

Vantage Point

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OCTOBER FEATURED ARTICLES

Executive Conference Update.....p. 3
Recipe Box—Sweet Potato & Apple Side Dish.....p. 4
Holiday Hours & Trade Show Schedule.....p. 4
New Software Releases/Features Coming Soon...p. 5

MANAGING LIFE THROUGH CONFLICT



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"Conflict is best seen as an opportunity to understand our differences, since that's when conflict usually arises: when we see something differently."
- Tony Dungy

When you hear the word "conflict", what does it make you feel? Fear? The need to run and hide? Or does it send a bolt, a spark through you knowing at the other end of the conflict is an idea, a resolution that will bring a whole new perspective to your life that, before the conflict, you did not know existed?

These past months, I've been challenging *Team AgVantage* with several topics, such as Job Consistency, Attitude is a Choice, People are People – all creating discussions and ultimately solutions towards "Serving People Better". The most recent subject I brought to them was "Conflict". It was very enlightening for me to read their thoughts on this topic. So much, that I wanted to share a few. I put this quote in front of them and asked them to write.



Conflict, with respect, can create learning, perspective, and innovation.



Jerome Sprecher

The first perspective I'd like to share comes from Jerome Sprecher, a computer programmer at AgVantage that I'm sure many of you have met and worked with. Here is what he had to say on the subject of conflict.

"Generally speaking, I am not fond of conflict. I am confident that everyone is guilty of wanting to get their way at one point or another. Sometimes people are right or wrong; but more often than not, conflict is the result of a misunderstanding or a failure or refusal to respect both sides of an argument. Respectful dialog and a genuine willingness to resolve conflict can usually overcome a misunderstanding; but sometimes prior experience, personal beliefs, or stubbornness make it impossible. When one or both sides refuse to listen, or rather, refuse to respect the other's point of view, nothing progresses.

I think conflict always provides an opportunity to learn. Prior experience will affect one's willingness to do so, but when both sides truly listen to the opposing point of view with the intention of understanding, great things can and do happen. Problems are resolved, relationships are forged, and progress is made. No one is always right all of the time. **Successful and effective conflict is knowing when to push, knowing when to back down, knowing when to speak, and knowing when to listen.**"

The next employee who intrigued me with what he wrote is Tim Machutt, who works in the support department. Tim's young wisdom revealed this: "Conflict is a subject that we all deal with in our personal and professional lives. However, most people think conflict is a problem that they need to fix instead of understanding the importance of conflict and

(Continued on next page)



Tim Machutt

learning from it. **Conflict can be stressful and frustrating at times, but with conflict brings ambition and innovation into our lives.** It's about how we handle and accept conflict and how we can learn from conflict to create new ideas and processes that will resolve the situation from happening again."

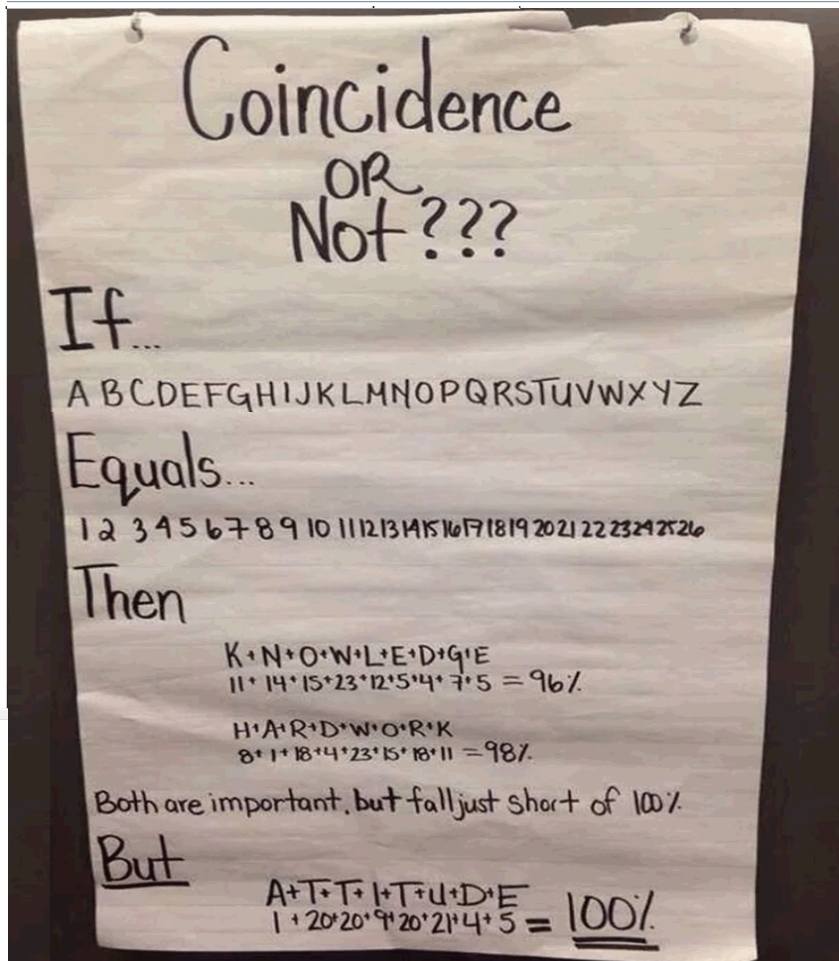
The third example of a great perspective on conflict comes from Tina Bouapaengphan, whom most of you have talked to one time or another, as she answers every phone call that comes into AgVantage. She expressed her feelings on conflict as, "If you can accept conflict for what it is, there are plenty of positive things to take with you. See it as a road block that you must overcome to get to where you want to be. Having a conflict with other people gives opportunity for practicing listening skills. Everyone will always have their "truths" about the way that things happened, but to be able to understand where one another comes from, agreeing to disagree, or just simply walking away takes a lot of strength when we face conflicts. **You can't ever control other people's reactions, but you can control your own and when you choose to handle the situation properly, it's a great learning experience.**"



Tina Bouapaengphan

Every employee at AgVantage wrote to me on the subject of conflict and it was a great experience for me to better understand their lives and their perspectives. I feel it gave me a deeper appreciation of them, besides giving me a plethora of material that I can use to deepen the level of service we pursue in our mission to "Deliver Customer Service Excellence". Everyone faces conflict daily – some more intense than others, but it's always there. How we handle it and learn from it enhances our lives as human beings, and ultimately, able to serve others better.

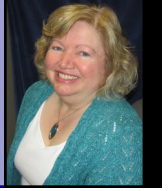
In our 38th year of business at AgVantage Software, I want to thank you all for your continued business. I realize you have many choices for software providers. I will do my best, each and every day, to assure your happiness in your choice of AgVantage® Software as your Agri-Business Accounting system.



2015 AGVANTAGE EXECUTIVE CONFERENCE UPDATE

THE RHYTHM OF THE FUTURE

LORI CAMPBELL, CONFERENCE MANAGER
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Nashville Executive Conference, Renaissance Hotel Downtown, March 18-20, 2015

The Executive Conference Brochure is in its final stage of completion and our session list looks amazing! We have eight awesome customers participating as presenters.

Customer Presentations:

Leading Multiple Successful Businesses—Greg Robertson, CEO/GM, Bleyhl Farm Service, Grandview, WA

Financial Aspects To Managing a Business—Dave Gaiser, CFO, Burnett Dairy Cooperative, Alpha, WI

Customer Satisfaction Using Grain Technology Tools—Mike Myers, GMM, Sunrise Cooperative, Fremont, OH

Panel - Innovation of Agribusiness Facilities

- Beth Magnusson, Grain Controller, United Farmers Co-op, Winthrop, MN

- Keith Bailey, President/CEO, AgVentures NW, LLC, Odessa, WA

- Kyle Fleener, Controller, Interstate Mills, Owatonna, MN

Zero to 100% in Energy Management Technology—Tina Roberts, Shelby County Co-op, Shelbyville, IN

Zero to 100% in Inventory Efficiencies—Dennis Boccardi, Ursa Farmers Co-op, Ursa, IL

Executive Conference Platinum Exhibiting Sponsors:

- DTN, Don Konz

- Carlson Highland & Co., LLP, Roger Van Someren

- All Covered, Michael Parezo & Terry Vannoy

- Advance Trading, Inc., Phil Regenelli & Michael Regenelli

- BCS Group, LLC, Kimberly Gentle & Damon Copeland



Other Sessions:

- Protect Your Company - Data Integrity, Security, Disaster Recovery Solutions
- The 10C's of Leadership
- Deepen Your Customer Relations With AgVantage CRM Software
- AgVantage Time Clock Access Via the Web
- Taking AgVantage Energy To A New Level
- The Evolution of AgVantage Agronomy Solutions
- AgVantage Seed Solution for Cost Effectiveness
- AgVantage Edge for Advanced Mobility
- Innovations of AgVantage Grain Solutions
- Benefits of AgVantagePC Invoicing

You can expect to see your Executive Conference brochure in the mail the week after Thanksgiving.

Executive Conference - Supporting Silver Sponsors: (not exhibiting in Nashville)



Hotel reservations may be made at the Renaissance Nashville Hotel via our website, or phone the hotel directly at 877-901-6632 and ask for the group rate.

Sweet Potato & Apple Side Dish

by Valerie Ahlers
Customer Services Representative

- 2 Sweet potatoes, peeled, sliced 1/2"
- 2 Apples, peeled, sliced 1/2"
- 2 Tbs. Brown Sugar, sprinkled
- 2 Tbs. Butter, dotted
- 2 Tbs. Maple Syrup

Arrange alternating slices of the sweet potatoes and apples in a baking dish sprayed with Pam. Sprinkle on the brown sugar, dot with butter, and drizzle with maple syrup. Bake in a covered dish for 40 minutes at 350 degrees.

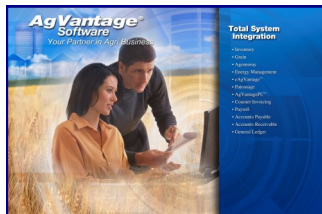


Serves 4 –6 (depending upon size of potatoes and apples)

Holiday Schedule:

We will be closed or have reduced hours on the following dates to allow our employees to enjoy the holidays with their families.

Thanksgiving	Thursday, 11/27	Closed
Day after Thanksgiving	Friday, 11/28	Open 8-3
Christmas Eve	Wednesday, 12/24	Open 8-Noon
Christmas Day	Thursday, 12/25	Closed
Day after Christmas	Friday, 12/26	Open 8-3
New Year's Eve	Wednesday, 12/31	Open 8-3
New Year's Day	Thursday, 1/1	Closed



AgVantage Software, Inc. Trade Show Schedule

National Grain & Feed Conference & Trade Show

Indianapolis, IN — JW Marriott, December 7-8, Booth #421

Minnesota Grain & Feed Assoc. Trade Show

Minneapolis, MN—Downtown Hilton, January 26-27, Booth #103

AGVANTAGE SOFTWARE NEW RELEASES AND FEATURES COMING SOON

BONNIE FOHRMAN
Vice President, Programming bonnief@agvantage.com



New Releases in AgVantage Software, Version 8:

Please see our Message Board for many Product Enhancements continuously available.



Accounts Payable

- Added system date/time to top of Vendors to Pay Report
- 1099's may be printed in alpha order – same as the report

Accounts Receivable

- EHS Reportable Items for the Super Fund Amendment and Reauthorization Act (SARA)
- Show more manufactures per screen on Item Maintenance screen
- Now allows the description of analysis to print when not printing fertilizer analysis
- New ability to adjust the font size on Split invoices

eAgVantage Commodity DPR

- CDD—On the List of Purchase contracts add the price and extended amount

eAgvantage ePayments

- Now prevents the customer from entering the wrong routing number for ACH payments

eDocuments

- New ability to email statements from customer look up

Grain

- Intentions Purchase Contract Report – added delivered unsettled bushels

Inventory

- Now allows the Inventory Turns report to have 0 for minimum turns

AgVantagePC Energy Dispatch

- Added the sales tax code to the dispatching call screen

AgVantagePC Grain Scale

- Print the gross tons on scale ticket
- Add flag to always print hazardous message on weigh only tickets

AgVantagePC Invoicing

- Now uses another lot# when lot goes to a zero balance
- On work orders—added the ability to put a lot# on a line item
- New ability to override the dealer price
- New ability to specify a location when using hot keys
- A flag to allow or not allow the change of completed invoices has been added
- New category set up for restricted items
- Can no longer bill to a different item location

AgVantagePC TIME

- Shows manager approval for time off only

Payroll

- Now uses the location in the constant file for the tax information if admin is not location 1
- On the direct deposit stub—now shows the word “loan” if the amount is going to payment for loan

NEW RELEASES COMING SOON

Seed—Report of Treatments (324631)

Web Agronomy Phase 1 (330000)

AgVantage Edge - Accounts Payable, Phase 1