
Institute of Canada**



**CropLife  
Media  
Group**

### Sponsors:

#### Platinum Level



**SST**



**Syngenta**



**ESRI**

**ESRI**

#### Gold Level



**AMVAC**



**Brandt Consolidated**



**John Deere  
Ag Management Solutions**



**MapShots**



**Mosaic**



**Trimble**



**Precision Partners**

#### Supporter Level



**IFCA**



**College of Agriculture,  
Consumer and Environmental Sciences**

For further details about the Information Agriculture Conference, contact: Foundation for Agronomic Research (FAR), 107 S. State Street, Suite 300, Monticello, IL 61856-1968; phone (217) 762-2074; [www.InfoAg.org](http://www.InfoAg.org).