The InfoAg Conference
The Premier Event in Precision Agriculture!

July 29-31, 2014 • Union Station • St. Louis, Missouri
General Information

Name Badges & Registration

Registration is required to enter all InfoAg 2014 program sessions and exhibit hall. Official conference name badges should be worn at all times.

The registration desk is open:
- July 28 12:00pm - 6:00pm
- July 29 7:00am - 6:00pm
- July 30 7:00am - 6:00pm
- July 31 7:00am - 12:00pm

Hotel

All sessions and exhibits for InfoAg 2014 are at:

**St. Louis Union Station Hotel**
1820 Market St. One Union Station
St Louis, MO 63103
Phone: (314) 621-5262
Email: info@stlouisunionstation.com

Receptions

- **PrecisionAg Tech Center Reception**
  July 29 - 5:30pm - 7:30pm
- **PrecisionAg Tech Center Reception**
  July 30 - 5:00pm - 7:00pm

Registration includes

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

Exhibits

Exhibits for InfoAg 2014 are in the PrecisionAg Tech Center.

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

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

Website & App

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

Access the complete InfoAg conference overview, create and manage your personal conference itinerary, and easily search speakers, exhibitors, and presentations with the InfoAg Conference App.

Certified Crop Adviser 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 from participating speakers 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

Pre-Conference Tour

The pre-conference tour will be Monday, July 28. The tour will leave Union Station at 9:00am and return by 5:00pm. The tour will visit three locations. Bus transportation, lunch, and beverages will be provided.

**Stop 1:** Donald Danforth Plant Science Center

**Stop 2:** Sydenstricker, John Deere dealership in Moscow Mills, MO

**Stop 3:** UAV Demonstrations
## SCHEDULE

### At-A-Glance

**Tuesday, July 29**

- **7:00am – 6:00pm** Registration Open
- **9:00am – 11:00am** Opening Plenary Session
  - **Regency Ballroom ABC**
  - **sponsored by IPNI**
- **11:00am – 1:00pm** Lunch, **PrecisionAg Tech Center**
- **1:00pm – 2:50pm** Concurrent Sessions
- **3:30pm – 5:20pm** Concurrent Sessions
- **5:30pm – 7:30pm** Reception, **PrecisionAg Tech Center**

**Wednesday, July 30**

- **7:00am – 6:00pm** Registration Open
- **7:00am – 8:00am** Breakfast, **PrecisionAg Tech Center**
- **8:00am – 9:50am** Concurrent Sessions
- **10:30am – 11:30am** PrecisionAg Plenary Session
  - **Regency Ballroom ABC**
- **11:30am – 12:30pm** PrecisionAg Luncheon
  - **Grand Ballroom DEF**
  - **sponsored by SST Software & Raven**
- **12:30pm – 2:20pm** Concurrent Sessions
- **3:00pm – 4:50pm** Concurrent Sessions
- **5:00pm – 7:00pm** Reception, **PrecisionAg Tech Center**

**Thursday, July 31**

- **7:00am – 12:00pm** Registration Open
- **7:00am – 9:00am** Breakfast, **PrecisionAg Tech Center**
- **9:00am – 10:50am** Concurrent Sessions
- **11:00am – 12:00pm** Closing Plenary Session
  - **Regency Ballroom ABC**
  - **sponsored by IPNI**

### Hands-On WORKSHOPS

These workshops are great sessions for digging into software and getting first-hand assistance with ag apps, new wearable computing, on-farm research, and hiring and training precision people.

**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 pre-conference downloads.

There is no additional fee to attend InfoAg workshops. No reservations are needed, but seating may be limited. **Workshops will be located at just off the exhibit hall in the Midway Suites (behind the IPNI booth).**

**WORKSHOPS:**

- ✔ Hands-on Ag Apps
- ✔ Scouting Apps
- ✔ Wearable Technology
- ✔ On-Farm Research
- ✔ Hiring and Employee Onboarding
- ✔ Precision Certification

Workshop Schedule on page 7.
TUESDAY, JULY 29, 2014

9:00am to 11:00am
Opening Plenary Session
Welcome to InfoAg 2014
Steve Phillips
Award of Excellence Presentations
Paul Schrimpf
Big Data: The Future of Precision Agriculture
Scott Shearer

11:00am to 1:00pm
Lunch and Exhibits
sponsored by IPNI

1:00pm to 1:50pm
Concurrent Sessions

Grand Ballroom A
AUVSI Panel Session
UAS for Agricultural Research
Jamey Jacob, Michael Sama, Ajay Sharda

Grand Ballroom B
Potassium Soil Tests
Importance of Good Soil Potassium Test Calibration
Nathan Slaton
Assessing Potassium Needs
Robert Miller

Grand Ballroom C
Award of Excellence Winners
Educator/Researcher
Matthew Darr
Crop Adviser/Entrepreneur
Chris Fennig
Farmer
Tony Alameda
Legacy
Scott Shearer, Joe Tevis

1:50pm to 3:30pm
Break in PrecisionAg Tech Center

2:00pm to 2:50pm
Concurrent Sessions

Grand Ballroom A
AUVSI: Unmanned on the Farm
Unmanned on the Farm: User Insights to Help You Get Started with UAS
Clay Mitchell
The UAS Learning Curve
Dale Cowan

2:50pm to 3:30pm
Concurrent Sessions

Grand Ballroom B
Spatial & Temporal Potassium Management
Robert Mullen
Potassium Soil Stratification
Robert Miller

Grand Ballroom C
GoogleGlass, & OnFarm Wi-Fi
Changing the Idea of Work Through Technology; Going Google and Smart Wi-Fi
Craig Ganssle
Wearable Technology on the Farm of the Future: Google Glass and Beyond
Bruce Rasa

3:30pm to 4:20pm
Concurrent Sessions

Grand Ballroom A
Repeat: AUVSI Panel Session
UAS for Agricultural Research Applications
Jamey Jacob, Michael Sama, Ajay Sharda

Grand Ballroom B
Repeat: Potassium Soil Tests
Importance of Good Soil Potassium Test Calibration
Nathan Slaton
Assessing Potassium Needs
Robert Miller

Grand Ballroom C
Measuring Soil Properties
Managing Zones through Field Fusion
Tyler Lund
Putting Precision Back into Precision Soil Sampling
Jeff Burton, Shannon Gomes

Regency AB
MapShots Showcase
Automated Data Capture: Making Data Integration Easy
Ted Macy

Midway Suites
Workshop: Scouting Apps
Scouting Apps
Brian Arnall
### Program

**4:30pm to 5:20pm**

**Grand Ballroom A**

**Concurrent Sessions**

**Repeat: Unmanned on the Farm**

- **Unmanned on the Farm: User Insights to Help You Get Started With UAS**
  - Clay Mitchell
- **The UAS Learning Curve**
  - Dale Cowan

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**Grand Ballroom B**

**Repeat: Precision K Management**

- **Spatial & Temporal Potassium Management**
  - Robert Mullen
- **Potassium Soil Stratification**
  - Robert Miller

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**Grand Ballroom C**

**Robotics in Agriculture**

- **Autonomous Vehicles in Crop Production Systems**
  - Scott Shearer

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**Regency AB**

**Gold Sponsor Showcase**

- **The Future of Data Management**
  - Nish Majarian
- **AgWorks Unified Agronomy Software and Off-line Sync- The Keys to Efficiency**
  - Greg Duhachek

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**Midway Suites**

**Workshop: Scouting Apps (continued)**

- **Tools: Bringing Collaboration from the Cloud to the Farm**
  - Craig Ganssle

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**5:30pm to 7:30pm**

**Reception in PrecisionAg Tech Center**

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**WEDNESDAY, JULY 30, 2014**

**7:00am to 8:00am**

**Continental Breakfast**

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**8:00am to 8:50am**

**Concurrent Sessions**

**Grand Ballroom A**

- **Nitrogen Rate Trials**
  - Daniel Schaefer

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**Grand Ballroom B**

- **Economics of PA**
  - Chris Hudson

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**Grand Ballroom C**

- **On-Farm Research**
  - Chad Godsey

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**9:00am to 9:50am**

**Concurrent Sessions**

**Grand Ballroom A**

- **VR Prescriptions**
  - Raj Khosla

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**Grand Ballroom B**

- **Measuring Return on Technology**
  - Rich Wildman

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**Grand Ballroom C**

- **When Can We Use UAVs in Ag?**
  - Gretchen West

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**Regency AB**

**Raven Showcase**

- **What's New From Raven**
  - Paul Welbig

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**Midway Suites**

**Workshop: Wearable Technology (continued)**

- **Google Glass**
  - Bruce Rasa

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**9:50am to 10:30am**

**Break in PrecisionAg Tech Center**

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**10:30am to 11:30am**

**PrecisionAg Plenary Session**

**Regency ABC**

- **The Food Futurist**
  - Christophe Pelletier

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**11:30am to 12:30pm**

**PrecisionAg Luncheon**

**Grand Ballroom DEF**

- sponsored by SST Software & Raven

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**SST Software**

**RAVEN**
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<thead>
<tr>
<th>Time</th>
<th>Session Type</th>
<th>Location</th>
<th>Title</th>
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<td>Raj Khosla</td>
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<td>Grand Ballroom B</td>
<td>Measuring How Precision Ag Pays</td>
<td>Chris Hudson</td>
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<td>Grand Ballroom C</td>
<td>Measuring How Precision Ag Pays</td>
<td>Chris Hudson</td>
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<td>Grand Ballroom C</td>
<td>Overview of Technology In Action: Discussion of Technology Utilization at A.L. Baucom</td>
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<td>Grand Ballroom C</td>
<td>Precision People</td>
<td>Mark Waschek</td>
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<td>Regency AB</td>
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<td>Mark Waschek</td>
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<td>Midway Suites</td>
<td>Workshop: Planning On-Farm Research</td>
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<td>Repeat: N Rate Trials</td>
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<td>Repeat: N-Rate Studies</td>
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<td>Evaluating Precision Ag at the Dealership</td>
<td>Rich Wildman</td>
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<td>Big Data: Farmer Point of View</td>
<td>John Fulton</td>
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<td>Gary Fisher</td>
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<td>I.F.A.R.M. Managing the Precision Ag Cycle</td>
<td>Gary Fisher</td>
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<td>Workshop: Analyzing On-Farm Research (continued)</td>
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<td>On-Farm Research: Getting the Most Out of Your Data</td>
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<td>Break in PrecisionAg Tech Center</td>
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<td>3:00pm to 3:50pm</td>
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<td>AgGateway</td>
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<td>Grand Ballroom B</td>
<td>Precision P Management</td>
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<td>Precision Irrigation: Western US</td>
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<td>Workshop: Hiring</td>
<td>Mike Smith, Mark Waschek</td>
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<td>Grand Ballroom A</td>
<td>Open Ag Data Alliance: An Open Project for Farmer-Focused Data Privacy, Interoperability and Security</td>
<td>Aaron Ault</td>
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<td>Grand Ballroom B</td>
<td>VR Seeding</td>
<td>John McGuire</td>
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<td>Precision Irrigation in the Southeastern U.S. from Beginning to Application</td>
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<td>Building Your Remote Sensing Strategy for Precision Agriculture</td>
<td>David Scott</td>
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THURSDAY, JULY 31, 2014

7:00am to 9:00am  Breakfast in PrecisionAg Tech Center

9:00am to 9:50am  Concurrent Sessions
Grand Ballroom A  Repeat: AgGateway
AgGateway: 8 Years of Enabling eBusiness
Joe Tevis, Jim Wilson

Grand Ballroom B  Repeat: Precision P Management
Precision Phosphorus Application for the Lake Erie Watershed
Tom Bruulsema

Grand Ballroom C  Big Data Perspective
A Unique Vantage Point on Big Data
Thomas Krill

Regency AB  AGCO Showcase
Rural Broadband Internet and Its Impact on New Technologies
Michael Englert, Jason O’Flanagan, Nick Tindall

Midway Suites  Workshop: Precision Certification
Industry Education Workshop
Terry Brase

10:00am to 10:50am  Concurrent Sessions
Grand Ballroom A  Repeat: OADA
Open Ag Data Alliance: An Open Project for Farmer-Focused Data Privacy, Interoperability, and Security
Aaron Ault

Grand Ballroom B  Repeat: VR Seeding
The Future of Multi-Hybrid Corn Planting
Jason Webster
Variable Rate Seeding: Solving a Problem Requires Preparation
John McGuire

Grand Ballroom C  Practical Data Standards in Action
Modus
Dave Nerpel

Regency AB  Gold Sponsor Showcase
How to be Analytically Awesome; Beyond Precision Agriculture, Understanding Added Spatial Analysis Practices
Charlie Magruder
AgFiniti: Ag Leader’s New Cloud-Based Platform
Luke James

Midway Suites  Workshop: Precision Certification
AgrowKnowledge/ PrecisionAg Institute Educators Meeting
Terry Brase

11:00am to 12:00pm  Closing Plenary Session
sponsored by IPNI
Big Data Has The Answers: Now All We Need Are the Questions
Steve Sonka

Hands-On Workshops

TUThURSDAY, JULY 31, 2014

1:00pm to 2:50pm  Hands-on Ag Apps
Ignacio Ciampitti

8:00am to 9:50am  Wearable Technology
Bruce Rasa

9:00am to 9:50am  Precision Certification
Terry Brase

3:30pm to 4:20pm  Scouting Apps
Brian Arnall

12:30pm to 1:20pm  On-Farm Research
Chad Godsey

10:00am to 10:50am Precision Certification (continued)
Terry Brase

4:30pm to 5:20pm  Scouting Apps (continued)
Craig Ganssle

3:00pm to 3:50pm  Hiring
Mike Smith, Mark Waschek

3:00pm to 3:50pm  Employee Onboarding
Mike Smith, Mark Waschek
Keynote Speakers

Scott Shearer - Sponsored by IPNI
Tuesday, July 29, 2014 • 9:00am

Dr. Scott A. Shearer received formal training in agricultural engineering from The Ohio State University and was awarded B.S., M.S. and Ph.D. degrees in 81, 83 and 86. Currently, he serves as Professor and Chair of the Food, Agricultural and Biological Engineering at The Ohio State University. Prior to OSU he was on a faculty member and then Chair of Biosystems and Agricultural Engineering at the University of Kentucky. During his 28-years in academia his research efforts have focused on spectral and spatial image processing for the extraction of features for classifying agricultural settings; and controls and methodologies for metering and distribution of inputs (e.g., seed, fertilizer and chemicals) in grain crop production systems. His current research activities include autonomous multi-vehicle field production systems and unmanned aerial systems for remote sensing. He has lead or cooperated in research supported by more than $8M in grants; authored or coauthored more than 170+ refereed journal articles, conference proceedings, and technical publications; and has made numerous invited presentations at extension meetings, workshops, farmer forums, and outreach events.

Christophe Pelletier - Sponsored by PrecisionAg
Wednesday, July 30, 2014 • 10:30am

Christophe Pelletier is one of the worlds experts on the future of food and agriculture. During his studies and his career, he has been active in Beef, Dairy, Animal Feed, Nutrition, Pork, Poultry and Seafood. Christophe Pelletier combines extensive knowledge with practical hands-on business experience. He is a versatile individual who is just as comfortable wearing a suit in a boardroom as he is wearing overalls and wooden shoes in a livestock pen or a hard hat and a white coat in a food plant. He has actually produced and sold food and agricultural products. He has filled a wide diversity of positions in Scientific and Technical support, Planning, Supply Chain, Procurement, Quality Control, Traceability, Food Safety, Sales & Marketing, Plant Management and Senior Executive level. He has conducted business internationally, on four continents, and negotiated multimillion deals with farmers, traders, wholesalers, leading retailers and food processors. Thanks to his strategic and leadership abilities, he successfully has turned around lagging operations into profitable and viable activities within very short periods of time. He has lived in three countries and he speaks five languages. He is a citizen of both Canada and the EU.

Steve Sonka - Sponsored by IPNI
Thursday, July 31, 2014 • 11:00am

Steve Sonka is Emeritus Chaired Professor of Agricultural Strategy at the University of Illinois and Research Professor at the ADM Institute for the Prevention of Postharvest Loss. At the University of Illinois, he was the first faculty member to hold the Soybean Industry Chair in Agricultural Strategy. His prior administrative responsibilities include serving as the Vice Chancellor for Public Engagement for the campus as well as being the founding Director of both the National Soybean Research Laboratory and the ADM Institute. A co-founder of the Centrec Consulting Group, LLC, in Savoy, Illinois, he was a partner there for more than 25 years.

An economist reared on an Iowa family farm, his scholarship emphasizes strategic change and decision making. In 1983, he authored Computers in Farming, the first text devoted to computer use in the sector. An author or coauthor of over 220 publications, his international experiences include consulting and lecturing on every continent except Antarctica.
### Sponsor Showcase Sessions

**TUESDAY, JULY 29, 2014**

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<td>1:00pm to 1:50pm</td>
<td>SST Software Showcase</td>
<td>Foundations for Moving the Precision Ag Industry Forward</td>
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<td>Matt Waits</td>
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<td>2:00pm to 2:50pm</td>
<td>John Deere Showcase</td>
<td>Enabling the Next Generation of Precision Agriculture</td>
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<td>Charles Schleusner</td>
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<td>3:30pm to 4:20pm</td>
<td>MapShots Showcase</td>
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<td>Gold Sponsor Showcase</td>
<td>The Future of Data Management</td>
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<td>AgWorks Unified Agronomy Software and Off-line Sync:</td>
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<td>The Keys to Efficiency</td>
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**WEDNESDAY, JULY 30, 2014**

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<td>Gold Sponsor Showcase</td>
<td>Preparing for the ‘I Agree’ Button</td>
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<td>Barry Bewley, David Swain</td>
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<td>9:00am to 9:50am</td>
<td>Raven Showcase</td>
<td>What’s New From Raven</td>
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<td>Paul Welbig</td>
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<td>12:30pm to 1:20pm</td>
<td>Trimble Showcase</td>
<td>Connected Farm Agronomic Services: Transforming Information into Knowledge</td>
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<td>Dan Rooney</td>
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<td>1:30pm to 2:20pm</td>
<td>Gold Sponsor Showcase</td>
<td>I.F.A.R.M. - Managing the Precision Ag Cycle</td>
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<td>Gary Fisher</td>
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<td>3:00pm to 3:50pm</td>
<td>DuPont-Pioneer Showcase</td>
<td>Encirca™ Services Nitrogen Management Service: Getting Variable Fields to Maximum Yields</td>
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<td>Justin Welch</td>
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<td>4:00pm to 4:50pm</td>
<td>GEOSYS Showcase</td>
<td>Building Your Remote Sensing Strategy for Precision Agriculture</td>
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**THURSDAY, JULY 31, 2014**

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