The Premier Event in Precision Agriculture!

July 28-30, 2015 • Union Station • St. Louis, Missouri USA
General Information

Name Badges & Registration
Registration is required to enter all InfoAg 2015 program sessions and exhibit hall. Official conference name badges should be worn at all times.

The registration desk is open:
- Monday, July 27: 12:00pm - 6:00pm
- Tuesday, July 28: 7:00am - 6:00pm
- Wednesday, July 29: 7:00am - 6:00pm
- Thursday, July 30: 7:00am - 12:00pm

Hotel
All sessions and exhibits for InfoAg 2015 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

Registration Includes
• Registration packet
• Tuesday and Wednesday lunch
• Wednesday and Thursday breakfasts
• Refreshment breaks
• Reception Tuesday & Wednesday evenings

Receptions
PrecisionAg Tech Center Reception
July 28 - 5:30pm - 7:30pm

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

Exhibits
Exhibits are in the PrecisionAg Tech Center, located in the Midway
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
Post Conference Survey: infoag.org/survey

Pre-Conference Tour
The pre-conference tour will be Monday, July 27. 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: Lange-Stegmann Fertilizer Transload Facility and Soil Sampler Demonstrations
Stop 2: Sydenstricker, John Deere dealership in Moscow Mills, MO
Stop 3: UAS Demonstrations at Spirits of St. Louis RC Club

Internet Access
SSID: Doubletree Meeting
Passcode: 1820
### SCHEDULE

#### Tuesday, July 28

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:00am – 6:00pm</td>
<td>Registration Open</td>
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</table>
| 9:00am – 11:00am | Opening Plenary Session  
Regency Ballroom ABC  
sponsored by IPNI |
| 11:00am – 1:00pm | Lunch, Grand Ballroom DEF  
Exhibits, 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 29

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<td>Registration Open</td>
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<tr>
<td>7:00am – 8:00am</td>
<td>Breakfast, PrecisionAg Tech Center</td>
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<tr>
<td>8:00am – 9:50am</td>
<td>Concurrent Sessions</td>
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</tbody>
</table>
| 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 30

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<td>7:00am – 9:00am</td>
<td>Breakfast, PrecisionAg Tech Center</td>
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<tr>
<td>9:00am – 10:50am</td>
<td>Concurrent Sessions</td>
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</tbody>
</table>
| 11:00am – 12:00pm | Closing Plenary Session  
Regency Ballroom ABC  
sponsored by IPNI |

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### Hands-On WORKSHOPS

The InfoAg Workshops provide the opportunity to go in-depth to a variety of topics.

- **Modus Standard** for soil sampling impacts many of the core activities in precision ag. This discussion of standards among users and potential users will contribute to the standard for the industry.
- **Ask the Futurist** features keynote David Zach in an open discussion of identifying trends and what to do about them.
- **Precision Ag Teams** focuses on the people part of precision ag with a discussion of roles, training programs and management ideas.
- **Decision Tools** will be a hands-on workshop with computers ready to use the U2U agronomic decision tools created by a consortium of universities.
- **Innovation Forum** features six startups pitching their take on technology and how they see their niche in the marketplace. This new program element is designed to support entrepreneurs and attract interest from investors and other companies in up and coming technologies.
- **Precision Education** focuses on the ability of colleges and universities to prepare students for jobs and careers in precision agriculture. Educators and industry representatives with an interest in better educated/trained employees are encouraged to attend.

Each workshop offers a unique topic. And the open discussion format allows participants to fully explore topics of interest.

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

**WORKSHOPS:**
- ✓ Modus Implementation
- ✓ Ask the Futurist
- ✓ Precision People
- ✓ Weather Agronomics
- ✓ Innovation Forum
- ✓ Precision Education

Workshop Schedule on page 7.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>9:00am to 11:00am</td>
<td>Opening Plenary Session</td>
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<tr>
<td>Regency ABC</td>
<td>Welcome to InfoAg 2015</td>
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<td>Steve Phillips</td>
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<td>20th Anniversary of the First InfoAg</td>
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<td>Paul Fixen</td>
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<td>PrecisionAg Award Presentations</td>
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<td>Paul Schrimpf</td>
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<td>Thinking Like a Futurist</td>
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<td>David Zach</td>
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<tr>
<td>11:00am to 1:00pm</td>
<td>Lunch and Exhibits sponsored by IPNI</td>
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<td>Grand Ballroom DEF</td>
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<td>&amp; Midway</td>
<td>Repeat: 1995-2015</td>
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<td>1:00pm to 1:50pm</td>
<td>Concurrent Sessions</td>
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<td>Grand Ballroom C</td>
<td>1995-2015</td>
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<td></td>
<td>20 Years in Review</td>
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<td>Harold Reetz</td>
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<td>20 Years of Using Precision Ag Tools to Build a Knowledge-Based Business</td>
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<td>Ron Olson</td>
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<td>Grand Ballroom AB</td>
<td>Data Analysis for Agronomic Decisions</td>
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<td>Agronomic Lessons from Data Analysis</td>
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<td>Dan Frieberg</td>
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<td>Precision Conservation</td>
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<td>4 Rs Are Not Enough</td>
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<td>Jorge Delgado</td>
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<td>Adapting Precision Technologies to the Management of Soil Health</td>
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<td>Jason Warren</td>
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<td>Regency AB</td>
<td>SST Software Showcase</td>
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<td>Data Synchronization: The Linchpin of Precision Ag Progress</td>
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<td>Matt Waits</td>
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<td>Midway Suites</td>
<td>Workshop: Modus Implementation</td>
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<td>Modus Standard Workshop</td>
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<td>Scott Murrell, Jason Ellsworth, Ignacio Ciampitti, Dave Nerpel, Aaron Hunt</td>
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<td>2:00pm to 2:50pm</td>
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<td>Grand Ballroom C</td>
<td>2015-2035</td>
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<td>2015-2035: What’s Coming for Precision Ag</td>
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<td>Marc Vanacht</td>
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<td>Grand Ballroom AB</td>
<td>Variable Seeding</td>
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<td>Multi-Genetic Planting</td>
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<td>Creating Accurate Management Zones for Reliable Variable Seeding Results</td>
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<td>Dave Scheiderer</td>
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<td>2:50pm to 3:30pm</td>
<td>Break in PrecisionAg Tech Center</td>
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<td>3:30pm to 4:20pm</td>
<td>Concurrent Sessions</td>
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<td>Grand Ballroom C</td>
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<td>Science of Precision Ag</td>
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<td>ISPA and Precision Agriculture around the World</td>
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<td>Nicolas Tremblay</td>
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<td>Brenda Ortiz</td>
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<td>David Zach</td>
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TUESDAY, JULY 28, 2015
4:30pm to 5:20pm  
**Concurrent Sessions**

**Grand Ballroom C**  
Repeat: 2015-2035  
2015-2035: What's Coming for Precision Ag  
Marc Vanacht

**Grand Ballroom AB**  
Repeat: Variable Seeding  
Multi-Genetic Planting  
Jason Webster  
Creating Accurate Management Zones for Reliable Variable Seeding Results  
Dave Scheiderer

**Regency C**  
**Weather Data Sources**  
Decision Tools from U2U  
Jim Angel  
Agrifying Weather Data: Making a Difference in Precision Farming  
Tim Marquis

**Regency AB**  
**GEOSYS Showcase**  
Future-Proofing Ag Technology Investments  
Matthieu Hyrien

**Midway Suites**  
**Workshop: Ask the Futurist (continued)**  
Ask the Futurist  
David Zach

5:30pm to 7:30pm  
Reception in PrecisionAg Tech Center

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**WEDNESDAY, JULY 29, 2015**

7:00am to 8:00am  
Continental Breakfast

8:00am to 8:50am  
**Concurrent Sessions**

**Grand Ballroom C**  
Farmer Perspective  
Observations from the Original Cyberfarmer  
John Reifsteck

**Grand Ballroom AB**  
Precise Data Comes Before Big Data  
Soil Sampling Done Right  
Tom McGraw

**Regency C**  
Remote Sensing Panel  
Satellite System Innovations  
Ryan Schacht  
Blended Remote Sensing Options  
Max Bruner  
Aerial Platform Innovations  
Mark Zaller  
Practical Applications of Remote Sensing Data in Wine Grape Production  
Luis Sanchez

**Regency AB**  
**Gold Sponsor Showcase**  
Crop IMS: Turning Data Privacy into Practice  
Don Bierman  
Expectations of RTK Customers vs Realities of RTK Service Providers  
Andy Hill

**Midway Suites**  
**Workshop: Precision People**  
Managing Healthy Precision Agriculture Teams  
T. J. Stauffer

9:00am to 9:50am  
**Concurrent Sessions**

**Grand Ballroom C**  
Farmer Perspective of the Future  
Precision Technologies That Have Worked for Us and A Wish List for the Future  
Larkin Martin  
Controlled Traffic, Drainage, and Input Management-Current and Future Opportunities  
Bob Stewart

**Grand Ballroom AB**  
Yield Data Mining  
Understanding, Analyzing, and Decision Making from Mapped Yield Data  
Raj Khosla

**Regency C**  
UAS Update  
Practical Approach to Unmanned Aerial Systems  
Chad Colby

**Regency AB**  
**Raven Showcase**  
Innovations in Information and Input Management  
Paul Welbig

**Midway Suites**  
**Workshop: Precision People**  
Managing Healthy Precision Agriculture Teams  
T. J. Stauffer

9:50am to 10:30am  
Break in PrecisionAg Tech Center

10:30am to 11:30am  
**PrecisionAg Plenary Session**  
Rethinking Our Ag Biotech Message-They Love What We Do... But They Just Don't Know It!  
Kevin Folta

11:30am to 12:30pm  
**PrecisionAg Luncheon**  
sponsored by SST Software & Raven
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<td>Developing Remote Sensing Drone Applications in Modern Agriculture - Turning Pictures into Decision Support</td>
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<td>Big Data in Context</td>
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<td>Big Data, Big Picture</td>
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<td>Lisa Prassack</td>
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<td>Decision Tools using Agronomic, Climatic, and Economic Information from U2U</td>
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<td>Jim Angel, Chad Hart</td>
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<td>2:20pm to 3:00pm</td>
<td>Break in PrecisionAg Tech Center</td>
<td><strong>Program</strong></td>
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<td>3:00pm to 3:50pm</td>
<td>Grand Ballroom C</td>
<td>Repeat: Farmer Perspective of the Future</td>
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<td>Larkin Martin</td>
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<td>Controlled Traffic, Drainage, and Input Management - Current and Future Opportunities</td>
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<td>Bob Stewart</td>
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<td>5:00pm to 7:00pm</td>
<td>Reception in PrecisionAg Tech Center</td>
<td><strong>Program</strong></td>
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### THURSDAY, JULY 30, 2015

<table>
<thead>
<tr>
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<th>Program</th>
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<tr>
<td>7:00am to 9:00am</td>
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<td>9:00am to 9:50am</td>
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<td>Grand Ballroom C</td>
<td>Brazilian Precision Ag</td>
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<td>Grand Ballroom C</td>
<td>Brazilian Precision Agriculture in Perspective</td>
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<td>Nitrogen Management Tools</td>
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<td>Nitrogen MGMT- Back to Basics</td>
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<td>Gold Sponsor Showcase</td>
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<td>FarmersEdge: From Boots to Bytes</td>
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<td>How FarmLogs Powers the Intelligent Farm</td>
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<td>RapidEye Satellite Imagery on Demand</td>
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<td>Using NovAtel CORRECT and TerraStar for High Accuracy Applications</td>
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<td>Workshop: Precision Education</td>
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<td>White Paper on Status of Precision Agriculture</td>
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#### 10:00am to 10:50am

- **Concurrent Sessions**
  - **Grand Ballroom C**
    - Argentinian Perspective
    - Challenges and Opportunities of Precision Agriculture; A South American Perspective
    - Adrian Fay
  - **Grand Ballroom AB**
    - Nitrogen Management Tools & Discussion
    - Adapt-N
    - Harold van Es, Greg Levow
  - **Regency C**
    - Gold Sponsor Showcase
    - Aerial Platform Innovations
    - Mark Zaller
  - **Regency AB**
    - Gold Sponsor Showcase
    - Agrarian's Unified Tool Set for Precision Management
    - Nish Majarian
    - Transforming Farming through Data Science-Ag’s Next Revolution
    - Randy Barker
  - **Midway Suites**
    - Workshop: Precision Education (continued)

#### 11:00am to 12:00pm

- **Closing Plenary Session**
  - Sponsored by IPNI
  - Planet Labs: Imaging the Entire Planet, Every Day
  - Robbie Schingler

### Hands-On Workshops

#### TUESDAY, JULY 28, 2015

- **1:00pm to 2:50pm**
  - Modus Implementation
    - Scott Murrell
    - Jason Ellsworth
    - Ignacio Campani
    - Dave Nerpel
    - Aaron Hunt

- **3:30pm to 5:20pm**
  - Ask the Futurist
    - David Zach

#### WEDNESDAY, JULY 29, 2015

- **8:00am to 9:50am**
  - Precision People
    - T.J. Stauffer

- **12:30pm to 2:20pm**
  - Weather Agronomics
    - Jim Angel
    - Chad Hart

- **3:00pm to 3:50pm**
  - Innovation Forum
    - Johnny Park
    - Travis Bayer
    - Ben Chostner

- **4:00pm to 4:50pm**
  - Innovation Forum (continued)
    - Tim Harris
    - Sid Gorham
    - Jason Tatge

#### THURSDAY, JULY 30, 2015

- **9:00am to 10:50am**
  - Precision Education
    - Terry Brase
Keynote Speakers

David Zach - Sponsored by IPNI
Tuesday, July 28, 2015 • 9:00am

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.

He reads a lot – and he reads a lot more about the past than he does about the future. He knows that change is vital but it’s also overrated and in this time of tumultuous change, it’s far more important that we find the things that don’t change and shouldn’t change. Tradition and change are really choices, and we are only prepared to choose wisely when we look far and wide for causes, implications and lasting value.

Dave has only had two real jobs; one with Northwestern Mutual and the other with Johnson Controls in the roles of environmental scanning and strategic planning. Along the way, he taught Future Studies in the School of Education at the University of Wisconsin-Milwaukee. Since 1987, he mostly sits and reads everything he can and then designs fascinating presentations that leave people either engaged in vivid conversations or quietly reflecting on what it all means. He gives talks about 50 times a year and really wishes he would write more. He is the author of two books, so far.

Dave is on the board of the American Institute of Architects and on the board of the American Chesterton Society. Past activities include: Wisconsin Small Business Development Center Advisory Council, AIA-WI Board, Future Milwaukee Advisory Board, Community Advisory Board for NPR station WUWM, board member of eInnovate, member of the downtown Rotary Club of Milwaukee, and chairman of the Goals for Greater Milwaukee 2000 Education Committee.

Kevin Folta - Sponsored by SST and Raven
Wednesday, July 29, 2015 • 10:30am

Kevin M. Folta is a Professor and the Chairman of the Horticultural Sciences Department at the University of Florida. His research uses state-of-the-art genomics approaches to identify novel genes that control important traits in small fruits, and led the strawberry genome sequencing project- producing the 12th plant genome sequenced. His laboratory also examines how plants interact with the light environment, how specific wavelengths of light may be applied to control development of high-value crop traits. He has been recognized with several prestigious awards such as the NSF CAREER Award, the University of Florida Research Professorship, and the HHMI Distinguished Mentor Award. A key part of his program is communicating science to non-scientific audiences, and training scientists how to effectively communicate scientific or controversial topics. BS/MS Northern Illinois University 1989/1992, Ph.D. University of Illinois at Chicago, 1998.

Robbie Schingler - Sponsored by IPNI
Thursday, July 30, 2015 • 11:00am

Robbie Schingler is the Co-Founder and President of Planet Labs. Prior to Planet Labs, Robbie spent 9 years at NASA. He helped to formulate the Small Spacecraft Office at NASA Ames Research Center and was Capture Manager for the Transiting Exoplanet Survey Satellite (TESS). Robbie had two tours at NASA Headquarters. He served as NASAs Open Government Representative to the White House; and the White House recognized NASA as a model for openness in government. Robbie also served on the founding team as Chief of Staff for the Office of the Chief Technologist at NASA – where he incubated $650M Space Technology Program that focused on advanced technology. Robbie received a MBA from Georgetown University, a Masters of Science Space Studies from the International Space University, and a BS in Engineering Physics from Santa Clara University and was a 2005 Presidential Management Fellow.
**Sponsor Showcase Sessions**

**TUESDAY, JULY 28, 2015**

1:00pm to 1:50pm  **SST Software Showcase**  
Data Synchronization: The Linchpin of Precision Ag Progress  
Matt Waits

2:00pm to 2:50pm  **John Deere Showcase**  
Operations Center in MyJohnDeere  
Patrick Pinkston

3:30pm to 4:20pm  **MapShots Showcase**  
MapShots Showcase  
Ted Macy

4:30pm to 5:20pm  **GEOSYS Showcase**  
Future-Proofing Ag Technology Investments  
Matthieu Hyrien

**WEDNESDAY, JULY 29, 2015**

8:00am to 8:50am  **Gold Sponsor Showcase**  
Crop IMS: Turning Data Privacy in to Practice  
Don Bierman
Expectations of RTK Customers vs Realities of RTK Service Providers  
Andy Hill

9:00am to 9:50am  **Raven Showcase**  
Innovations in Information and Input Management  
Paul Welbig

12:30pm to 1:20pm  **Trimble Showcase**  
The Value of Connectivity in Precision Farming  
Daniel Hedgecock  
Devon Liss

1:30pm to 2:20pm  **Encirca Showcase**  
Encirca Services- Working with a Trusted Advisor  
Justin Welch

3:00pm to 3:50pm  **Gold Sponsor Showcase**  
Managing Your Operation in the Cloud with AgFiniti  
Luke James
Enabling Technology to Increase Uptime, Performance and Efficiency  
Jason O’Flanagan

4:00pm to 4:50pm  **Gold Sponsor Showcase**  
iCropTrak- Mobile Processing That Rivals Your Desktop  
Aaron Hutchinson
AgWorks: Changing the Conversation from Precision to Decision  
Greg Duhachek

**THURSDAY, JULY 30, 2015**

9:00am to 9:50am  **Gold Sponsor Showcase**  
RapidEye Satellite Imagery on Demand  
Clint Graumann
Using NovAtel CORRECT and TerraStar for High Accuracy Applications  
Sara Masterson

9:00am to 9:50am  **Gold Sponsor Showcase (Regency C)**  
FarmersEdge: From Boots to Bytes  
Patrick Crampton
How FarmLogs Powers the Intelligent Farm  
Jesse Vollmar

10:00am to 10:50am  **Gold Sponsor Showcase**  
Agrian’s Unified ToolSet for Precision Management  
Nish Majarian
Transforming Farming through Data Science- Ag’s Next Revolution  
Randy Barker

10:00am to 10:50am  **Gold Sponsor Showcase (Regency C)**  
Aerial Platform Innovations  
Mark Zaller
The Top 3 Emerging Legal Issues That Will Impact the Precision Ag Business  
Randy Barker
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