

Vantage Point

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A MESSAGE FROM OUR PRESIDENT "CELEBRATION OF SUCCESS"

Michelle Blomberg
President/CEO
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"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will."

- Vince Lombardi

Your June National Conference Brochure will be available on-line at our website in mid-April. Brochures will arrive in your mailbox by the end of April.

This year celebrates the 35th anniversary of AgVantage Software and with that comes several emotions. We're extremely proud of the longevity the company has shown in a time when others have had to call it quits. We're enormously appreciative that you have remained our customer throughout this course of time when we know you have had other choices. And we're graciously humbled by the fact that we're still doing amazing things for you as we see the diversity of the industry changing daily.

As you can see by these quotes from several AgVantage customers, 35 years is quite an accomplishment. Nothing even close to most of your company's years of business, but in an industry that only began in the 70's, we sure have come a long way.

Over this time, we have seen programs that used to be written with jumpers and cables to a time when you retrieve your own program enhancements immediately. We have transitioned from systems that took up entire rooms, to a phone I carry in my pocket with hundreds of times more power and capabilities than its heritage. We have transpired from tape reels into an era of off-site data storage – all via the internet. We used to use "dummy" workstations and weirdly today, the "pad" scenarios are basically a "dummy" on steroids, only with so much memory, it screams. And there are no cables - just wireless *everything*. At AgVantage, the software has emerged from basic accounting to a software system for every piece of your business, all working seamlessly together.

And how about your business's growth? Holy cow!! A time when each town having their own separate co-op, to a time when 30, 40 & 50 towns all operate as one cooperative. Your area of business has grown from the local farmers into a vast customer base of hundreds of miles, and really thousands when you look at the distances of some of your customers. Many of you are doing busi-

Congratulations on 35 Years

I've been a customer for 30 years and can tell you we are very satisfied with your software and your support. Congratulations on 35 Years!

- Julie Yost, Freeborn Co.

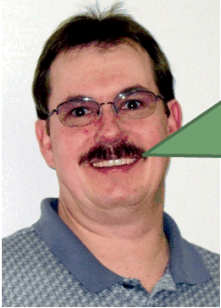


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**PLAN NOW TO ATTEND
JUNE 22-24, 2011
NATIONAL CONFERENCE
AIRPORT MARRIOTT
MINNEAPOLIS, MN**

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I continue to enjoy working with AgVantage because you are always looking to add value to your products. This has helped us improve our productivity in the 10 years we've been your customer. Keep up the good work!
 - Gary Anderson,
 Skagit Farmers

ness overseas. You are no longer one or two commodities, but thousands of products to sell and buy. Your diversity is amazing.

And what about this thing called the Internet? Thirty five years ago, if we would have heard of a network that connects the world and is basically free, we never would have believed it. Remember when the farmer had to wait days to get his/her check? Now they get their money immediately deposited into their account. They can see all of their grain coming into your company any time, day or

night. Wives can keep an eye on the husband. Bosses can keep an eye on their drivers. Equipment can be seen from the “eye in the sky”. I’d hate to be a teacher today with information so easy and free to obtain – sometimes it’s mind-boggling.

As companies that are surviving and prospering, these times are also challenging. The leadership needed today is built on trust and character, but also requires strength and fast decisions. In the 70’s we could be fist-pounding and have a “my way or the highway” attitude. Today, we need energy and direction, along with compassion and humility. We need ego, but not too much. Again, mind boggling.

Within these past 35 years, our culture has also changed and grown. Ten years ago, we didn’t have the teamwork we have today. Each person basically performed their job as they saw fit. Today, it takes many people together to create the complex solutions of this era. With that comes faster problem solving, innovation, and increased productivity. The amount of software we create today takes my breath away thinking about it.

Remember when service used to be so obvious? We had no choice because if we didn’t offer good service, we’d hear about it in church, the bank or at the store before we even got home. At AgVantage, we’ve gone from service being our Achilles heel, to today where it’s a daily point of our mission. The culture at AgVantage is based on trusting relationships – something that used to be common in the 70’s, but today, hard to find and develop. It’s the core of the company’s motivation, morale, creativity and ultimately our marketplace success.

Keep it Up AgVantage!

Monte Vista Coop considers everyone at AgVantage as a part of our company family and appreciates all the dedicated time and effort they pour into making our operations successful.

- Wayne Caldwell,
 MVC



Sometime over this next year, either at our June User Conference in Minneapolis or any time I can get out to visit you, I hope you will join me in a toast to AgVantage and its 35th birthday. We had a **very** successful conference in San Francisco this past week and to those who attended this event, thank you so much! It was incredible to have such power in one room for two days and everyone came away feeling a new level of vigor.

As we excitedly forge into our 35th 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.

You Did it AgVantage!

We'd like to extend our appreciation to everyone at your organization for the support you have given us over the years, including the relationships that have developed between our companies.

- Jerry Jenkins,
 Ursa Farmers

Executive Conference—February 13-15, San Francisco, CA



"Sweet Night in Sausalito" - Jerry Svoboda relaxes on the ferry with his wife Linda after a full day of sessions. Jerry is the General Manager of FCA Cooperative in Jackson, MN



Jeff Partee and his wife Connie. Jeff is the I.T. Director of Trupointe Co-op, Wapakoneta, Ohio



City Tour - Do you remember the TV show "Full House?"



Michelle Blomberg

Harold Cooper, CEO/General Manager, Premier Ag, Columbus, IN; Al Scherr, General Manager of Farmers Union Oil, Mohall, ND; and Jeff Nielsen, CEO/General Manager of United Farmers Cooperative, Winthrop, MN during their Panel Discussion—Creative Alternative Business Strategies.



City Tour - Dave and Lisa Sick, Michelle Blomberg, Brooke and Jamie Pratt of Blanchard Valley Coop, Finlay, OH, and Mark Willems



Executive Conference—February 13-15, San Francisco, CA



City Tour—Sailboat harbor as seen from Golden Gate Bridge lookout point

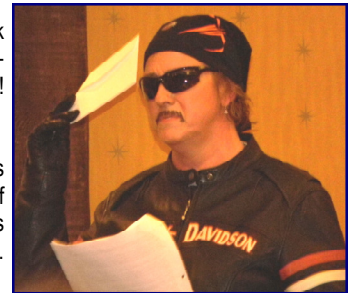


Welcome Reception—Lori and Keith DeVoe with Chris and Linda Stickler. Keith is the General Manger/CEO and Linda is the Controller at Roggens Farmers Elevator in Roggens, CO.



Skit: Michelle Blomberg and Chuck Bohanon performing in the traditional AgVantage Conference Skit!

Skit: Lisa Sick, V.P. of Systems Management, dressed up as Jeff Nielsen of UFC in his Harley Davidson attire.



Attendees spent about an hour shopping in Chinatown during the pre-conference city tour on Sunday.



Teams discussing Company Culture - center are Chantel Barnett, Office Manager, and Chuck Valek, C.F.O., both of Genesis, Le Center, MN



Sunday's Lunch at Boudines



Lori Campbell
Conference Manager
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CONFERENCES UPDATE

JUNE 22-24TH AIRPORT MARRIOTT, MINNEAPOLIS, MN

It's always a busy year when we have our February Executive Conference and then our National Conference just four months later! San Francisco is an unusual and amazing city and it was wonderful to see so many of our customers there! Our post-conference surveys showed a preference for these three areas for February 2013 when we have our next Executive Conference: Hawaii, Las Vegas, and Puerto Rico. Finding a reasonably priced group of guest rooms will be a deciding factor on this decision! If you were unable to attend the Executive Conference and would like to put in a vote for 2013, please send me an email.

A few weeks ago I hired **Audrey Thomas** to be our conference keynote speaker for Wednesday morning, June 22nd. Audrey came highly recommended by Mark Scharenbroich, our '09 keynote speaker. Mark attended one of her seminars last fall and both he and his wife learned a few new skills that they've put to good use! Plus, Audrey has a lot of great stories to share with us.



Keynote "A Road Called Chaos" - Being disorganized, whether at home or at work, affects a person's "emotional bottom line." It's no surprise: disorder breeds stress. It throws our world—and the worlds of our family and coworkers—into disarray. If left unchecked, it can eat away at our sense of well-being. Based on her book, "The Road Called Chaos," this presentation provides the techniques, and evidence that organization is an achievable goal, and will turn participant's willingness to change into a long-term organizational lifestyle if they take a good look at their personality type and learning style before they begin.

Airport Marriott Hotel Reservations:
800-228-9290

Our AgVantage group rate is \$109 for 1-4 people in a guest room and includes internet. May 24, 2011 is our group cutoff date. We are expecting another large turnout for this conference, so make your reservations soon to make certain you get the type of guest room you would like. Free shuttles to the Mall of America and the Minneapolis Airport.

Breakout Session: Buried Alive! Surviving the Avalanche of Paper and Email Overload: Many individuals struggle today with "piles of files," and other chaos in and around their office. This session explores specific skills and techniques for systems that eliminate this chaos. This workshop teaches specific techniques and processes for office organization that participants can immediately implement to increase productivity and avoid the avalanche of information and e-mail overload.

We are gathering customer input for our June agenda, so please feel free to contact me if you have any suggestions.

Coming Soon to AgVantage Software

NEW

Patronage: New Feature - display /retain stock & equity history info

DTN Portal: "Live" Feed – Phase 2

AgVantagePC Agronomy:

1. Combined with PC Invoicing – phase 1 (preparation phase prior to allowing prepaids and bookings)
2. Phase 2 - ability to do prepay and bookings (will be done by June Conference)

AgVantagePC Energy: Run faster by keeping A/R balances

Preferred Stock Investment: New Function - now pays dividends

Credit Cards: Support Verifone signature pads

NATIONAL CONFERENCE HARDWARE SPECIALS WE NEED YOUR INPUT!

Brandon Klingfus
Systems Management
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Every year after the National Conference, we sell our conference hardware to our customers at a discounted price. The hardware is brand new, (with all warranties) but has been used for a few days in the conference labs. Items are usually discounted about \$75-\$200, but this varies depending upon our cost. Many customers wait each year for this sale if they know they're going to need a few PCs or laptops for staff.

Hardware could include PCs, laptops, projectors, etc. Rather than guessing which items will be most popular this year, could you please send me an email and let me know what types of items you might be interested in purchasing post-conference? Your input will help us control our inventory better and help you get the items you need at a discount.

Harriet Visits AgVantage Software



Mandy Ahlers is a volunteer eagle handler at the National Eagle Center in Wabasha, MN. Mandy stopped at our office to give us a closer look at Harriet, one of five eagles living at the center. Mandy

Easy Cheesy Potato Soup

By Valerie Ahlers

Makes 12 servings, serving size is 3/4 cup

- 2 cups water
- 1 large can chicken broth (48 oz.)
- 1 8-oz. pkg. cream cheese, cubed
- 32 oz. pkg. frozen hash brown potatoes, or 3 large potatoes, peeled & cooked
- 1 T. dehydrated onion
- 1 tsp. garlic powder
- 1 tsp. dill weed
- 1/2 c. shredded or cubed cheddar or colby jack cheese

1. Combine water and chicken broth in a large soup pot over heat.
2. Add cheeses and stir until melted
3. Microwave potatoes in a small amount of water for 5 minutes and add to soup pot. (Or add frozen hash browns)
4. Add all other ingredients and simmer 20 minutes.

Optional: add chopped ham, chicken, or beef if desired. (Photo has chopped ham added.)

This is a creamy soup that is gluten-free.





New Releases in AgVantage Software

Please see our Message Board for many product enhancements continuously available.

DTN Grain Portal

Automatic retrieving and processing of offers – Phase 1

Grain

Purchase Contract – new overlay format

Energy

1. Change wording of degree day location to clock location
2. Print better error message for inactive customers on screen, for example: Not Found
3. Make delivery type required on tank maintenance

Accounts Payable

1. Allow items with item code 9
2. Phone number now prints on W2's

Invoicing – New Settings

1. Allow medication warnings on loading slips
2. Allow print batch number on laser invoices
3. Allow showing of pick number on agronomy blends

AgVantagePC Energy

1. Consumption billing – only billed for what is used
2. Show A/R balances on screen

AgVantagePC Agronomy

1. Allows grid numbers in Dispatching
2. Allows dry/liquid filters in Dispatching

AgVantagePC Grain

1. Master slave improvements
2. Allowing ticket type codes
3. Allows reprinting of tickets