

2014 Annual Conference

Nov 10-13 • Phoenix, Arizona
"Cultivating eBusiness for Global Success"

Join us in Phoenix, November 10-13, 2014,
for the AgGateway Annual Meeting & Conference:

"Cultivating eBusiness for Global Success"

Network, collaborate and move your company's eBusiness efforts forward. Invite your colleagues and business partners to learn about developments in eBusiness and how AgGateway can help them to get more connected.

Who Should Attend Those interested in ways to move eBusiness forward in the ag industry and learning about the latest efforts in this mission. In particular: business and information technology (IT) professionals whose companies are ag retailers, distributors, manufacturers of ag inputs (e.g., seed, crop nutrition, crop protection), and software and data service providers, as well as professionals in precision ag, academia, agricultural organizations, ag media, and students.

Benefits of Attending **Education** This year's conference includes stimulating speakers and educational sessions, plus multiple open working group sessions focused on the many projects underway. General session speakers include:

- **Darren Coppock** President, Ag Retailers Association
- **Bob Riley** Chairman of the Board, Feed Energy Company
- **Chid Apte** Director, Mathematical Sciences & Analytics, IBM Research
- **Herman Wilson** President, Pioneer Equipment Co.
- **Chalmers Carr** President, Titan Farms, Inc.

Working Sessions In addition to education and networking, the annual conference is a time for moving our work forward in multiple interactive working sessions. Contribute your thoughts and ideas as part of the successful collaborative process central to AgGateway.

Networking Excellent opportunities every day at the conference to network with your customers, future customers and peers, including refreshment breaks, meals and receptions.

Register at
AgGateway.org
"Events"

Register by October 17
for Early Bird Discounts!

General Highlights

All conference sessions — including work sessions — are open to all unless otherwise noted.

Conference sessions as of September 22; check back at www.AgGateway.org for updates.

Monday, November 10 **First Time Attendees Orientation and Lunch** (11:30 am – 1:00 pm)

Designed to orient first-time attendees and new AgGateway members, with information on the AgGateway organization and insights on sessions to attend at the conference.

Welcoming General Session and Business Meeting (1:00 – 2:30 pm)

Includes an overview of AgGateway progress and priorities, and recognition of agricultural eBusiness leaders.

Tuesday, November 11 **Keynote Speaker** (10:30 – 11:30 am)

Darren Coppock, President and CEO of the Agricultural Retailers Association

General Session Speaker (11:30 am – 12:30 pm)

Bob Riley, Chairman of the Board, Feed Energy Company

Educational Sessions **Auto Identification Data Capture (AIDC)** (8:00 – 10:00 am)

Interactive session to discuss benefits achieved thru AIDC technology

eBusiness and the Value Chain (8:00 – 9:30 am)

Designed to help individual companies understand the value of their participation in AgGateway projects, including how participation can result in market opportunities. Understanding how value chains work is especially important when you need other companies, alliances or partners to develop and deliver value, as is often seen in eBusiness in agriculture.

Allied Providers Meeting Technical Workshop (1:30 – 3:30 pm)

Hands-on technical session where you'll learn about integration skills and working with eBusiness messaging using the AgGateway Ag Open Standard

The Why and How of Trading Partner Connectivity and Electronic Data Exchange (1:30 – 3:30 pm)

Primarily for companies that have not yet begun electronic data exchange, and for those that want to implement more quickly. We'll explore why eConnectivity with your trading partners makes sense operationally, financially, and from a sustainability perspective. Includes a high-level overview of the AgGateway Open Standards, how to use the implementation guidelines, and how to get started. Detail about implementation technologies that are used by many AgGateway members, including a demo of data synchronization using the AgGateway AGIS directory, and how to safely and securely move your data.

Emerging Technologies Forum (4:00 – 5:30 pm)

Come learn about and discuss some of the newest information technologies that may be impacting agricultural business in the months and years ahead.

Networking Lunch (12:30 – 1:30 pm)

Welcome Networking Reception (5:30 – 7:30 pm)

Sponsorship Opportunities

Support the meeting and boost your company's profile in front of hundreds of the most active Ag eBusiness companies. See options on the conference webpage.

General Highlights

Wednesday, November 12

Member Services LIVE

Every day, Member Services LIVE gives you the opportunity to meet the person behind the Member Services hotline. Stop by to informally ask a question, find out what's new in AgGateway or just say hi.

General Session Speakers

10:30 – 11:30 am

Chid Apte Director, Mathematical Sciences & Analytics, IBM Research

11:30 am – 12:30 pm

Herman Wilson President Pioneer Equipment Co.

4:00 - 5:30 pm

Chalmers Carr President, Titan Farms, Inc., and Conference Closing Session/ Looking Forward

Networking Lunch (12:30 – 1:30 pm)

Educational Sessions

AgGateway Global Network, Continuing the Vision (8:00 – 9:00 am)

Learn about the mission, work and opportunities associated with the new AgGateway Global Network, an affiliated organization that seeks to expand internationally the mission to promote and expand the implementation of eBusiness standards and guidelines in agriculture.

Paperless Fertilizer Tonnage Reporting (9:00 – 10:00 am)

Get the latest update on the U.S. states and companies that have already gone paperless with tonnage reporting, and progress toward the goal of total paperless reporting by 2016.

Future Internet - the European FI Space Project (9:00 – 10:00 am)

Promoting/Marketing AgGateway Participation – (1:30 – 2:30 pm)

A helpful overview of the benefits of collaboration in eBusiness projects to ag companies and the industry as a whole.

“Meet the AgGateway Board” Networking Reception (5:30 – 7:30 pm)

Thursday, November 13

Educational Sessions

Gateway to Ag Careers

Each year AgGateway hosts several students at the conference who are interested in eBusiness in agriculture, to promote interest in eBusiness among budding ag leaders. Don't forget to welcome our students if you meet them at the conference.

Enabling Decisions Using Precision Ag Tools (9:00 – 10:00 am)

A review of current tools that allow farmers, ag retailers, manufacturers and others to document and implement precision ag services and practices. A high-level discussion of the on-board vehicle tools (such as displays, variable rate drives, wireless data transfer, etc.), off-board systems (such as the cloud, supplied API's, SPADE's ADAPT toolkit, etc.) and the role of standards in the on-board and off-board tools and systems. How these tools and systems will work together in enabling decisions in a farming operation and how they collectively will impact agriculture in the future.

Interoperability, Sustainability and Big Data's Impact on Agriculture

(10:30 am – 12:00 pm)

A panel discussion by experts from ASABE, Field-to-Market, AgGateway and academia on the importance of data standards in the interoperability of disparate systems, and the impact of interoperability on sustainability in agriculture. A sub-topic will be the integration of the work accomplished by AgGateway's Standardized Precision Ag Data Exchange Project (SPADE) and Glossary projects.

Working Sessions of General Interest

All conference sessions — including work sessions — are open to all unless otherwise noted.

Conference sessions as of September 22; check back at www.AgGateway.org for updates.

Tuesday 8:00 – 10:00 am

Allied Providers Council Meeting

AgGateway's Allied Providers Council is comprised of software solution providers and consulting services companies. Hear updates on the Integration Registry, cross-council projects (e.g., Tonnage Reporting, AIDC, Precision Ag), and the Architecture Committee; we'll also explore how to update and enhance the Allied Providers Matrix, and how to improve technical training.

Tuesday 8:00 – 9:30 am

Insurance, Regulation, and Government Relations Working Group

A work session on organizing to execute on achieving 2015 goals.

Tuesday 4:00 – 5:30 pm

AIDC Working Session

For those interested in seeing Auto Identification and Data Capture (AIDC) expanded across our supply chain. We are developing Use Cases documenting where AIDC fits into the ag supply chain, which will clarify benefits, and identifying future projects and efforts.

Wednesday 8:00 – 9:00 am

Standards & Guidelines and Glossary Working Group

A review of the work accomplished during the SPADE2 project.

Wednesday 1:30 – 3:30 pm

Data Privacy & Security Committee Meeting

A session to continue working through the deliverables as defined in the recently completed whitepaper.

Wednesday 1:30 – 3:30 pm

Project Planning Session

A review of next steps from AgGateway Project team leads.

Also, meetings of these standing committees, open to all:

- **Architecture Committee**
- **Communications Committee**
- **Conference Committee**
- **Education Committee**
- **Membership Committee**
- **Standards and Guidelines Committee**

Interested in...
**Precision
Agriculture**

*Working meetings and
educational sessions*

Monday 3:00 – 4:00 pm

Telematics and Asset Management Working Group

Work session on organizing the WAVE (telematics) Project and integrating it into the Standardized Precision Ag Data Exchange (SPADE) Project.

Monday 3:00 - 5:00 pm

Field Operations Working Group (SPADE3 Charter)

Work session on phase 3 of the Standardized Precision Ag Data Exchange (SPADE) Project; organizing to achieve 2015 goals.

Monday 3:00 – 5:00 pm

Water Management (PAIL) Working Group

Precision Ag Irrigation Leadership (PAIL) strategic direction and PAIL2 charter; results from alpha and beta tests collaboration with SPADE.

Monday 4:30 – 6:30 pm

Remote Sensing Working Group Report

Work session on evaluating need for project to integrate sensor data with the SPADE3 project; organizing to execute on achieving 2015 goals.

Tuesday 1:30 – 3:30 pm

Precision Ag Council Business Meeting

Primary action is to vote on new Vice-Chair.

Tuesday 4:00 - 5:30 pm

SPADE2 Data Conversion Toolbox (ADAPT) Working Session

Work session of the oversight committee on the Ag Data Application Programming Toolkit (ADAPT); organizing work within the SPADE3 project.

Wednesday 8:00 – 10:00 am

SPADE2/PAIL Update Session - Joint Session

General session to review the work accomplished in phase 2 of the Standardized Precision Ag Data Exchange Project (SPADE2) and Precision Ag Irrigation Leadership (PAIL) Project.

Thursday 9:00 - 10:00 am

Education Session: Enabling Decisions Using Precision Ag Tools

A review of current tools that allow farmers, ag retailers, manufacturers and others to document and implement precision ag services and practices. A high-level discussion of the on-board vehicle tools (such as displays, variable rate drives, wireless data transfer, etc.), off-board systems (such as the cloud, supplied API's, SPADE's ADAPT toolkit, etc.) and the role of standards in the on-board and off-board tools and systems. How these tools and systems will work together in enabling decisions in a farming operation and how they collectively will impact agriculture in the future.

Interested in...
**Contracts,
ordering, shipping,
inventory and
invoicing for
ag inputs**

*Working meetings and
educational sessions*

Monday 9:30 – 11:30 am

Ag Retail Point of Sale Working Group

(closed session - members of this Ag Retail working group only)

Focusing on setting the standards for the Point of Sale Reporting: packing size standards, GTIN standards, and getting the Crop Protection, Seed and Allied Providers Councils all on board with the new reporting process.

Monday 3:00 - 5:00 pm

Ag Retail Council Meeting

Review of the 2014 Ag Retail Council objectives, as well as updates on collaboration efforts with key AgGateway committees and projects such as: Tonnage Reporting, Seed Connectivity, AIDC, SPADE, and Grain Council. Review progress of the Point of Sale Reporting Standardization Working Group and their proposed timeline; update the status of the GLN availability.

Monday 3:00 – 5:00 pm

Crop Nutrition Council Meeting

Current Crop Nutrition Council activities.

Monday 3:00 – 5:00 pm

Crop Protection Council Meeting

A review of the work accomplished during the SPADE2 project

Tuesday 8:00 - 9:30 am

Feed Council Meeting

Tuesday 8:00 - 10:00 am

Grain Council Meeting

Discussion of how the joint meetings with Feed and Grain have been working, as well as updates and working session on the Grain pilot project. Review of Grain flyers and ROI calculators.

Tuesday 9:30 - 11:30 am

Seed Connectivity II Project Team Meeting

(closed session - project participants only)

Working session to review the pilot for grower license and zone demographics messaging.

Tuesday 1:30 – 3:30 pm

Grain Pilot Project

Working session on the Grain pilot project. We have a few companies interested in the pilot and are willing to have more involved.

Tuesday 1:30 – 3:30 pm

Seed Council Meeting

Updates on Seed Connectivity II Project, success stories, electronic order and booking status, grower licensing and zone demo look-up status, future seed eConnectivity projects, seed transfer and return project, 2015-18 road map review.

Tuesday 4:00 - 5:30 pm

Feed and Grain Joint Discussion Forum

If your organization is involved in either the Feed or Grain industries, come to this joint discussion to explore the opportunities between the council activities to benefit from the progress of each council.

Interested in...
**Additional
eBusiness
Implementation
Resources**

See also the sessions listed under
"General Highlights"

**Invite a Trading Partner for
Reduced Registration Fee!**

AgGateway members are encouraged to invite a trading partner. Non-members who are invited will be given a special reduced registration rate. See the Conference webpage for more information.

AGIIS Directory

AgGateway's Ag Industry Identification System (AGIIS) is the industry-recognized repository of common entity and product information.

Tuesday 4:00 – 5:30 pm

Expanding the Use of the Global Location Number (GLN)

An update on the current GLN expansion initiative, designed to further expand the GLN to the ag industry. A recap of what has been completed and future enhancements.

Wednesday 8:00 – 10:00 am

Directory Oversight Committee

(This committee establishes AGIIS policies and procedures.) A review of upcoming enhancements and future enhancement requests, and prioritizing work on these efforts. All are welcome, but only committee members have a vote. .

Wednesday 1:30 – 2:30 pm

Member Benefits - Your AGIIS Search/View Subscription and How to Get Started

All AgGateway members now receive a Search/View subscription to AGIIS as a benefit of their membership. If you are an AgGateway member that doesn't use AGIIS but would like to understand how it might play a role in your business, get a first-hand look at what AGIIS is and how it enables eBusiness. Also, tips given on how to get started and navigate the system.

Wednesday 2:30 - 3:30 pm

Dun & Bradstreet Transition Implementation Update

Review of the upcoming Dun & Bradstreet transition, including a brief overview of the transition and steps AgGateway has taken to assist users with the transition, and steps that users will need to take leading up to the February 15, 2015, implementation date.

Hotel Information

The Renaissance Phoenix Downtown is offering a reduced rate of **\$149/night** for AgGateway attendees *if you register by October 20*.

Reservations can be made online (via the AgGateway website) or by calling **1-800-468-3571** or **1-602-333-0000** and specifying "AgGateway Annual Meeting and Conference".

Register at
AgGateway.org
"Events"



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