

# Vantage Point

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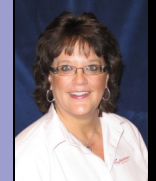
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## CUSTOMER SERVICES DEPARTMENT UPDATE Conference Highlights



Theresa Willemms  
VP Customer Services  
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Our 2015 National User Conference is but a memory at this point, but what a wonderful memory it is! I hope if you were able to attend, you enjoyed the conference as much as I did, and if you weren't able to attend this year, I hope we can have you join us at next year's conference.

The sessions were exceptional educational experiences as always – not only those taught by a member of the AgVantage team, but also our Customer Instructors as well. A special Thank You to those Customer Instructors – you add a whole new level of expertise and real world experience to our Conference that serves to heighten the experience for all those in attendance!

While there were a lot of great sessions which many could be labeled as high on my 'must see' list, my favorite portion of this past conference was our Wednesday keynote speaker – Joe Schmit and his presentation on Silent Impact. The other sessions are great tools to learn how to do a particular tasks at your job well or how to better use an AgVantage tool or program to make your work day easier and more efficient, but what really struck a chord with me with Joe's presentation was that he was teaching us how to live our lives better and to make an positive impact on those around us, both during our working hours, but more importantly, during all our hours, which hopefully for most of us goes well beyond the time we spend between the punch ins and punch outs of the work week.

For those of you in attendance, I hope you've had a chance to read your copy of Silent Impact. If you haven't had a chance yet, I strongly suggest you do – it is an easy and quick read but just like Joe, has a lot of impact.

The part of the book that has really got me thinking is the Impact Resolutions section which starts on page 17 of Joe's book. He talks about how focusing on positives and working to eliminate negatives really lends well to impacting not only yourself but those around you. Here's what I have done with Joe's list of 10 Impact Resolutions. I typed out his list on a sheet of paper and printed off several copies. I then cut out each of the resolutions and folded them up and put them in a box that sits on my desk or travels with me when I am on the road– just like if I were drawing to see whose name I was getting for a Christmas gift exchange. Each day, I pull out one Impact Resolution from that box and it becomes my focus for the day. (I'm sure my husband wishes I would pull out 'Be more patient' every single day!) Each day's resolution sits on my monitor base where I see it all day long – reminding me to try to emulate that resolution throughout the day. Trust me, it's not always easy, but doing this now for a few weeks I feel has put me in a better mindset to tackle each day and each problem that comes my way.



As I finish up writing this month's article – the resolution for today is to "Show More Gratitude". So with that, Thank You to our customers for choosing AgVantage as your software vendor of choice – for trusting us to be a part of your growing and diverse businesses, and for continuing to work with us each and every day to enhance our software offerings. Thank you for understanding that we aren't perfect but standing with us none the less, and finally, thank you for your loyalty as we continue to grow and improve our service and software.

Until next time,  
Theresa

**2015 NATIONAL CONFERENCE—THANKS FOR JOINING US!**  
**LORI CAMPBELL, CONFERENCE MANAGER**  
**LORIC@AGVANTAGE.COM**



A big THANK YOU to all who traveled to Minneapolis this past month! It's always great to see everyone in June each year! It was an amazing conference with many customer presentations, staff sessions, a newly revised Wednesday/Thursday schedule with multiple keynote speakers, a revised Lightning Round, and so much more! The National Conference keeps evolving!

Many attendees loved the new conference APP for their smart phones! Along with networking options, attendees especially liked the reminders for after hours activities. For example...when to head to the hotel lobby to get on the bus. They also liked putting their personal schedules on the APP. We also did some rating of keynote speakers on the APP.

We had the incredible opportunity to honor two conference attendees who have supported our conferences for many years. Lorie Reinarts, VP of Accounting, United Farmers Cooperative in Winthrop, MN received a lead crystal vase with flowers for attending 25 annual conferences and Dwayne Ruthig, CEO of Caledonia Farmers Elevator, Caledonia, MI received an engraved clock for attending 20 conferences! In addition, both Lorie and Dwayne have assisted with our conferences by serving as customer presenters over the years.

The post conference surveys were great and the conference date selection for 2016 was pretty much evenly divided between June 15-17 and June 22-24. We will be checking out locations in August for next year so we should be able to announce our 2016 conference dates in either the September or October newsletter. There were many different sessions voted on as the best of the entire conference. When that happens, it makes me happy because then there really was something for everyone.



Michelle Blomberg gave a keynote presentation Wednesday morning on *Impacting Change With AgVantage*



Brad Belcher handing out a copy of Silent Impact to conference attendee Marvin Clinesmith of Highline Grain LLC, Waterville, WA. AgVantage purchased 200 books to give away to conference attendees.



Lorie Reinarts received a lead crystal vase with roses to celebrate her 25th conference!



Dwayne Ruthig received an engraved clock in honor of his 20th conference.

(left) One of many computer lab Sessions during the conference.



## 2015 AgVantage National Conference

*“Flexible offerings...a lot of good topics.”*



Jerome Sprecher's NEW Edge Agronomy session was very popular!



Theresa Willems, VP Customer Services gave a presentation on Friday morning on *Navigating the Waters of Change*.



Denny Frey, GM, Shelby County Cooperative, Shelbyville, IN with Michelle Blomberg. Denny presented a terrific session at the conference on *Moving A Veteran Employee Base Into The Electronic Age*.



Jeff Nielsen, GM/CEO, United Farmers Cooperative, taught a creative session on *The Value of Organizational Health In Your Future*.



Lunchtime AgVantage Skit! We would like to try to explain why so many staff members are dressed up as crayons, but really, you just had to be there! Perhaps we could just say it has to do with individuality and seeing their true colors? Delightful!



Cheryl Westerman, CFO of New Vision Cooperative, gave a short Lightning Round presentation on *Balancing Act—Spending A Little Time Up-Front To Save More Later*. A total of six presenters spoke on a variety of topics.



## 2015 AgVantage National Conference

*"Gaye Hanson was awesome!"*



Jamie Pratt, IT Manager at Legacy Farmers Cooperative, Findlay, OH, throws a strike at the Wed. evening Social Event at the SkyDeck, Mall of America



Katie Wood, Office Manager at Roggen Farmers Elevator, Roggen, CO, getting ready to throw a strike at the Social Event!



Gaye Hanson, Thursday morning's keynote speaker, was very funny while still having a message regarding teamwork.



(Left to right) Rya Wood, Morgan Stickler, Linda Stickler, and Corey Hodge try their luck at the Riverboat Casino. Linda and Corey both work at the Roggen Farmers Elevator in Roggen, Colorado. Rya is the daughter of Katie Wood. (photo above) and Morgan is Linda Stickler's daughter.



The team from Premier Cooperative in Mount Horeb, WI, at the SkyDeck Social Event. (Left to right) Angie Monroe, Holly Witzig, Jennifer Foegen, and David Fiene



It was a beautiful night to be on the Mississippi! (left to right) Lora Fruh, Pomeroy Grain Growers, Pomeroy, WA, Kim Meyer & Canella Miller of Dakota Quality Grain Coop, Parshall, ND and Carol Moore, Pomeroy Grain Growers, Cofax, WA relaxed on the Riverboat Casino after a busy day of sessions.



## EMPLOYEE SPOTLIGHT: ELISE MUSALL

Customer Service Dispatcher and Receptionist

**Name:** Elise Musall

**Title:** Dispatcher & Receptionist

**Birthday:** March 15, 1991

**Education:**

Studio Academy High School of the Arts

**Family:**

Married for two years to Daniel Musall. Dan has five children. Jamison is in Michigan with his mother and is 18, Victoria lives with Dan and I in Rochester and is 15, Timothy and Alexander are twins and are 13, and Goeffrey is 11. The three youngest boys live with their mother in Rochester as well.



Elise Musall

Elise has been with AgVantage Software for two months.

**Years in the industry:**

Elise is new to Agri Business. She worked her way up from the bottom of Papa John's Pizza to being General Manager.

**Notables:** Only had one job before this, but I mastered all parts of my job.

**Hobbies:**

LOTS-World of Warcraft, crocheting, writing, drawing, Photoshopping, Amateur Radio operations, going to renaissance festivals, reading.

**Interesting Fact about yourself:**

I am secretly a nerd... Shhh...

**If I were not working at AgVantage Software, I would be**  
..... a fantasy genre novelist.

**What is the favorite part of your job?**

Being able to learn and grow with customers in the agricultural technology field. Something I hadn't really thought about ever. It's interesting to learn new things.

**Your favorite quote or words of wisdom:**

"If the road is easy, you're likely going the wrong way."  
— Terry Goodkind



Elise with her stepdaughter Victoria and her husband Dan and their dog Tundra



## AGVANTAGE SOFTWARE NEW RELEASES AND FEATURES COMING SOON

**BONNIE FOHRMAN**  
Vice President, Programming      [bonnief@agvantage.com](mailto:bonnief@agvantage.com)

A yellow starburst graphic with the word "NEW" in bold black letters.

### **Newly Released Software:**

In addition, please see our Message Board for many Product Enhancements continuously available.

#### **Accounts Payable**

- Changes required for CoBank adaptation - Check Reconciliation & Positive Pay
- CDD 2014— New option when printing Accounts Payable Edit - Alpha/Numeric
- Journal #, Fiscal Period and Fiscal Year now show in U2HSTTR
- Now prints 1099's in Alpha Order
- CDD 2014 Add Y/N to run edit miscellaneous hand checks U2MEN5-10

#### **Accounts Receivable**

- ACH payment now updates U4TRNH amount fields for payment history inquiries
- Now prints tier discounts on invoices
- Allows for 100K UPR on prepaid invoices to print on statements
- Validate tax exempt date when entering it in the Customer Master File

#### **Feed**

- Bill separate items – print full description length
- More information for Medicated Feed Tag

#### **Fertilizer**

- Filters added to the Agronomy History screen

#### **Grain**

- New validation of Customer Number in Sales advances
- WA LOT FILE - now imports lot grades file from state
- New Deferred Payment Contract Overlay

#### **Interfaces**

- Importing receivers/PO's from Bostwick
- Activant nightly customer update
- New Inventory transfer process within Epicor interface

#### **Inventory**

- Now uses Standard cost in Blend Setup entry screen

#### **Mail Manager**

- Added F2 key on the Delinquent Maintenance Screen for customer look up

#### **AgVantagePC Agronomy**

- Added Field column to the Agronomy Work Order/Dispatch window

#### **AgVantagePC Invoicing**

- Now uses default term code from U4CSTMR
- Added location to hot key manager
- Use term code from the cash discount
- New ability to have multiple Term Codes on the same invoice
- Calculate & show amount due on screen

*(Continued on next page)*

## Newly Released Continued:

### AgVantagePC Seed

- Added discounts to treatments

### Payroll

- CDD Direct Deposit—use Draft Code so that it is a unique number

### Patronage

- Estate checks - print checks to inactive items--Debenture Bonds
- CDD - Estate Checks, ability to print more than 18 at a time

## AgVantage Software Releases Coming Soon

Edge Accounts Payable, Phase 2

Edge Grain Phase 1

Edge Energy Phase 1

Edge Agronomy Phase 2

### eAgVantage

CDD V8 Farm and Field Analysis E-product (281413)

**AgVantage**<sup>®</sup>  
**EDGE**

**Flexible & Mobile**

