

Join Us for the AgGateway Annual Conference



2015 SAN ANTONIO

“Business Agility –

The Power of Collaboration and eConnectivity”

November 9-12, 2015

Westin Riverwalk Hotel, San Antonio, Texas



Join us this fall in beautiful San Antonio, Texas, for our 10th Annual Conference. 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 with industry connectivity.

The conference is expected to draw hundreds of business and IT professionals from across the ag industry to discuss ongoing activities and the latest resources in implementing eBusiness between agricultural trading partners.

Register by Oct. 16 for the early-bird discount!



Register now at
[AgGateway.org "Events"](http://AgGateway.org/Events)

General Information

"This is a great opportunity to learn about and take part in the many exciting activities AgGateway members are involved in to make eBusiness possible – from auto identification data capture and better business office processes, to regulatory compliance and precision agriculture. This is the best meeting of the year to bring colleagues and trading partners to learn about the substantial benefits gained through eBusiness."

**–AgGateway President and CEO
Wendy Smith**



Who Should Attend

Those interested in ways to move eBusiness forward in the ag industry. The program is especially geared to 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 interested in eBusiness developments.

Benefits of Attending

Stimulating general session speakers include:

- **Kenneth Cordell, Jr.** President and CEO of Pinnacle Agriculture Holding LLC
- **Dr. Marty Matlock** Executive Director of the University of Arkansas Office for Sustainability, and Professor of Ecological Engineering in the Biological and Agricultural Engineering Department
- **Steve Pitstick** a progressive corn and soybean grower in northern Illinois known for leveraging new agricultural technologies
- **Richard S. Sellers** Senior Vice President of Legislative and Regulatory Affairs for the American Feed Industry Association

Working Sessions

We'll be moving forward in multiple interactive sessions. Contribute your ideas as part of the successful collaborative process central to AgGateway.

Networking

Excellent opportunities every day with refreshment breaks, meals and receptions, to network with your customers, colleagues, business partners and industry experts.

Innovations

Recognition of individual and group efforts that are moving the industry forward in eBusiness.

First time attending the conference?

First-time attendees are invited to a welcome luncheon the first day to learn more about AgGateway and how to take full advantage of the conference.

Hotel Information

The Westin Riverwalk Hotel is offering a reduced rate of \$180/night for AgGateway attendees if you **register by October 20**. Reservations can be made online (via the AgGateway website) or by calling 1-888-627-8396 and specifying "AgGateway Annual Conference".

Member Services LIVE

Every day, the Member Services LIVE desk gives you the opportunity to meet the AgGateway staff behind the Member Services hotline. Stop by to introduce yourself, ask a question, find out what's new in AgGateway or just to say "hi". We look forward to seeing you!



Once you're registered

Find all the information you need on our mobile app for attendees!

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.

Gateway to Ag Careers

Each year AgGateway hosts several students at the conference who are interested in eBusiness in agriculture. Don't forget to welcome our students if you meet them at the conference!

General Highlights

All conference sessions — including work sessions — are open to all unless otherwise noted. This information may change! See the Full Conference Schedule at AgGateway.org under "Events" for updates and further information.

Monday, November 9

- 10:00 AM - 11:25 AM** **Crop Protection Council Strategy Session**
A working session to begin implementing our 2016-2018 strategic plan.
- 11:30 AM - 1:00 PM** **First Time Attendee Orientation and Lunch [by invitation only]**
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.
- 1:15 PM - 2:30 PM** **GENERAL SESSION and Business Meeting**
Welcome from AgGateway's President and CEO, an overview of AgGateway progress and priorities, and recognition of agricultural eBusiness leaders.
- 2:30 PM - 3:00 PM** **Special 10-Year Anniversary Refreshment Break**
- 3:00 PM-4:50 PM** **Precision Ag Irrigation Leadership (PAIL) Project Working Group**
Reviewing the results from the beta testing, final version 1 of the PAIL schemas, and more.
- 3:00 PM-4:50 PM** **Crop Protection Council**
Reports from task forces (multiple GLNs, UOM, product update and sales reporting), and more.



3:00 PM-4:50 PM

Grain & Feed Council

Updates on project activities and more.

Allied Providers Council

Ongoing development of the strategic plan, new programs and 2016 activities.

Ag Retail Strategic Planning Session

A special session to help determine the council’s direction for the next three years. Join the discussion!

5:00 PM-6:00 PM

New Member Meet and Greet *[By invitation only]*

5:30 PM-7:00 PM

Kick-Off Reception

Join us for the Annual Conference “Kick-off” Reception. Your chance to Networking with your colleagues and fellow attendees.

Tuesday, November 10

All conference sessions — including work sessions — are open to all unless otherwise noted. See the Full Conference Schedule at AgGateway.org under “Events” for updates and further information.

8:00 AM-9:50 AM

Education Session: Navigating the AgGateway Website and Wiki

Need to find your way around AgGateway’s web resources? Take an interactive tour with AgGateway’s Member Services staff.

Education Session: Managing an AgGateway Project

First of two sessions on how to lead connectivity projects or prepare for connectivity either within AgGateway or your own company.

Auto Identification Data Capture (AIDC) Working Meeting

Roundtable discussion on the flow of data within the supply chain from manufacturer to farmer, and how to spur adoption of AIDC technology to improve that process.

Architecture Committee

Discussion of effective use of web service technologies, including REST, business process classification, emerging needs in precision ag, and more.

Insurance, Regulations and Government Relations Working Group

Addressing data standards in connection with the increasing government regulations and sustainability requirements on farm operations.



GENERAL SESSION

10:30 AM-11:30 AM

Keynote Speaker

Kenny Cordell, President and CEO of Pinnacle Agriculture Holdings

Pinnacle is an ag retail distribution business that acquires ag retail and wholesale businesses and implements key technologies with the goal of being the grower’s most trusted and efficient source of crop inputs.



Kenny Cordell

11:30 AM-12:30 PM

Featured Speaker



Richard Sellers

Richard Sellers, Sr. Vice President of Legislative and Regulatory Affairs, American Feed Industry Association (AFIA)

Sellers interacts with the U.S. Food and Drug Administration, state feed control agencies, legislative bodies on behalf of AFIA members. He previously served as a Texas state feed control official and is also a registered professional animal scientist.

12:30 PM-1:45 PM

Lunch on Your Own

2:00 PM-3:30 PM

Ag Retail Common Reporting Format Presentation

Do you have multiple companies you need to report to? Would you like one standard reporting format for these reports? The Ag Retail Council has created that one standard format, which can be used for both Excel and XML reporting. Come and check out our new format!

2:00 PM-3:50 PM

ADAPT Committee

An update on the Ag Data Application Programming Toolkit (ADAPT), an exciting new resource that will help ag companies bridge data exchange between different equipment and systems, driving further efficiency. Come hear an overview of the approach and status of the toolkit from a business and technical perspective, and open discussion. We will also focus on the steps needed to make ADAPT an open source software project! We are implementing the work done in the SPADE Project in a way that the agricultural software community can evolve the components to meet their future needs.



AgGateway Global Network (AGN): Current Progress and Plans

A look at how the new AGN organization will provide a fostering environment for various regions of the world to collaborate on eBusiness implementation, standards and guidelines. Some regions outside North America have already started work. Learn how your company can support AGN efforts.

Membership Committee

Promoting and expanding the use of eBusiness in agriculture through mentoring, on-boarding new members, and encouraging the use of eBusiness. The committee will discuss current activities, review and approve the new member onboarding process, and more.

4:30 PM-5:50 PM

Standardized Precision Ag Data Exchange (SPADE3) Project Working Meeting

Updates on the work progressing under the latest phase of the SPADE Project.



Ag Retail Council

Are you a retailer? If so, this meeting is for you. We will be conducting our quarterly business meeting.

Crop Protection Council Working Session

Join us for a discussion on connectivity projects, working group activities, and plans for 2016.

Emerging Technologies Forum

An interactive discussion on some of the emerging technologies impacting eBusiness in agriculture.

Crop Nutrition Council

Join us for an update and discussion on connectivity projects, working group activities, and plans for 2016.

6:00 PM-7:30 PM Networking Reception

Join us for the Annual Conference Networking Reception, this year featuring a special beer-tasting experience. We have put together an impressive array of craft beers from innovative micro-breweries. You also will have the opportunity to taste and rate (real time analytics) your favorite beer from a local San Antonio Brewery.

Wednesday, November 11

All conference sessions — including work sessions — are open to all unless otherwise noted. See the Full Conference Schedule at AgGateway.org under "Events" for updates and further information.

8:00 AM-8:50 AM **New for 2015! "What's The Challenge?" sessions, exploring business challenges and brainstorming solutions.** Three topics of broad interest to the ag industry will be the focus of facilitated conversations, with attendees contributing insights from their segment and business perspective. Each session will develop one or two challenge areas and commission a small group to investigate, identify responses and opportunities, and report back to the organization as a whole in 2016 with their results.

What's the Challenge?



What's the Challenge? Fields

Facilitated by Marilyn Hunter, AgGateway Council Planning and Support Lead

Fields are a matter of concern for most AgGateway segments, but business processes and systems define them in disparate ways. Identification is a challenge as well, from seed and chemical reporting, to government regulation and identification, to planting, application and scouting. What's your challenge, and how do we address it?

What's the Challenge? Logistics

Facilitated by Shayla Darnell, Director of IT Applications at Koch Ag & Energy Solutions

Logistics is integral to efficient business, from the shipment of raw material to a manufacturer, to the delivery and application of product in the field by a retailer. What are the opportunities to improve our supply chain visibility, whether it be rail, truck or barge? How do our current industry initiatives like the Auto Identification Data Capture effort play into the solution? Which stakeholders need to be engaged?

What's the Challenge? Risk, Data Privacy and Security

Facilitated by Susan Bandi, Global Data Privacy Officer for Monsanto

Explore and discuss the latest challenges and potential approaches.

8:00 AM-8:50 AM **Product Traceability with GS1 Identifiers**

A representative from GS1-US will present potential solutions in efforts for product identification through the supply chain, with working examples from other industries. Of particular interest for ag retail and precision ag, the session addresses ways to tie package-level codes in AGIIS to brand-level identifiers for project traceability and supply chain visibility.

9:00 AM-10:50 AM

Communications Committee

Communicating to members, potential members and the industry the benefits of involvement in AgGateway and the benefits of eBusiness, through the website, newsletter, social media, etc.

ADAPT Technical Meeting

This second ADAPT session will focus on a “deeper dive” into the technical aspects to get a Version 1 of the ADAPT framework available as an open source software project. Join us as we discuss the data model, various aspects of the framework and plug-in architecture, code governance, and operational items that are needed to successfully implement Version 1 of the project. The team is working towards a beta version/release candidate, which we will be looking for feedback on to make sure we are addressing the key needs of the industry.



Directory Oversight Committee (AGIIS)

A brief overview of the committee’s function, followed by normal monthly business on the Ag Industry Identification System (AGIIS) operations.

Education Session: ebXML Connectivity

A demonstration and interactive discussion of how to set up and establish ebXML messaging using AgGateway Open Standards.

GENERAL SESSION

11:00 AM-12:00 PM



Dr. Marty Marlock

Speaker: Dr. Marty Matlock, Professor, University of Arkansas

Matlock is Executive Director of the University of Arkansas Office for Sustainability, and Professor of Ecological Engineering in the Biological and Agricultural Engineering Department. Matlock’s research focuses on technologies and processes to increase the resilience and effectiveness of human-dominated ecosystems. He works in urban, agricultural and rural systems to solve complex problems associated with land use, water quality, and ecosystem services. He has led numerous agricultural sustainability initiatives, and serves as sustainability science advisor for 12 food and agricultural product companies.

12:00 PM-1:15 PM

Networking Lunch

1:30 PM-3:20PM

Commodity Automation for Rail & Truck (CART) Product Meeting

This rail and truck segment of the SPADE3 Project is focusing on ways to transact data used to track harvested grain from the field through the logistics process, and to the grain management system. We’ll be discussing current work and next steps in the project segment.

Standards and Guidelines Committee

Review open tasks and projects, as well as new subjects to be considered by the committee.

Opening Access and Spreading the Word on Unique Identifiers

Come learn about the ways AgGateway is opening access to unique identifiers in the Ag Industry Identification System (AGIIS), encouraging the adoption and use of the identifiers, and communicating to the industry at large about this free, broader access.

1:30 PM-3:20 PM

Precision Ag's Remote Sensing Working Group Meeting

Discussion and planning related to data exchange with remote sensing equipment, such as drones, satellites, field sensors, etc.

GENERAL SESSION

4:00 PM-5:00 PM



Steve Pitstick

Closing Speaker: Steve Pitstick, Owner/Manager, Steve Pitstick Farms

Combining a passion for agronomics, business and technology, progressive farmer Steve Pitstick works to bring innovative methods to his 2,500 acre row-crop farm in northern Illinois. An early adopter of technology, Pitstick has a track record of utilizing innovative equipment and science in his operations.

5:00 PM-5:30 PM

Looking Forward: Scott Meredith, Incoming Conference Committee Chair

5:30 PM-7:00 PM

AgGateway 10th Anniversary Reception

Come celebrate AgGateway's 10th Anniversary at The Briscoe Western Art Museum, to honor AgGateway's past accomplishments and its bright future in unique style. The Briscoe presents art and artifacts from the patchwork of history and cultures of the American West. Spanning more than five centuries, from the Spanish conquest to the present day, the collections tell the story of the American West in all its drama. <http://www.briscoemuseum.org/exhibitions-collections/galleries>

Thursday, November 12

All conference sessions — including work sessions — are open to all unless otherwise noted. See the Full Conference Schedule at AgGateway.org under "Events" for updates and further information.

8:30 AM-9:55 AM

Specialty Council

Sometimes referred to as "turf and ornamental" or "specialty" products, this new council's industry segment covers chemical protection and related products for plants other than agricultural crops. We've already seen a great deal of interest in eConnectivity efforts in this segment - come and discuss pain points, and help determine which ones the council should focus on in the months ahead.

Education Committee

Identifying topics for informing and instructing AgGateway members on why and how to use eBusiness to improve their operations.

Precision Ag Council

Join us for an update and discussion on connectivity projects, working group activities, and plans for 2016.

Seed Council

Join us for an update and discussion on current activities and plans for 2016.



10:35 AM-12:00 PM

Conference Committee

Discuss results of this year's Annual Conference, and planning for 2016 Mid-Year Meeting and Annual Conference.

Wireless Asset and Vehicle Data Exchange (WAVE) / Telematics Working Meeting

A key deliverable under the SPADE3 Project (Standardized Precision Ag Data Exchange) is support for inter-system operational data transfer during field operations. This is being done through the WAVE component of the Project. WAVE is building on the draft of version 2.0 of the Telematics Data Standard developed jointly by the Association of Equipment Manufacturers (AEM) and the Association of Equipment Management Professionals (AEMP).

Data Privacy and Security Committee

Continuing next steps and plans related to the deliverables defined in the committee's 2014 white paper.



Quick List by Interest

A partial check-list of sessions by area of interest... Make sure you peruse the whole program of sessions above!

Interested in Precision Agriculture?

Precision Ag Irrigation Leadership (PAIL) Project Working Group

3:00 PM-4:50 PM

Architecture Committee 8:00 AM-9:50 AM

ADAPT Committee 2:00 PM-3:50 PM

SPADE3 Project Working Meeting 4:30 PM-5:50 PM

What's the Challenge? – Fields 8:00 AM-8:50 AM

Product Traceability with GS1 Identifiers 8:00 AM-8:50 AM

ADAPT Technical Meeting 9:00 AM-10:50 AM

Commodity Automation for Rail & Truck (CART) Product Meeting

1:30 PM-3:20 PM

Remote Sensing Working Group Meeting 1:30 PM-3:20 PM

Standards and Guidelines Committee 1:30 PM-3:20 PM

Precision Ag Council 8:30 AM-9:50 AM

Wireless Asset and Vehicle Data Exchange (WAVE) Telematics

10:35 AM-12:00 PM

Data Privacy and Security Committee 10:35 AM-12:00 PM



Interested in Order-to-Invoice and Logistics for Ag Inputs?

Monday, Nov. 9 **Crop Protection Council, Strategy Session** 10:00 AM - 11:25 AM

Crop Protection Council 3:00 PM-4:50 PM

Grain & Feed Council 3:00 PM-4:50 PM

Ag Retail Strategic Planning Session, 3:00 PM-4:50 PM

Tuesday, Nov. 10 **Auto Identification Data Capture (AIDC) Working Meeting** 8:00 AM-9:50 AM

Architecture Committee 8:00 AM-9:50 AM

Ag Retail Common Reporting Format Presentation 2:00 PM-3:30 PM

ADAPT Committee 2:00 PM-3:50 PM

Ag Retail Council 4:30 PM-5:50 PM

Crop Nutrition Council 4:30 PM-5:50 PM

What's the Challenge? –Fields 8:00 AM-8:50 AM

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Product Traceability with GS1 Identifiers 8:00 AM-8:50 AM

Education Session: ebXML Connectivity 9:00 AM-10:50 AM

Standards and Guidelines Committee 1:30 PM-3:20PM

Commodity Automation for Rail & Truck (CART) Product Meeting
1:30 PM-3:20 PM

Opening Access to Unique Identifiers 1:30 PM-3:20 PM

Thursday, Nov. 12 **Specialty Council (e.g., turf and ornamental, vegetation management)**
8:00 AM-9:50 AM

Seed Council 8:30 AM-9:50 AM

Data Privacy and Security Committee 10:35 AM-12:00 PM

Interested in Additional eBusiness Resources to Help You Get Connected?

Monday, Nov. 9 **Allied Providers Council** 3:00 PM-4:50 PM

Tuesday, Nov. 10 **Education Session: Navigating the AgGateway Website and Wiki**
8:00 AM-9:50 AM

Education Session: Managing an AgGateway Project 8:00 AM-9:50 AM

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BIG THANKS to our Conference Sponsors



Agriculture CIO Roundtable

