

Vantage Point

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Your Biggest Challenge To Becoming Great



Michelle Blomberg
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*“Small minds discuss people; Average minds discuss events; Great minds discuss ideas.”
Eleanor Roosevelt*

Life is constantly changing and with change, comes challenges. This past March, we held the AgVantage Executive Meeting in Fort Meyers, Florida where we had a GREAT turnout of customers and business partners. I loved the whole conference! We had several General Managers present their views on “Building a Sustainable Agri-Business” as well as their vision of the future, amazing customer connections, killer presentations from several AgVantage customers & employees, including the newest leaders of the company, and most importantly, a lot of fun! :)

Prior to the conference, as I was preparing for my opening presentation, I sent an email to the 75 or so people that were attending, and asked them this question. “Tell me one challenge you have in your job today.” Seems like a simple enough question right? Well, as you might expect, it was anything BUT simple or even remotely the same from any two people. And just like anything when you ask 75 people a question, I was deluged with all kinds of responses. Some that just sent a single sentence to several people who sent me a chapter of a book which lead to additional dialogue opportunities between us. :) When I started to scour through them, it transformed my entire presentation. In fact, I threw out what I was going to talk about and used the entire hour and a half to dig into their challenges. And to be honest, I could have done 5 hours, that’s how good the information was that I received.

I should be clear – I only got 72 out of 75 responses, and you might ask “Michelle, how did you get this many people to send you their feelings on this”? Honestly, it was a straight out threat! I told them if they did not send it to me ahead of time, they would be the chosen person to be called on during my presentation to give their answer “live” to the whole audience. That seemed to do the trick. :) This slide shows the 8 categories that were created from the responses. I couldn’t believe it! The group was full of CEO’s, controllers, IT people, managers and business partners from all over the country and they all grouped perfectly into these areas. It was so interesting to see what challenges people every single day. As you look at these eight groups, I’m sure you, just like I did, can relate to all of them in one way or another.



- Change
- Handling Conflicts
- How to get your employees to use Technology?
- Attitude, Attitude, Attitude
- Life Balance
- Time Management, Delegation & Trust
- Leadership – from the Top Down
- Creating and Building Culture



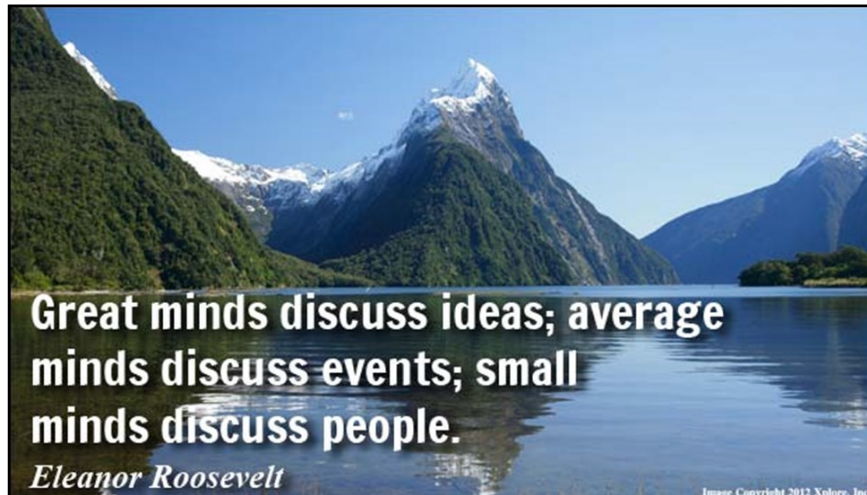
Where I was going with all of this was an overall message that stems from the quote at the top and bottom of my article by Eleanor Roosevelt. You see, I found a desk statue with this quote on my brother Dave’s desk when we were cleaning out his apartment after his death. And it seemed to be screaming this message to me regarding his

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whole life. I look at it every day and I started thinking about how each day, the challenges that face us are what keep us from growing. The people issues and/or events, such as projects, mergers, etc. take up our time and our minds and prevent us from reaching greatness. So once we broke down the responses from this group of people and discussed them openly in teams, my final challenge to them was this. Set aside one hour a week where you allow yourself to become great. Erase all people issues, all events from your mind and open it up to ideas. This will allow for greatness to emerge, which is inside of each and every one of you.

I want to thank you all for your continued business. I realize you have many choices for software providers. I will do my best, each and every day, to assure your happiness in your choice of AgVantage® Software as your Agri-Business Accounting system.



Welcome to our newest customers!

Farmer's Union Oil of Wilton, North Dakota
General Manager: Jon Proesch



FARMERS UNION OIL
615 MINNIE AVENUE
WILTON, ND 58579

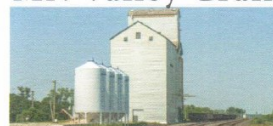
OUR ENERGY COMES THROUGH.™

Northern Lakes Coop, Hayward, WI
General Manager: Michael Covelli
(New to AgVantage Integrated Accounting)



Minnesota Valley Grain, Le Center, MN
Controller: Holly Meger; Joan May: Accountant
(Formerly part of Interstate Mills)

MN Valley Grain



Uniontown Coop Association, Uniontown, WA
General Manager: Neil Nuxoll



UNIONTOWN COOP ASSOCIATION

"GROWING ON A CENTURY OF SERVICE"

32ND NATIONAL CONFERENCE UPDATES RADISSON BLU—MALL OF AMERICA, MINNEAPOLIS, MN JUNE 21-23, 2017



Lori Campbell
Conference Manager
loric@agvantage.com

Our 32nd National Conference is rapidly approaching! We have a terrific group joining us in Minneapolis, plus everyone has been busy prepping for sessions, getting laptops ready for the lab, programming new Edge software releases, and doing a wide variety of other jobs getting ready for this large event. We love seeing everyone! We are also very excited about our two keynote speakers, Dan Meers and Amy Dee.

We are trying several new things this year. On Thursday, before lunch, we will be having a networking event—ACT (AgVantage Connecting through Technology), with attendees divided up into their software areas that they typically work in. We are hoping that this will help people who are newer to AgVantage benefit from the experience of those who have been to many conferences. We hope it leads to lasting friendships that make it easier for peers to contact each other later, after the conference is over, and to bounce ideas off of. Also new this year are our Friday morning special sessions/workshops focusing on: Smoothing Transitions for New Employees, Demystifying Training, Workforce Engagement, and Customer Engagement. Those are being presented by Minnesota trainers—Michael Garner and Becky Lyons.

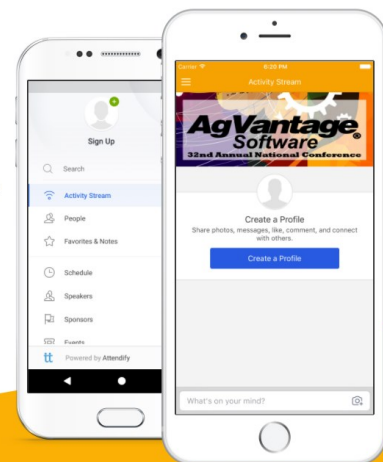
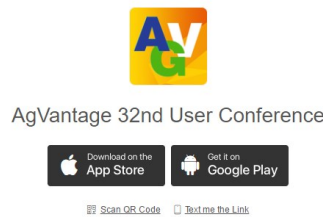
Our Social Event on Wednesday evening will also have a team building component. We are hoping for excellent weather for the dinner cruise on Lake Minnetonka. We hope everyone will join us for the Welcome Reception on Tuesday evening, June 20th, 8:00-9:30pm.

Important Conference Announcements:

1. *There is still time to register for the conference!* If you are on Annual Support, you may have AgVantage Dollars to spend for this event.
2. Our group room block at the Radisson Blu—Mall of America **expires Wednesday, 5/24** so if you still haven't registered, and you think you may still want to attend, go ahead and make your hotel reservation. You can always cancel it the week prior to the conference if you find out, last minute that you need to cancel.
3. Our National Conference Sponsors' logos are on the following page. Please thank all of our sponsors for their support of this year's conference.
4. A reminder from Jason Schneider, Customer Services...We will once again be offering a free, interactive smartphone app for this year's National Conference, which is Apple and Android compatible. Search '**AgVantage 32nd User Conference**' in your app store to download. Or use this link to download it: <https://attendify.com/app/yvvgb06/> We encourage you to give it a try as it will offer some great networking tools and other exciting features - all from your smart phone!

APP FEATURES

- A group community to post or view comments/pictures from around the conference
- Create, view and contact attendee profiles
- View the conference schedule and create your own personalized schedule
- Rate and review sessions
- See the events we have planned for the evenings
- View our keynote speakers' profiles
- See which sponsors will be attending and view their profiles
- Be alerted of any last minute changes/reminders
- Instant access to conference/session documents as they are linked to the session names
- Web version for non-Android and Apple phones.....and much, much more!



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Thank you to our 2017 National Conference Sponsors

Diamond Sponsor

MONSANTO



Platinum Sponsors



KONICA MINOLTA

ENTERPRISE CONTENT
MANAGEMENT



Gold Social Event Sponsor



Silver Sponsors



Copper Sponsors



Welcome To AgVantage's Two Newest Employees



Gordy Elliott
Customer Relations Manager
Joined AgVantage in May, 2017

Gordy grew up on a farm west of Villard, Minnesota and is a graduate of the University of Minnesota, Morris. Gordy started his career with the Midland Cooperative Training Manger Program in Whitelaw, Wisconsin; Greenbush, Minnesota; and Northfield, Minnesota. Gordy spent 11 years as a general manager of cooperative country grain elevators at Pine Island Farmers Elevator and Hayward Cooperative, both in Minnesota.

Gordy joined FCStone in 1988, opened the FCStone Minneapolis office in 1989, and managed this office for 18 years. He, along with his past partners, managed an array of commodity risk beyond the grain and feed commodity risk. They managed or oversaw various hog and cattle risk, dairy and food, as well as refined fuel, fuel surcharge, crude oil, and natural gas risk. He also has

worked with aluminum users and lumber risk. Weather derivatives and carbon credits were additional services provided for past clients.

After 26 years at INTL FCStone, he retired May 1, 2014 and then became the General Manager - CEO of the Farmers' Cooperative Elevator of Rushford, Minnesota.

Gordy Elliott is now fulfilling a new and exciting Customers Relations Manager position for AgVantage Software. Our goal with this position is to increase the level of communications between AgVantage and its customers. Gordy feels his best and most enjoyable positions are those where he gets to work with people – AgVantage customers and its staff are a great fit for him. He already knows many of our Midwest customers personally and looks forward to getting to know the rest of our AgVantage customers.

Gordy and his wife Bonnie have three boys, all married, and 3 grandchildren. Gordy likes outdoor activities such as traveling, hunting, fishing, biking, and kayaking. Scenic southeast Minnesota is a great spot for most of these activities.



Dillon Welter
Customer Services Representative
Joined AgVantage in May, 2017

You may remember Dillon Welter from last year when he worked for us as a summer intern in our Customer Services Department. Last Fall he returned to South Dakota State University until his graduation this month. Dillon majored in Agricultural Systems Technology, focusing more on computer diagnostics and support within agriculture. He also worked at SDSU's Support Desk, helping with phone support and computer repairs.

We are excited that Dillon accepted our offer to join us as a regular staff member.

Dillon grew up on a 200 sow farrow to finish hog operation just outside Stewartville, MN. Along with the pigs, they also have about 500 acres in farmland.



Dillon, as a summer intern, even had the privilege of joining the staff to help with Michelle's keynote address at last year's conference.

Coconut Cream Dessert

Valerie Ahlers, Customer Services Rep.

Crust: 1 C. flour
 ½ C. chopped pecans
 1/3 C. powdered sugar
 ½ C. butter
 Mix and pat into bottom of 9 x 13 pan.
 Bake 10 minutes at 350.

Mix: 8 oz. cream cheese, softened
 ½ C. powdered sugar
 After well blended, fold in 1/3 of 16 oz. tub of whipped topping and spread over cooled crust.

Beat: 2 packages of instant coconut pudding into 3 C. milk.
 Stir in ½ C. shredded coconut and 1/3 tub of whipped topping and pour onto the cream cheese layer. Let set.

Spread balance of whipped topping over the coconut cream layer. Top with toasted coconut (I toast in microwave, can do in the oven)



Bonus Recipe This Month from Valerie Ahlers!

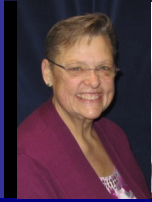
Butterfinger® Dessert

Valerie Ahlers, Customer Services Rep.

32 oreo-type chocolate cookies, crushed, family size pkg.
 5 Tbs. butter, melted
 8 oz. cream cheese
 1 C. powdered sugar
 ¾ C. peanut butter
 12 miniature Butterfinger candy bars, crushed & divided
 16 oz. whipped topping, divided
 Small box instant chocolate pudding
 Small box instant vanilla pudding
 3 C. milk

Mix crushed oreo-type chocolate cookies and butter. Pat into a 9 x 13 pan and refrigerate. Mix softened cream cheese and powdered sugar until smooth. Beat in peanut butter. Add half of whipped topping and half of crushed Butterfingers. Spread over chilled cookie bottom. In a separate bowl beat chocolate and vanilla pudding into the milk. Spread over the cream cheese layer. Refrigerate until set. Spread remainder of whipped topping over pudding layer. Sprinkle with balance of Butterfinger crumbles.





AGVANTAGE SOFTWARE NEW RELEASES AND FEATURES COMING SOON

BONNIE FOHRMAN
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New Releases for Version 8

See our Message Board for many Product Enhancements continuously available.



EDGE

- Show customer names with company letter when logging into Edge (404878)

EDGE Agronomy

- Now show description of item being edited in Edge Agronomy (401061)
- New ability to delete farms and fields from Edge Agronomy (401062)
- Added items to work order dispatch, marker required on field (404803)
- Now shows machine # with machine name in spray application (405778)
- Now calculates density when saving an order created in Edge (405779)

EDGE Accounts Payable

- Bank Recon screen increased records seen on screen by adding scroll bar (397215)
- Bank Recon screen changed reconciliation option to have drop down for action (402596)

EDGE Accounts Receivable

- New Inventory Views from item portal (399714)
- Added balance columns to Inventory Reports screen (402872)

EDGE CRM

- Salesman drop down - also assigns the lead to salesman (404461)
- Added department columns in views and customer profile (404793)
- Program consistency for deleting files (405122)
- Added Alternate Contact action buttons (405123)

EDGE Dispatch Map

- Loads product from tank item field and pull into call (383420)
- Added filter for call type to filter screen (395529)
- Added Show Me selections to allow all open, scheduled, closed calls (401245)

EDGE Energy

- Added term code field to edge screen (395800)
- Added new style type grid to add sorting and filtering (401053)
- Added tank lease contract # field to first tab on tank maintenance (403841)
- Replaced action with icons for edit, delete and deliveries (404897)

EDGE Grain

- Added Contract Pricing Information report for purchases (344444)
- Added Daily Position Report (404497)
- Added Long and Short Report (404498)
- Added Horizontal Reports (404499)

Accounts Receivable

- CDD - Acct Receivable Encrypt Financial Account Number -ACFIA# (325816)
- Flag in Customer file to print cash transactions on statement (376224)
- Special pricing for one customer – add markup to cost basis (406239)

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Energy

- Added run out file in Energy Management (351815)

Grain

- Now tracks date priced in subload file (368545)
- Phase 2 – Changed programs to output addition information for position 500 (381840)
- CDD - Purchase contracts now ignore inactive contracts (396119)
- Deferred Payment Maintenance removed delete option (398364)

Interfaces

- Added Voyager Fleet Interface request – US Bank (385143)
- Added AgWorld interface to get work order back into AgVantage (387492)
- CDD - WesRoc & Silicon Add tank monitor date to tank screen (397730)
- Pinnacle/Passport added new CPJR process(403086)

Inventory

- Open Inventory Received Report no longer shows zero dollar receivers (403867)

AgVantagePC Agronomy

- Now sends Blend/Application comments to Kahler (387452)

AgVantagePC Energy Dispatch

- Moved call save, cancel & print buttons to top of form (404696)

AgVantagePC Energy

- Changed Fuel surcharge - if amount is 0, set quantity to 0 (402674)
- Changed to not download transfer customer (403201)

AgVantagePC Grain Scale

- CDD - Now requires hauler on scale ticket (364180)
- CDD - Added Other agronomy/export weigh only tickets to CSV (372574)

AgVantagePC Invoicing

- New ability to default or enter salesman number in batch screen (400580)
- Now scans loyalty card into PC Invoicing and pulls up customer number for invoice (402929)
- Batch Header message will now print on 1up and 2up invoices (404320)

Payroll

- Allows 2 different SUTA rates, separate location 72 (400998)

Patronage

- New report of Customers below minimum patronage amount that get dropped (382387)

SOFTWARE RELEASES COMING SOON

Accounts Receivable

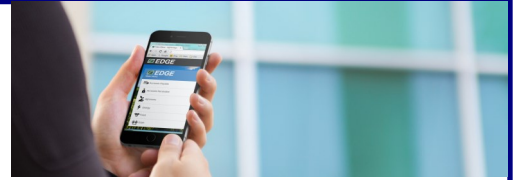
- Restricted Category Report (399176)

EDGE

- Add location and inactive options to item lookup (406033)

EDGE Accounts Receivable Portal

- Item Types Conversion Program (406391)
- Transaction Edit Report (401784)
- Add filter for inventory by lot # (404349)



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EDGE CMS

- Add eAgVantage Link, account #, password, admin contact with multiple companies (406737)

EDGE Energy

- Customer Delivery Activity (339391)
- Tanks that need to be painted (339535)
- Add filter group to Delivery Tickets and listing (395485)

EDGE Grain

- Market Position Report (404500)

EDGE Feed

- Feed Rations (405661)

EDGE Inventory

- Physical Inventory Browser (405885)

Interfaces

- Payment interface to scan in payment amounts (361353)
- Pinnacle - add flag for checking for UPC for items coming thru (406540)

AgVantagePC Energy

- Inventory on the truck needs to load the transfer item number (397084)
- Ability to substitute products on the truck and roll up into one inventory (402158)
- Show all of the Item Description (403728)
- Have multiple sales tax codes on multiple items when using tax on tax (404149)
- Ability to delete a ticket (404336)
- Thermal Interface (395483)
- EOD Driver Report auto send to drop box (401055)

AgVantagePC Invoicing

- Liquid formula with bill by & scale weight (389672)
- Bring in Agronomy flags (401168)

AgVantagePC Seed

- CDD - Separate order filter date setting for Agronomy and PC Seed (386696)



AgVantage Annual Employee Meeting

by Lori Campbell

Our Annual Meeting was held May 5-6 in Chaska, Minnesota, west of Minneapolis. We had an afternoon of meetings/presentations and ended the day at Prince's former home—Paisley Park. His outfits, shoes, videos, performance areas, and awards were very interesting!

The next day, Saturday, May 6th, we visited the Minnesota Center for Glass Arts, in Minneapolis, for a hot team building activity! After seeing a demonstration, we each made a cool paperweight with the help of the Center's staff, and it was a memorable experience—something that I personally had always wanted to try.

When we were done, the glass had to cool for about a half day to room temperature in a special oven. We finally got to see our creations on May 15th and there was so much fun in seeing what each person's final product looked like. They are all very different and they each have their own beauty. We now have them sitting on our desks as a reminder of our Annual Meeting.

Pictured above is Wes Christensen's paperweight perched on top of his AgVantage tumbler. It is about 4" wide. Nice job Wes!