General Information

**Name Badges & Registration**
Registration is required to enter all InfoAg 2013 program sessions and exhibit hall. Official conference name badges should be worn at all times.

The registration desk is open:
- July 15: 2:00pm - 6:00pm
- July 16: 7:00am - 6:00pm
- July 17: 7:00am - 6:00pm
- July 18: 7:00am - 12:00pm

**Hotel**
All sessions and exhibits for InfoAg 2013 are at:
Crowne Plaza Hotel  
3000 South Dirksen Pkwy  
Springfield, IL  
Phone: (217) 529-7777  
Fax: (217) 529-6666

**Registration includes**
- Registration packet
- Tuesday and Wednesday lunch
- Wednesday and Thursday breakfasts
- Refreshment breaks
- Exhibit hall reception Tuesday & Wednesday evenings

**Receptions**
- **Exhibit Hall Reception**
  July 16 - 5:30pm - 7:30pm
- **Exhibit Hall Reception**
  July 17 - 5:00pm - 7:00pm

**Exhibits**
Exhibits for InfoAg 2013 are in the CropLife Media Group Exhibit Hall, Plaza Level.

The exhibit hall is open during session breaks, breakfasts, lunches, and receptions.

Exhibit hall will open to attendees Tuesday at 11:30am. Exhibit hall will close Thursday at 9:00 am.

**Website**
InfoAg.org features additional details including presentation descriptions, speaker bios, and contact information for speakers and exhibitors.

**CEU Credits**
Attendees may earn a possible sixteen CEUs through the program, four additional CEUs may be available through the tour; all CEUs have been submitted for approval by the International CCA Board.

Sign-in sheets will be available at each session.

**Proceedings Online**
Conference proceedings in the form of PDF slide sets will be posted to the website after the conference. Proceedings are not available in print or on CD.

If you have specific questions, contact: info@infoag.org

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**Pre-Conference Tour**
The pre-conference tour will be Monday, July 15. The tour will leave the Crowne Plaza at 9:00am and return by 5:00pm. The tour will visit three central Illinois locations. Bus transportation, lunch, and beverages will be provided.

- **Stop 1:** Brandt Consolidated Research Farm
- **Stop 2:** Springfield Plastics
- **Stop 3:** UAV Demonstrations
### Hands-On WORKSHOPS

This year we are bringing back our hands-on workshops. These are great sessions for digging into software and getting first-hand assistance in working through on-farm research, data analysis, nitrogen models, agricultural apps for smartphones, and other topics.

**Bring your computer** to the workshops to get help installing and using cool tools for precision ag. Check out the workshop offerings on the website to learn more about each, including recommended downloads.

There is no additional fee to attend InfoAg workshops. No reservations are needed, but seating may be limited. **Workshops will be located on the 12th floor of the Crowne Plaza in the Capital View room.**

**WORKSHOPS:**

- ✓ Answering Your Questions via On-Farm Research
- ✓ Yield Editor 2.0
- ✓ Crop Nutrient Response Tool
- ✓ You CAN Take it With You...
- ✓ Hands-on, Getting to Know How to Use Agricultural Apps
- ✓ Defining Needed Skills #1 & #2
- ✓ Hands-on Use of Adapt-N

Workshop Schedule on page 7.

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### SCHEDULE At-A-Glance

#### Tuesday, July 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00am – 6:00pm</td>
<td>Registration Open</td>
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<tr>
<td>9:00am – 10:15am</td>
<td><strong>Opening Plenary Session</strong> sponsored by Servi-Tech</td>
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<tr>
<td>10:25am – 11:30am</td>
<td><strong>Opening Plenary Session</strong> sponsored by Servi-Tech</td>
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<tr>
<td>11:30am – 1:00pm</td>
<td>Lunch, Exhibit Hall</td>
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<td>1:00pm – 2:50pm</td>
<td>Concurrent Sessions</td>
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<td>3:30pm – 5:20pm</td>
<td>Concurrent Sessions</td>
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#### Wednesday, July 17

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<td>7:00am – 8:00am</td>
<td>Breakfast, Exhibit Hall</td>
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<tr>
<td>8:00am – 9:50pm</td>
<td>Concurrent Sessions</td>
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<tr>
<td>10:30am – 11:30am</td>
<td><strong>PrecisionAg Plenary Session</strong> sponsored by SST Software</td>
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<tr>
<td>11:30am – 12:30pm</td>
<td>PrecisionAg Luncheon <strong>Exhibit Hall</strong> sponsored by SST Software</td>
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<tr>
<td>12:30pm – 2:20pm</td>
<td>Concurrent Sessions</td>
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<td>11:00am – 12:00pm</td>
<td><strong>Closing Plenary Session</strong> sponsored by AgData</td>
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**WORKSHOPS:**

- ✓ Answering Your Questions via On-Farm Research
- ✓ Yield Editor 2.0
- ✓ Crop Nutrient Response Tool
- ✓ You CAN Take it With You...
- ✓ Hands-on, Getting to Know How to Use Agricultural Apps
- ✓ Defining Needed Skills #1 & #2
- ✓ Hands-on Use of Adapt-N

Workshop Schedule on page 7.
# Program Overview

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<td>9:00am to 10:15am</td>
<td><strong>Opening Plenary Session</strong> sponsored by Servi-Tech</td>
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<tr>
<td></td>
<td><strong>Welcome to InfoAg - Connecting the Dots</strong></td>
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<td></td>
<td>Steve Phillips</td>
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<td><strong>Riding for the Brand</strong></td>
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<td>Jim Whitt</td>
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<tr>
<td>10:15am to 10:25am</td>
<td><strong>Short Break in Preconvene Area</strong></td>
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<tr>
<td>10:25am to 11:30am</td>
<td><strong>Opening Plenary Session</strong> sponsored by Servi-Tech</td>
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<td><strong>Award of Excellence</strong></td>
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<td></td>
<td>Paul Schrimpf</td>
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<tr>
<td></td>
<td><strong>Globalization of Precision Ag and the Need for Higher Yields</strong></td>
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<td>Matías Ruffo</td>
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<tr>
<td>11:30am to 1:00pm</td>
<td><strong>Luncheon in Exhibit Hall</strong></td>
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<td>1:00pm to 1:50pm</td>
<td><strong>Concurrent Sessions</strong></td>
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<td><strong>Sapphire</strong></td>
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<td><strong>Farmer Perspectives</strong></td>
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<td><strong>Measuring Tech ROI on the Farm</strong></td>
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<td>Brian Watkins</td>
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<td><strong>20 Years of Precision Agriculture</strong></td>
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<td>Ken Dalenberg</td>
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<td><strong>Diamond</strong></td>
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<td><strong>Soil Variability</strong></td>
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<td><strong>Precision Agriculture &amp; Soil Variability: Unraveling the Mystery</strong></td>
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<td>Raj Khosla</td>
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<td><strong>Making Management Zones – An Integration of Yield Patterns, Landscape and Soils</strong></td>
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<td>Doug Aspinall</td>
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<td><strong>Emerald</strong></td>
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<td><strong>Remote Sensing for Crop Assessment</strong></td>
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<td><strong>CropScape and VegScape</strong></td>
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<td>Patrick Willis</td>
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<td><strong>Ruby</strong></td>
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<td><strong>SST Showcase</strong></td>
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<td><strong>Manage data. Harvest information. Go places.</strong></td>
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<td>Matt Waits</td>
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<td><strong>Capital View</strong></td>
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<td><strong>Hands-On Workshop</strong></td>
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<td><strong>Answering Your Questions Via On-Farm Research</strong></td>
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<td>Jenny Rees</td>
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<td><strong>Max Yields</strong></td>
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<td><strong>The Quest for High Yield Corn and Soybean</strong></td>
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<td>Fred Below</td>
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<td><strong>Business Data Analysis</strong></td>
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<td><strong>Advantages of Aggregating Data</strong></td>
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<td>Terry Griffin</td>
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<td><strong>Emerald</strong></td>
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<td><strong>Field to Market</strong></td>
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<td>Stewart Ramsey</td>
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<td><strong>Fieldprint Calculator TN Pilot</strong></td>
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<td>Lori Gibson</td>
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<td><strong>Apps and Analysis</strong></td>
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<td><strong>Ag Apps available for Smart Phones and Tablets</strong></td>
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<td></td>
<td>Brian Arnall</td>
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<td><strong>Precision N Management with Adapt-N: Updates and Results</strong></td>
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<td>Harold van Es</td>
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<td></td>
<td>Scott Drummond, Ken Sudduth</td>
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Program Overview

4:30pm to 5:20pm
Concurrent Sessions
Sapphire
Repeat: Max Yields
The Quest for High Yield Corn and Soybean
Fred Below
Diamond
Repeat: Business Data Analysis
Advantages of Aggregating Data
Terry Griffin
Emerald
Using Weather Data
Climate and Weather Data for the Farmer's Site Specific Toolkit
Brenda Ortiz
Improving Weather Data and Modeling
Jeff Johnson
Ruby
Gold Sponsors Showcase
Precision Edge Showcase
Kolby Nichol
Implementing a Work Order Management Solution to Streamline Your Crop Protection and Fertilizer Application Process
Dave Goughnour
Capital View
Hands-On Workshop
Crop Nutrient Response Tool
Tom Bruulsema

5:30pm to 7:30pm
Reception in Exhibit Hall

WEDNESDAY, JULY 17, 2013

7:00am to 8:00am
Breakfast in Exhibit Hall

8:00am to 8:50am
Concurrent Sessions
Sapphire
Precision Water
José Payero
Precision Drainage
Richard Cooke
Diamond
Ag Use of UAVs (no repeat)
Small UAVs and Their Applications in Precision Agriculture
Reza Ehsani
Emerald
Innovative Uses of Spatial Data
GIS for Siting Bioenergy Crops
Herbert Ssegane
Climate.Com: Online Field Monitoring and Crop Modeling Service Built For Farmers
Jeff Hamlin

Ruby
Gold Sponsors Showcase
The Universe of Ag Information: Boldly Going Where None Have Gone Before
Don Bierman
Internet Based RTK
Andy Hill
Capital View
Hands-On Workshop
You CAN Take it with You!
Harold Reetz

9:00am to 9:50am
Concurrent Sessions
Sapphire
Planting with Precision
Variable Hybrid Planting
Jason Webster
Variable Rate Seeding
Chad Godsey
Diamond
Telemetry & Logistics
Seward Farms: Telemetry and Fleet Management
Darrington Seward
A Retailer's View on Logistics
Today and Tomorrow
Troy Walker
Emerald
Field Data Issues
Field Data Issues
Andy Hill, Aaron Hunt, Dave Nerpel, Jason Ellsworth
Ruby
Slingshot Showcase
Slingshot API and Data Management
Josh Skanderup
Capital View
Hands-On Workshop
Hands-on, Getting to Know How to Use Agricultural Apps
Brian Arnall

9:50am to 10:30am
Break in Exhibit Hall

10:30am to 11:30am
PrecisionAg Plenary Session
sponsored by SST Software
An Owner's Guide to the Future
David Zach

11:30am to 12:30pm
Precision Ag Luncheon
sponsored by SST Software
Program Overview

**WEDNESDAY, JULY 17, 2013 continued**

12:30pm to 1:20pm  **Concurrent Sessions**
- **Sapphire**
  - Repeat: Precision Water
  - Precision Irrigation
    - José Payaro
  - Precision Drainage
    - Richard Cooke
- **Diamond**
  - Unmanned Systems: Panel Discussion
  - Unmanned Systems and Agriculture: An Industry on the Rise
    - Gretchen West
- **Emerald**
  - Social Media for Business
  - Social Media Tools - Apps & Devices
    - Chuck Zimmerman
  - Overview of Social Media Analytics
    - Jay Harrison
- **Ruby**
  - AgJunction Showcase
  - AgJunction Industry Overview
    - Rick Heiniger
- **Capital View**
  - Hands-On Workshop
  - Defining Precision Ag Skills
    - Terry Brase

1:30pm to 2:20pm  **Concurrent Sessions**
- **Sapphire**
  - Repeat: Planting with Precision
  - Variable Hybrid Planting
    - Jason Webster
  - Variable Rate Seeding
    - Chad Godsey
- **Diamond**
  - Repeat: Telemetry
  - Seward Farms: Telemetry and Fleet Management
    - Darrington Seward
  - A Retailer’s View on Logistics Today and Tomorrow
    - Troy Walker
- **Emerald**
  - AgGateway
  - Connecting an Industry – Driving Standards to Improve Information
    - Randy Beard, Dennis Daggett, Chip Donahue, Joe Tevis

2:20pm to 3:00pm  **Break in Exhibit Hall**

3:30pm to 3:50pm  **Concurrent Sessions**
- **Sapphire**
  - Data for Decisions
  - Data Driven Agronomic Decisions
    - Dan Frieberg

4:00pm to 4:50pm  **Concurrent Sessions**
- **Sapphire**
  - Canopy Sensor Technology
  - In-Season Cropping Decisions
    - Gary Roberson
  - Precision Sensing – Potential and Challenges
    - Olga Walsh
- **Diamond**
  - 4R and Precision Ag on the Farm
  - 4R Panel Discussion
    - Josh Bafus, Rick Brunner, Jesse Brunner, Allen Spray
# Program Overview

## Thursday, July 18, 2013

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</table>
| Repeat: Data for Decisions | Data Driven Agronomic Decisions  
  Dan Frieberg   |
| Repeat: 4R      | 4R is Precision Nutrient Management  
  Steve Phillips |
| 4Rs in State Strategies for Non-Point Source (i.e. Farm) Nutrient Loss |  
  Lara Moody   |

## Hands-On Workshops

### TUESDAY, JULY 16, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 1:00pm to 1:50pm| Answering Your Questions  
  Via On-Farm Research  
  Jenny Rees   |
| 3:30pm to 4:20pm| Yield Editor 2.0  
  Scott Drummond  
  Ken Sudduth   |
| 4:30pm to 5:20pm| Crop Nutrient Response Tool  
  Tom Bruulsema   |

### WEDNESDAY, JULY 17, 2013

<table>
<thead>
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<th>Time</th>
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</table>
| 8:00am to 8:50am| You CAN Take It with You!  
  Harold Reetz   |
| 9:00am to 9:50am| Hands-on, Getting to Know How to Use Agricultural Apps  
  Brian Arnall   |
| 12:30pm to 1:20pm| Defining Precision Ag Skills  
  Terry Brase   |
| 1:30pm to 2:20pm| Defining Precision Ag Skills (repeat)  
  Terry Brase   |
| 3:00pm to 3:50pm| Hands-on Use of Adapt-N  
  Harold van Es   |
| 4:00pm to 4:50pm| Hands-on Use of Adapt-N (continued)  
  Harold van Es   |
Enter with an open mind as these keynote speakers present thought-provoking paradigm busters in the plenary sessions. Jim Whitt brings people-provoking concepts to light in how to improve your personal and business productivity. Matias Ruffo, native Argentinian, presents an international perspective on global ag production. David Zach blends humor and contemplative analysis of past and current trends into a talk sure to push us to consider how we fit into the future. Jim Budzynski challenges us to consider Agriculture 3.0.

**Jim Whitt - Sponsored by Servi-Tech**  
**Tuesday, July 16, 2013 • 9:00am**

Jim Whitt founded Purpose Unlimited to transform lives, leaders and organizations. He developed a business model that focuses on four principles — purpose, partnering, pioneering and profit. Jim doesn’t do mission statements. He helps businesses identify their purpose — one that is positive, powerful, simple and serving. Jim helps businesses attract employees who want to be partners in the fulfillment of that purpose instead of just working for a paycheck. Jim doesn’t do traditional strategic planning. He helps businesses pioneer by looking 30 years ahead, writing their future history and start working their way back to the present. Jim helps businesses get bottom line results. When a business focuses on fulfilling its purpose, partnering with others to achieve it and pioneering a path to the future the natural byproduct is profit.

**Matias Ruffo, The Mosaic Company**  
**Tuesday, July 16, 2013 • 10:25am**

Dr. Matias L. Ruffo is Worldwide Agronomy Manager for The Mosaic Company. In addition to managing the Agronomy team, Matias is responsible for agronomic activities to facilitate sales and support development of new products and services around the globe. Prior to this position, he served Mosaic in Research and Development. Matias holds a Bachelors degree in Agronomy from the University of Buenos Aires (Argentina) and continued his education at the University of Illinois, obtaining M.S. and PhD degrees in Crop Science. Matias received the J. Fielding Reed PPI Fellowship and the Harry J. Larsen/Yara Memorial Scholarship from the American Society of Agronomy.

**David Zach - Sponsored by SST Software**  
**Wednesday, July 17, 2013 • 10:30am**

David Zach is one of the few professionally trained futurists on this planet, having earned a masters degree in Studies of the Future from the University of Houston-Clear Lake. Of course, this was way back in the 1980s, so it’s pretty much history by now. Since then, Dave has worked with over 1400 associations, corporations and colleges offering insights on the personal and professional impact of strategic trends. In other words, he gives funny and thought-provoking keynote speeches on the future of technology, economics, business, education, demographics and society.

**Jim Budzynski - Sponsored by AgData**  
**Thursday, July 18, 2013 • 11:00am**

Dr. Jim Budzynski is the Managing Principal of MacroGain Partners, a Carmel, Indiana firm focused on facilitating private equity investments in the agricultural industry and providing related strategic planning and management consulting services. Jim is also a Venture Partner with ag-tech venture capital firm Open Prairie Ventures, one of the nation’s premier venture capital firms investing in ag-tech. He also current serves as Vice President of Business Development and Chief Technology Officer for NewLeaf Symbiotics, an agricultural biologics company located in St. Louis, Missouri. He has provided strategic counsel to dozens of agribusinesses, from start-ups to major multinationals, and frequently has provided strategic technology and market sector assessments to both private equity and venture capital investors. He is a well-known strategic thinker in the agri-business sector and has published numerous articles and delivered keynote speeches at leading conferences nationwide. Jim holds a B.S. in Agronomy from Purdue University and earned his M.S and Ph.D. in Soil Chemistry from the University of Arizona.
Tuesday, July 16, 2013

1:00pm to 1:50pm  SST Showcase
Manage data. Harvest information. Go places.
Matt Waits

2:00pm to 2:50pm  John Deere Showcase
Technology Innovations
Patrick Sikora

3:30pm to 4:20pm  MapShots Showcase
This is Not Your Mother’s MapShots!
Ted Macy

4:30pm to 5:20pm  Gold Sponsors Showcase
Precision Edge Showcase
Kolby Nichol
Implementing a Work Order Management Solution to Streamline Your Crop Protection and Fertilizer Application Process
Dave Goughnour

Wednesday, July 17, 2013

8:00am to 8:50am  Gold Sponsors Showcase
The Universe of Ag Information: Boldly Going Where None Have Gone Before
Don Bierman
Internet Based RTK
Andy Hill

9:00am to 9:50am  Slingshot Showcase
Slingshot API and Data Management
Josh Skanderup

12:30pm to 1:20pm  AgJunction Showcase
AgJunction Industry Overview
Rick Heiniger

1:30pm to 2:20pm  Gold Sponsors Showcase
I.F.A.R.M. - Simplifying Precision Ag
Gary Fisher
Precision Technology and MyAgCentral: Putting the Farmer Back in the Driver’s Seat
Steve Cubbage

3:00pm to 3:50pm  AGCO Showcase
How Connectivity Will Drive Efficiency: The Fused Farm
Matt Rushing

4:00pm to 4:50pm  GEOSYS Showcase
Change the Way You Look at Your Fields
Fred Below, Gary Pike, Tom Ryan, David Scott