



**Leadership: Share**  
the  
**Vision**  
VISION

**AgVantage Software, Inc.**

10th Executive Conference

March 12-14, 2017

Sanibel Harbour Marriott Resort & Spa

Fort Myers, Florida

# AgVantage Software Inc.

## Sunday, March 12 - Tour & Welcome Reception

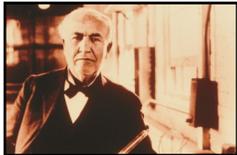
### Benefits of Attending

- Networking and information exchange with other Agribusiness leaders
- Strategic planning for your future
- Technology and e-business updates
- Maximize your system and enhance the value of your investment
- New software and hardware features
- Agribusiness Partners' offerings

### Who Should Attend

- General Managers, Chief Executive Officers, Chief Financial Officers, Controllers & Office Managers
- Information Systems Managers
- Agribusiness Partners

### Pre-Conference Networking: Sunday, March 12, Edison Ford Winter Estates, Tour & Lunch



Join us as we visit the winter homes of Thomas Edison and Henry Ford. This tour

includes a historical museum, Edison's lab, several antique cars, and a 21 acre botanical garden. If you are a history or science buff, you will love this! Inventor Thomas Edison created such great innovations as the electric light bulb and the phonograph. A savvy businessman, Edison held more than 1,000 patents for his inventions.

9:45 Meet in hotel lobby to board buses  
10:00 Buses depart  
10:30 75 minute guided tour of estate, plus time to visit museum  
12:30 Lunch at Pinchers restaurant  
Estimated 2:30 arrival back at the hotel.

### Sunday, March 12 Cypress Meeting Room

**3:30-5:30 p.m.** (Optional)  
Available for small prearranged meetings or demos with members of the AgVantage Management Team. Please send an email to [loric@agvantage.com](mailto:loric@agvantage.com) by 2/27/17 to set up your meeting in advance. In the e-mail, please specify the topic you would like to discuss. There is a second opportunity to set up a meeting on Tuesday, March 14th, from 3:15-5:00 p.m.

### Sunday Evening, March 12

7:00 – 9:00 p.m.

#### Welcome Reception & Early Registration

Complimentary beverages & appetizers. Location: Island Room, 2nd floor. This reception is a wonderful opportunity to network with other Agribusiness leaders. Spouses/guests are welcome too.

### Monday, March 13

7:30 - 8:30 a.m.

7:30-8:15 Breakfast, Island, 2nd floor  
8:15-8:30 Registration & Sponsor Exhibits, Caloosa, 2nd floor



8:30-8:35 a.m.  
Caloosa Ballroom  
**Intro & Welcome**  
Lori Campbell  
Conference Manager

#### Monday 8:35 - 9:50 a.m.



**Leadership:  
Share the Vision**  
Michelle Blomberg  
President/CEO  
AgVantage Software, Inc.  
Prerequisite: None  
Level: Intern./Advanced

"You are not here merely to make a living. You are here in order to enable the world to live with greater vision, with a finer spirit of hope and achievement."

- Woodrow Wilson

As we watch times changing so quickly within the agriculture industry, we as leaders strive to lead with vision and passion, and to not be afraid of any problem thrown in our direction. We take risks and chances, believing that the change will make the world and our industry, even if in a small way, become a greater place. We carry with that change pride and humility, while staying positive throughout the mission.

It's very challenging to have an impact as a leader each and every day, but one way

that consistently works is to bring leaders all together in one place, to share. Share your ideas, your successes, failures and overall vision. Michelle will kick off this unique gathering of leaders with a message that you won't want to miss. Michelle's message will cover teamwork, technology, leadership, change, and many other areas we as leaders are involved in each day.

Besides sharing some of her thoughts on the topic of leadership, she will have a virtual special guest - George Secor, CEO of Sunrise Cooperative - bring his vision to the group. Also joining Michelle during this



opening presentation will be the next generation of AgVantage leaders. Come meet them and see how AgVantage, celebrating their 40th year in business, plans to carry that success into the next 40 years.

In order to carry a positive action plan throughout our companies, we need a positive vision. Sharing that vision with others is going to happen at this event and you won't want to miss it. Leadership is the ability to carry your vision into action. This conference will be the catalyst to kick your plan into action.

**BREAK 9:50-10:05**

#### Monday 10:05- 10:25 a.m.



**NEW—AgVantage  
Reporting Tools**  
Chuck Bohanon  
Senior Sales & Service  
Analyst



Theresa Willems  
V.P., Customer Services  
Prerequisite: None  
Level: Update

Getting quick, accurate and appealing reports out of AgVantage has never been easier! We'll highlight and show case the NEW reporting

# Leadership: Share the Vision Monday, March 13 - Agenda

features that have already been added to AgVantage Edge Energy, Grain, Agronomy and CRM. We will also be discussing the reports we already have plans for, and take your suggestions for other reports you would like to see added.

## Monday 10:35 - 12:00 p.m.

### Panel—Building a Sustainable Agribusiness

Level: Advanced

Our four distinguished panelists each has a wealth of knowledge. Each manager will present their view of creating a sustainable competitive Agribusiness. They are from four different states, and are managing businesses of varying sizes. Topics they may cover include: establishing brand loyalty, innovation, hiring “connected” team members, long and short term contracts, and incentives.



*Panelist #1:*  
**Frank McDowell**  
CEO  
New Vision Co-op  
Brewster, MN,  
newvision.coop

Frank McDowell has been the CEO at New Vision Coop, since 1999. Prior to New Vision, Frank held elevator management and grain merchandising positions in Iowa, Nebraska and Minnesota. New Vision Coop is a farmer-owned cooperative with 16 locations serving approximately 2,000 grain, feed and agronomy farmers in southwest Minnesota, northwest Iowa and eastern S. Dakota.



*Panelist #2:*  
**Keith DeVoe**  
General Manager  
Roggen Farmers  
Elevator Association  
Roggen, CO  
roggenfarmersselev.com

Keith DeVoe has been the CEO of Roggen Farmers' Elevator, a farmer-owned cooperative, since 2002. Prior to Roggen Elevator, he helped start a joint venture in 1992 called Commerce City Grain in Denver, Colorado that was a

50/50 partnership between Ardent Mill's and Roggen Elevator. Until 2002 he was the CCG General Manager and Grain merchandiser for two terminals and the Ardent Flour Mill and now serves as the Commerce City Grain Board President. Currently Roggen Elevator has five locations that support their regional grain trading operation.



*Panelist #3:*  
**David Rischmueller**  
General Manager  
Middleton Farmers  
Cooperative  
Middleton, WI  
middletoncoop.com

David Rischmueller has been with the Middleton Farmers Co-op since the spring of 1975, working part time at the co-op while attending the UW-Madison. David started working full time in the office and with credit in 1978 and accepted the general manager position in August of 1982. The Middleton Farmers Co-op is a patron-owned cooperative serving approximately 1200 consumers and producers in south-central Wisconsin each year. David enjoys camping, hunting and watching high school and college sporting events. His most rewarding experience so far has been coaching his oldest grandson the past 5 years in basketball.



*Panelist #4:*  
**Harold Cooper**  
CEO & General Manager  
Premier Companies  
Columbus, IN  
premierag.com

Premier Companies, also known as Premier Ag, is a farmer-owned cooperative founded in 1923. Harold Cooper has been CEO of Premier Ag since 2000, but has worked in Agribusiness his entire life. Due to a recent merger with Jackson-Jennings Co-op, based in Seymour, IN and Premier Companies in Columbus, the newly merged company spans much of southeastern Indiana and parts of Ohio and Kentucky.

Their customer focused success is based on meeting customer needs today, tomorrow and for years to come. Premier

Companies has shown consistent success through resiliency and adaptability to changes and innovations in agricultural and energy markets.

## LUNCH 12:00-1:00

## Monday 1:00 - 1:45 p.m.



**NEW - EDGE**  
**Grain & Feed**  
Jerome Sprecher  
Senior Systems Engineer



Tim Machutt  
Customer Services Rep.  
Prerequisite: None  
Level: Advanced



**AgVantage Customer Advocate:** Heather Hall  
Assistant Controller  
Ursa Farmers  
Cooperative  
Ursa, Illinois

AgVantage Edge Grain is the next step in grain management on the AgVantage system. We will discuss several exciting enhancements to grain purchases including a complete point and click interface, a grain customer portal that streamlines information access, and a new way to settle multiple controls across many customers at once. Heather Hall will talk about her experiences with their new Edge Grain software.

AgVantage Edge Feed is one of our newest Edge products being created. The following components of Edge Feed will include Ration Management, Feed Order Creating, Feed Pricing with Cost Plus, and Medication Management. These are all from your browser, in a state of the art, easy to use, point and click environment.

Ursa Farmers Cooperative has nine locations, 3,500+ members and employs

# Monday, March 13 - Sunset Dinner Cruise

85 employees. Heather Hall has been with the cooperative for two and half years and she oversees grain accounting and accounts payable at UFC. Ursa Farmers Cooperative has four river locations and the cooperative handled more than 42 million bushels of grain this past year.

## Monday 1:50 - 2:20 p.m.



### ETA - Employee Time & Attendance Software

**Theresa Willems**  
V.P., Customer Services  
Prerequisite: None  
Level: Update



**AgVantage Customer Advocate:** Karen Larsell  
Controller  
AgVentures NW, LLC  
Odessa, WA

AgVantage ETA is a great tool to use for tracking your employees' daily time, time off and hours reporting which fully integrates into the AgVantage Payroll package. We will be highlighting the process used to make the gathering of employee hours simple and accurate. We will also demonstrate a number of reporting features integrated within ETA to give employees, managers and HR staff accurate and up to date information.

Karen Larsell has worked as a controller for AgVentures NW, LLC for five and a half years and with the company for 18 years. Karen has been using ETA software for payrolls for 45-100+ employees, depending upon the season, at both AgVentures and Highline Grain, which is a newly formed grain marketing and transportation business comprised of five partnering country elevator companies. They operate in 55 locations in addition to a shuttle train loader.

## Monday 2:30 - 3:00 p.m.



**AgVantage Energy Solutions:** **EDGE Energy, eEnergy & AgVantagePC Energy**  
Jason Schneider  
Customer Services Rep.  
Prerequisite: None  
Level: Update



**AgVantage Customer Advocate:** Ron Harrison  
Operations Energy Manager, Sunrise Cooperative, Norwalk, OH

We will review all of the features in the AgVantage Software Energy Suite. Edge Energy is a new browser based tool to access everything you do in green screen Energy, only more user friendly.

eEnergy allows customers to access their tank information and place orders online. PC Energy is the laptop software the drivers use in the truck for deliveries.

Ron Harrison from Sunrise Cooperative will end the session explaining how they use the Edge Energy Dispatching & Mapping product with Verizon Fleet Tracking installed for real time truck updates.

Sunrise Cooperative is a farmer owned cooperative with 6779 members, specializing in grain, agronomy, feed, and energy. The cooperative operates 29 locations with \$785 million in sales. Ron has worked for the cooperative in their Energy Department for almost two years.

## BREAK 3:00-3:15



## Monday 3:15 - 3:45 p.m.



**EDGE Agronomy, Seed, Interfaces & Map Options**  
Chuck Bohanon  
Senior Sales & Analyst



Jerome Sprecher  
Senior Systems Engineer



Tim Machutt  
Customer Services Representative  
Prerequisite: None  
Level: Advanced



**AgVantage Customer Advocate:** Randy Fry  
Data Processing & I.S. Manager  
Ceres Solutions LLP  
Terre Haute, IN

In the last two years, AgVantage Software has continued the development of a web-based order processing and logistics application. We will show how orders flow from creation to application and explore some exciting enhancements to the product, including farm/field maintenance, mapping and field boundaries, tender driver reports and directions, email notifications and order creation and maintenance. We will also show how to give your customers (or their consultants) access to maintain their own fields, place orders, and obtain historical data of their operations.

- Order management & dispatch process
- Explore some of the new interfaces into several agronomy logistics and precision ag applications.
- Innovative Seed Package that helps simplify and improve efficiencies throughout your Seed Department.
- AgVantage works diligently with Seed Manufacturers to develop electronic

# Leadership: Share the Vision Tuesday, March 14

messages between the manufacturers and AgVantage to help automate some of the most time consuming and daunting tasks with seed.

- Tracking seed inventory and sales throughout the entire seed season.

Ceres Solutions is a partnership of 100% farmer-owned local cooperatives. They have outlets in 13 western Indiana counties and are a leading supplier of agronomy inputs, seed, technology, information, power fuels, lubes, propane gas and more. Randy Fry has been with the cooperative for 11 years and has 33 years of ag retail experience in cooperatives.

## Monday 3:55 – 4:25 p.m.

### Share Your Vision

AgVantage Software Management Team  
Prerequisite: None Level: Interim/Adv.  
This is an open session on a variety of topics. If you have questions about how others handle specific situations at their cooperatives, this is a great time to get ideas and advice. Topics may also be suggested in advance via email.

### AgVantage Software Sunset Dinner Cruise



#### Sanibel Harbour Princess Yacht

Monday, March 13

Boarding 6:00pm -6:30pm

Sailing/Dinner 6:30pm -9:00pm

#### Sunset Dinner Buffet:

Vegetables, Dips, Variety of Cheeses  
Mixed Greens Salad  
Garlic Rosemary Marinated Beef Tenderloin Medallions, Burgundy Demi Glaze  
Stuffed Chicken Roulade • Island Rice  
Pan Seared Salmon w/Teriyaki Ginger Glaze  
Tropical Fruit Salsa • Crab Meat Orecchiette  
Creamy Parmesan Sauce • Asparagus  
Chef's Selection of Desserts • Coffee & Tea

*Come join us on this 100' private yacht for a fun networking event!*

## Tuesday, March 14

7:30 - 8:30 a.m.

7:30-8:15 Breakfast, Island Room, 2nd floor  
8:15-8:30 Sponsor Exhibits  
Caloosa Foyer

## Tuesday 8:30 - 9:20 a.m.



### The Top 10 Cooperative Fraud Schemes of 2016

Jeff Brandenburg  
CPA, CFE, Managing Principal, ABC Group CliftonLarsonAllen LLP  
Middleton, WI  
cliftonlarsonallen.com

Prerequisite: None Level: Intermediate

Let's face it, statistics show that every organization has some levels of fraud waste and abuse. In this session we will talk about the top 10 fraud schemes seen at cooperatives and what you can do to help prevent, and detect them from happening to you. The session will include real life examples seen at cooperatives and agribusinesses and will invite the audience to participate.

## Tuesday 9:30 - 10:15 a.m.

### Platinum Sponsors Panel— Future Trends in Agribusiness



**Mary Tangen**  
Product Manager  
DTN/The Progressive Farmer, Omaha, NE  
dtnprogressivefarmer.com  
1-800-511-0095



**Roger Van Someren**  
CPA, Managing Partner  
Carlson Highland & Co., LLP, Amery, WI  
carlsonhighlandcpa.com  
1-715-268-7999



**Peder Malchow**  
ECM Regional Sales Director, Konica Minolta Business Solutions, Des Moines, IA  
konicaminolta.us  
1-515-559-4955

Prerequisite: None Level: Intermediate

Each panelist will present their corporation's offerings as well as what they see as their "vision" for what's ahead in their areas of expertise. They will focus on the steps you can take to have a competitive advantage and a clear vision for the future.



**Early Bird Discount!**  
Save \$100 by registering by  
February 1, 2017!

**BREAK 10:15-10:30**

# Leadership: Share the Vision

**Tuesday 10:30 - 11:00 a.m.**



**Strengthening Customer Relationships with AgVantage CRM & Support Call Tracking**

Jason Schneider  
Customer Services Rep.  
Prerequisite: None  
Level: Update  
**Customer Advocate:**  
Jamie Pratt, IT Manager,  
Legacy Farmers  
Cooperative, Findlay, OH



There is no more valuable asset to any company than its customers. The challenging part is communicating your customers' needs throughout your company. That is where the AgVantage CRM (Customer Relationship Manager) can assist. Built on our EDGE platform, we will show you the NEW AgVantage CRM. Learn how to track customer contacts, sales opportunities, and salesman activity; allowing you to communicate seamlessly and thoroughly across all of your departments and sales staff.

Legacy Farmers Cooperative is a locally owned farmers' cooperative located in Findlay, Ohio and the surrounding counties of Hancock, Henry, Putnam, Seneca, and Wood. The cooperative has 19 locations including five agronomy locations, Lawn and Pet (feed, farm, turf and garden), two petroleum cardrol locations, liquid fuel and lubricant delivery, and 11 grain facilities. Their mission is to exceed customer expectations by delivering the best value to their business, while providing a financial return to the co-op and its member-owners.

Jamie Pratt has been with the company for seven years and has three children who are very active in sports. A 2,000 acre family farm also keeps him very busy. Being able to see the products from work to the farm environment really helps him with suggestions for products and services to the customer.

**Tuesday 11:05 - 11:20 a.m.**



**NEW  EDGE Inventory & Accounts Payable**

Theresa Willems  
V.P., Customer Services



Kristin Ehlen  
Customer Services  
Representative

Prerequisite: None  
Level: Update

**New Edge Item Portal**

This presentation will include item setup, linking to item types, and drilling down to Inventory Inquiry.

**Edge Accounts Payable**

This section will be an overview of daily tasks, checks, drafts, and ACHs, positive pay and the bank reconciliation.

**Tuesday 11:25 - 11:50 a.m.**

**The Power of eAgVantage Financials**

Theresa Willems, V.P., Customer Services  
Kristin Ehlen, Customer Services Rep.  
Prerequisite: None Level: Intermediate



**AgVantage Customer Advocate:**

Alicia Streich  
Accounting & Finance  
Manager, United Ag  
Cooperative, Alma, WI

eAgVantage Financials is a customer favorite and a very powerful program. Items discussed will include General Ledger postings and verification, group printing, and drill down capabilities. We will also review how to limit which financial statements can be seen by which users for security measures.

United Ag Cooperative is a growing, progressive, member-owned cooperative with multiple locations in northwest

Wisconsin. United Ag is composed of sales and services including propane, bulk fuels, agronomy, feed, grain and 5 convenience stores. Alicia Streich has been the Accounting & Finance Manager for United Ag for two years and with the company for a combined eight years.

**LUNCH 11:50-12:50 p.m.**

**Tuesday 12:50 - 1:20 p.m.**



**Security, HA/DR, Eval Process**

Chuck Bohanon  
Senior Sales & Analyst  
Theresa Willems  
V.P. Customer Services

Prerequisite: None Level: Intermediate

In today's cyber security sensitive world, few things are more important than the security of your data and the availability of your data should a catastrophe occur. We will discuss the steps AgVantage takes each and every day to ensure your data and livelihood are protected and secure. We will also outline our techniques and steps that take a software enhancement suggestion from a request to reality.

**Tuesday 1:25- 1:55 p.m.**



**The Benefits of AgVantagePC Invoicing**

Tim Machutt  
Customer Services  
Representative

Prerequisite: None Level: Update

In the past year, AgVantage has added some additional features to enhance the existing Point-of-Sale Product.

There will be a brief overview of ways this program can improve speed and efficiencies at your sales locations. Some of the features that will be discussed include: hot

key feature, offline capabilities, ability to bill agronomy and seed work orders, and new rebill from history feature.

AgVantage has completely rewritten its invoices to match Legacy Counter Invoicing. Therefore, if your users are billing out of Point of Sale or Legacy Counter Invoicing, those invoices will be identical to your customers.

**Tuesday 2:05 - 2:25 p.m.**



**Ways to Pay Your Account Electronically with AgVantage**

Michelle Blomberg  
President/CEO

Chuck Bohanon, Senior Sales & Analyst  
Theresa Willems, V.P. Customer Services  
Prerequisite: None Level: Intermediate

Chuck, Theresa, and Michelle will touch on all of the ways to make payments with AgVantage electronically, as well as bring the audience into these discussions. This session will be an open forum of those in the audience and the innovative ways AgVantage Customers are using electronic payment options to bring efficiencies to their flow of currency.

**Tuesday 2:30 - 2:55 p.m.**

**The Future of AgVantage Mobility**

Michelle Blomberg, President/CEO  
Chuck Bohanon, Senior Sales & Analyst  
Theresa Willems, V.P. Customer Services  
Prerequisite: None Level: Intermediate

Throughout this conference, mobility of the AgVantage applications will be showcased. This session will bring all of those opportunities together for discussion.

The current and future AgVantage Executives would love to hear your mobility needs today, where you see mobility heading, and harvest your ideas and thoughts around where the system needs to exist now and in it's future.

**Tuesday 2:55 - 3:00 p.m.**

**Conference Closing Comments**

Michelle Blomberg, President/CEO  
Conference adjourns.

**Tuesday, March 14th**

**3:15 - 5:00 p.m.**

**Cypress Meeting Room**

This room will be available for small pre-arranged meetings or demos with members of the AgVantage Management Team. Please contact Lori Campbell by 2/27/17 to set these up in advance. Please note that there is also a second opportunity for these meetings on Sunday, March 12th at 3:30pm.

**Registration Information**

A registration form has been enclosed with this brochure (or register on-line at agvantage.com). Please complete a separate form for each person attending. Upon receipt, the attendee will receive an e-mail confirmation. Please note that AgVantage Dollars may be used to pay the \$595 registration fee, but not extracurricular activities.

Register by February 1, 2017 to receive the Early Bird discount of \$100 off of the \$695 registration fee.

**Attire**

The weather in Ft. Myers is usually very pleasant with March temperature lows in the upper 60's and highs in the 80's. Shorts or capris are fine for the Sunday Edison/Ford trip. The Monday evening dinner cruise can be casual to dressy, depending upon your preference. Business casual is fine for the conference sessions.

**Continuing Professional Education (C.P.E.)**

CPE programs require a designation of Course Level (i.e. Basic, Intermediate, Advanced, Update, or Overview) All sessions have been designated accordingly. Persons who attend on Monday and Tuesday qualify for 12 hours of CPE. AgVantage Software, Inc. provides CPE certificates for the following states: Arkansas, California, Colorado, Indiana, Iowa, Michigan, North Dakota, Ohio, Washington, and Wisconsin. CPE credits may also be granted from Minnesota when CPE credit forms are filed and approved. (Contact Lori Campbell for additional information on other states and MN CPE hours.)

**AgVantage Software is a registered trademark of AgVantage Software, Inc.**

**Conference App**

AgVantage Software encourages you to download the AgVantage Conference app from the Android or Apple app store. It allows you to: network with other attendees, get information on conference sponsors, receive reminder notifications of events that are about to happen, take surveys, learn about sponsors' products, etc... The AgVantage app icon will look the same as the one used for the National Conference this past year. The Executive Conference version will be available by December 20, 2016.





# Hotel Reservations & Tourist Info

## Sanibel Harbour Marriott Resort & Spa

17260 Harbour Pointe Drive  
Ft. Myers, Florida 33908

This upscale resort is set on an 85-acre peninsula and has a wonderful location surrounded by the Gulf of Mexico and the Caloosahatchee River. It is next to the bridge/causeway that goes to Sanibel Island. Amenities include 3 restaurants and a coffee shop, plus a bar overlooking the bay. There is also a full-service spa and 3 outdoor pools.

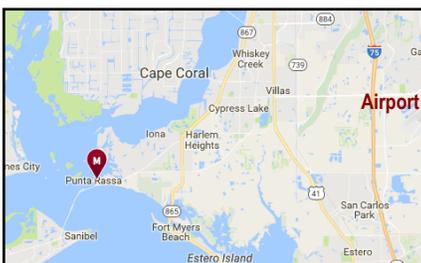
Guest room reservations may be made via AgVantage Software's home or Executive Conference pages: [www.agvantage.com](http://www.agvantage.com) Or you may call in your reservation. Tell them you are attending the AgVantage Executive Conference (Code: AVC) for a special group rate starting at \$299 per night for single or double occupancy for three conference days. Additional nights have a reduced rate of \$319. The group reservations cut-off date is Saturday, February 11, or whenever the group block is full.

**Hotel Reservations:  
1-800-767-7777**

For those who are adding a few days of vacation, the group rate is also available three days pre and post, with availability, so please book early. Our conference discounted rate for the resort fee is \$10 (\$15 reg.) per day. High speed guest room internet is complimentary. The conference discounted self parking rate is \$6 (\$12 reg.) per day.

### Transportation Options - SW Florida International Airport

Southwest Florida International Airport (RSW) The resort is approximately 22 miles from the airport and it does not have a hotel



shuttle. A taxi is currently \$40 each way for 1-3 people through MBA Transportation at the airport. \$10 for additional persons. On the Lower Level, go to the outside of Door 5 to access MBA. No reservation required.

### Rental Car Program:

AgVantage participates in a discount program through Avis car rental. Discounts are 5-40% depending upon the type of car rented. The Avis Worldwide Discount (AWD) Number is D019127. Call 1-800-331-1600 to receive the best car rental rates or use the link on our Executive Conference web page. The discount is also available seven days pre & post conference.



### Delta Discount Meeting Code:

Save up to 10% off. The code is set up for travel from any U.S. city to Ft. Myers (RSW) between March 7-19, 2017. When you book on-line at [delta.com](http://delta.com), the first screen requests your travel dates. Key in your dates and then click on "Advanced Search" and you will see the field to enter the Meeting Event Code, **NMPEE** Reservations may also be made by calling Delta Meeting reservations at 800-328-1111 Mon-Fri, 7am-7pm CDT.

### Spouses/Guests Are Welcome

Many attendees bring their spouses to the Executive Conference. There is no charge to have your spouse attend the Welcome Reception on Sunday evening. Attendees may register spouse/guests for the Sunday Edison Ford Estates Tour and Lunch as well as the Sunset Dinner Cruise on Monday evening. In addition, you may register them to join you for breakfast and lunch on Monday and Tuesday by paying the fee for those and signing them up in advance on the registration form included with this brochure or via on-line registration at [agvantage.com](http://agvantage.com)

### Florida Tourism & Hotel Websites

[www.marriott.com/hotels/travel/rswsb-sanibel-harbour-marriott-resort-and-spa/](http://www.marriott.com/hotels/travel/rswsb-sanibel-harbour-marriott-resort-and-spa/)

[www.edisonfordwinterstates.org](http://www.edisonfordwinterstates.org)

[www.fortmyers-sanibel.com](http://www.fortmyers-sanibel.com)

[www.fortmyersbeachshrimpfestival.com](http://www.fortmyersbeachshrimpfestival.com)

Info on items available at the Marriott Resort's Beach & dock:  
[www.holidayadventuretoursfmb.com/sanibel-harbour.html](http://www.holidayadventuretoursfmb.com/sanibel-harbour.html)

### Conference Notes

All sessions are open to AgVantage customers, prospective customers, and Agri-business Partners. If you have questions regarding any sessions, please contact Lori Campbell via phone (877-282-6353, ext. 117) or email: [loric@agvantage.com](mailto:loric@agvantage.com)

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Pages 2 & 3, top header  
Pages 4 & 5, top header & birds  
Page 6, & 7 top header & shells  
Page 8, manatee photo



**AgVantage**  
Software

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P: 877-282-6353 [www.agvantage.com](http://www.agvantage.com)

