

From the Editors of

PRECISION
FARMING DEALER

**FARM
EQUIPMENT**
Successful Strategies For Dealers

**MORE THAN
50 MONEY MAKING
TIPS TO MAXIMIZE
PRECISION ROI IN
TODAY'S MARKET!**



PRECISION FARMING DEALER SUMMIT

PROFITABLE PRECISION STRATEGIES



The only DEALER-ONLY conference
**focusing 100% on equipping your
company to run a more profitable
precision farming department.**

**Two days of unlimited learning &
networking** with the best minds
in precision farming.

January 5-6, 2016 • Indianapolis, IN
Indianapolis Marriott Downtown

The 2016 Precision Farming Dealer Summit is sponsored by:



Innovative Precision Minds to Meet in Indianapolis January 5-6, 2016

Precision farming is here to stay. Not a fad or frivolity; it can't be ignored or dismissed. It's a revolution and it's already here. Your farm customers are demanding more performance, productivity and profitability from their equipment.

"We have the machines that capture all the data, we have the machines that implement the prescription — why shouldn't we as dealers be running that show?" Raymond Koenig, chairman of Koenig Equipment, told a captive audience of leading dealers who gathered for the 2015 Dealer Summit.

Koenig's challenge to an audience nodding in agreement, followed by overwhelming support for an event that delivers actionable instruction on moving your precision business into the black, spurred the first-ever *Precision Farming Dealer Summit* — centered on a theme of "Profitable Precision Strategies."

Embracing the same collaborative learning formula from our previous dealer-only summits — 97.7% recommended the event to others — this 2-day, no-wasted-time agenda in Indianapolis this January is guaranteed to give you proven, money-making practices from the most progressive minds in the precision farming business.

This one-of-a-kind networking opportunity puts you face-to-face with your peers — of all colors, sizes and experiences — to exchange successes, dissect challenges and brainstorm progressive ideas to bring home and implement.

Join the most innovative precision influencers on January 5-6, 2016 in Indianapolis for this exclusive, DEALER-ONLY event.

It's essential you have aspirations for making your precision farming business a sustainable profit center.

— Jack Zemlicka, Managing Editor, *Precision Farming Dealer*

Tuesday, January 5th

2:30-3:45 p.m. General Session: Managing a Precision Farming Business: Lessons Learned, Tracking Employee ROI & Meeting Margins

Tim Norris, CEO, Ag Info Tech, Mount Vernon, Ohio (2015 Most Valuable Dealership) — The success of every dealership's precision farming business starts at the top. Without a clear vision and detailed goals from management, failure is almost guaranteed. But even with defined direction, turning a profit doesn't happen overnight — trial and error is an inevitable necessity on the pathway to sustainable growth.

Learning from early mistakes — and then adapting — is the foundational philosophy of Tim Norris, CEO of Ag Info Tech, an independent precision ag dealership in Mount Vernon, Ohio. Norris has nearly 2 decades of experience using, selling and servicing precision farming technology and formed his company in 2004, on the foresight that technology and precision service would drive the future of agriculture. Annual precision sales have grown from \$1.6 million in 2010 to more than \$3 million, with an emphasis on diversifying revenue streams and ultimately achieving a 50/50 split between hardware and service dollars.

To thrive in today's increasingly competitive precision market, dealers need to be "selling partnerships, not just products," according to Norris. This requires a systematic approach to adopting an



Tim Norris, CEO, Ag Info Tech

organizational flow chart for employee responsibilities, implementing a reliable CRM system and maintaining diversity with product and service offerings.

Norris will detail the managerial methods and calculated risks that have helped his precision business thrive during the last decade, along with valuable lessons that have sharpened his business focus.

About Ag Info Tech: Formed in 2004 by Tim Norris on his family farm in Gambier, Ohio, before moving to its current office location in Mount Vernon, Ohio in 2013 ... 2015 *Precision Farming Dealer* Most Valuable Dealership ... Doubled employees from 5 to 10 during the last 10 years ... Billed in excess of 1,500 precision service hours in 2014 from a single location ... Initiated precision sales metric called "Precision with a Purpose" to benchmark and customize precision solutions to customers ... Developed and launched AgriVault CRM platform to track and organize data management service tools for farm customers.

5 Dealer Takeaways from this Session

1. Make ROI the focus of your sales pitch to farmers to help take price out of the equation
2. Track your billable service hours; if you can track it, you can manage it
3. Understand and plan accordingly for the seasonality of precision to maintain a steady revenue stream
4. Know what precision employees cost your business and how to maximize productivity
5. Maintain your margins; precision dealers should strive for at least 25% margin on hardware sales

4-5:30 p.m. Roundtable Discussions

Share your insights, ask questions and interact with your peers! Choose 1 of 10 concurrent roundtables for face-to-face dialog on these important precision subjects:

- * Troubleshooting Technology: Conquering Compatibility Problems
- * Marketing: Where Will I Get the Most Bang for My Buck?
- * Strategies for Selling Used Precision Equipment
- * Putting on a Successful Precision Ag Field Day
- * How to Structure Your Precision Internships
- * Tech Support: Where Can Manufacturers Improve?
- * UAVs: Practical Precision Tools or Toys?
- * Making the Most of Online Sales Opportunities
- * Spreading Precision Workflow Across Departments
- * Keeping Precision Employees Productive Year-Round

"IT'S VERY INFLUENTIAL TO BE ABLE TO SHARE IDEAS, SPECIFICALLY WITH MY PEERS IN A SETTING LIKE THIS..."

— Brant Bingham, Bingham Equipment, Mesa, Ariz.

6:30 p.m. Networking Reception and Dinner

KEYNOTE PRESENTATION ...

"Structuring Your Precision Business for Prolonged Profitability"

For more than 20 years, **Tom Krill, Precision Strategy LLC**, has worked in precision agriculture. His diverse roles include college instructor, sales manager and R&D team member for farm equipment manufacturers and an agronomic consultant. Krill recently served as a member of the Agriculture Management Team at the Kenn-Feld Group, an 8-store dealership group in Ohio and Indiana. Working also as an independent strategist with Precision Strategy LLC, and as a consultant and instructor with Jerkins Creative Consulting, Krill's expertise deals with the practical application of precision ag's best management practices within agronomic production.



**Tom Krill, Founder,
Precision Strategy LLC**

Having seen the good, bad and ugly of precision in farm equipment dealerships, Krill maintains that success starts with defining the roles and responsibilities of your precision employees. Maximizing the potential of precision demands structure, organization and accountability — all staples of a well-run company.

During this keynote dinner presentation, Krill will analyze where and how farm equipment dealers need to be with their precision business models to maximize profitability.

Four key considerations are establishing a clear precision vision aligned with your overall company mission, playing to your strengths and understanding that quality service is more respected than quantity, structuring your business to maximize resources and realizing that success depends on planning, but profitability requires execution.

**"IT'S INVALUABLE FOR ME TO HAVE
AN OPPORTUNITY TO NETWORK, LEARN
FROM EACH OTHER AND ASK QUESTIONS
THAT CREATE RELATIONSHIPS THAT HELP
US TO BECOME BETTER LEADERS..."**

— Brion Torgerson, Torgerson's, Great Falls, Mont.



AT-A-GLANCE SCHEDULE:

Tuesday, January 5, 2016

1:30-2:30 p.m. Registration

2:30-3:45 p.m. General Session

"Managing a Precision Farming Business: Tracking Employee ROI, Meeting Margins & Lessons Learned," Tim Norris, Ag Info Tech

4-5:30 p.m. Roundtable Discussions

- Troubleshooting Technology: Conquering Compatibility Problems
- Marketing: Where Will I Get the Most Bang for my Buck? • Strategies for Selling Used Precision Equipment • Putting on a Successful Precision Ag Field Day • How to Structure Your Precision Internships • Tech Support: Where Can Manufacturers Improve? • UAVs: Practical Precision Tools or Toys? • Making the Most of Online Sales Opportunities • Spreading Precision Workflow Across Departments • Keeping Precision Employees Productive Year-Round

6:30 p.m. Networking Reception and Dinner (Included)

KEYNOTE PRESENTATION ...

"Structuring Your Precision Business for Prolonged Profitability,"
Tom Krill, Founder, Precision Strategy LLC

Wednesday, January 6, 2016

7:15-8 a.m. Networking Breakfast & Technology Takeaway Exchange (included)

- Getting a Handle on Variable-Rate ROI • Enhancing Implement Steering Automation • Leveraging Cloud Technology to Improve Your Business Systems • Precision Nutrient Placement to Cut Customer Input Costs • Trending Technology for Liquid Fertilizer Application & Spraying • Maximizing Payback with Precision Attachments • Pros & Cons of Sensor Guidance • Mobile Management of Your Equipment Inventory

8-9:30 a.m. Dealer-to-Dealer Panel

"Banking on Billable Precision Service for Recurring Revenue,"
Adam Gittins, General Manager, HTS Ag;
Devin Dubois, Vice President of Integrated Solutions, Western Sales;
Jason Pennycook, Precision Farming Specialist, Johnson Tractor

9:30-10:45 a.m. Dealer-to-Dealer Panel

"Establishing a Standalone Precision Business: One Company's Investment in Independence and Long-Term Profitability,"
Jim Straeter, Owner, New Holland Rochester;
Lanty "Spud" Armstrong, Precision Ag Manager, Ag Technologies

10:45-11:15 a.m. Networking Coffee Break (included)

11:15 a.m.-12 p.m. Panel Presentation

"Confidently Keeping Customer Data Safe & Secure,"
Todd Janzen, Attorney, Plews Shadley Racher & Braun;
Lance Formwalt, Attorney, Siegfried Bingham

12-12:45 p.m. Networking Lunch (included)

12:45-1:45 p.m. Dealer-to-Dealer Panel

"Delivering Data Management Service: Obstacles & Opportunities,"
Steve Cabbage, President, Record Harvest;
Phil Moskal, Integrated Solutions Manager, Mid-State Equipment;
Jed Bengston, Vice President of Sales & Marketing, Torgerson's

1:45-2:45 p.m. Dealer-to-Dealer Panel

"Recruiting & Retaining the Next Generation of Precision Farming Specialist,"
John Fulton, Associate Professor, Ohio State University;
Ken Diller, Precision Farming Manager, Hooper Inc.;
Steve Kaufman, Integrated Solutions Manager, PrairieLand Partners

2:45 Summary & Next Steps for Your Dealership

3 p.m. Adjourn

Visit www.PrecisionSummit.com to Register Today!

Dealers speaking on the 2016 program bill more than 15,000 precision service hours annually.

Networking Breakfast & Technology Takeaway Exchange 7:15-8 a.m.

* Getting a Handle on Variable-Rate ROI * Enhancing Implement Steering Automation * Leveraging Cloud Technology to Improve Your Business Systems * Precision Nutrient Placement to Cut Customer Input Costs * Trending Technology for Liquid Fertilizer Application & Spraying * Maximizing Payback with Precision Attachments * Pros & Cons of Sensor Guidance * Mobile Management of Your Equipment Inventory

8-9:30 a.m. Dealer-to-Dealer Panel: Banking on Billable Precision Service for Recurring Revenue

Charging for precision service today is a necessity for dealers, not only to supplement hardware sales, but to provide a recurring revenue stream that will support your investments. In this dynamic panel discussion (with Q&A time built in), you'll hear first-hand from a diverse group of dealers who have implemented — and evolved — precision service programs within their companies.

From choosing between an annual plan or hourly rate, to setting up an efficient and effective method for tracking billable hours, dealerships tend to have as many questions as answers when it comes to choosing a profitable precision service model.

During this informative panel, you'll learn about several service plan structures from the general manager of an established independent precision dealership, the vice president of Integrated Solutions for a 6-store farm equipment dealership group in Canada and a precision farming specialist from a 4-store dealership group in the Midwest.

Adam Gittins, General Manager, HTS Ag, Harlan, Iowa — Gittins and HTS Ag are considered trailblazers of precision service plans, having helped implement and evolve the dealership's offerings since 2008. Formed in 1995, HTS Ag provides a variety of precision products and services, including preventative maintenance programs, software training and mapping solutions.

From developing a tiered pricing scale to evaluating the cost to deliver timely plans on precision specialist efficiency, Gittins and HTS Ag continue to modify their service offerings to increase customer uptake.

Today, more than 100 customers are enrolled in the company's precision service plans, which account for 33% of the dealership's overall service revenue. As Gittins says, "That is recurring revenue and we know that we are going to end up losing customers if we

don't have some sort of plan in place because we won't be able to cover the amount of business that's coming in the door."

Dealers on all ends of the service spectrum will learn from HTS Ag's successes — and failures.

Devin Dubois, Vice President of Integrated Solutions, Western Sales, Rosetown, Sask. — Raised on his family's farm in Saskatchewan, Dubois, an attorney by trade, gained a very unique perspective with ag retailers, equipment vendors and ag-creditors. In 2010, he helped a trio of dealerships in Canada form a dealership-based agronomy group called FieldSmart.

Understanding the role precision data plays in delivering a comprehensive suite of services, Dubois will share his game plan for integrating and expanding the dealership's unique customer contracts and benchmarking ROI from "back-end" agronomic support that has helped grow service revenue 10 times (nearly 1,000%) since 2010.

Jason Pennycook, Precision Specialist, Johnson Tractor, Janesville, Wis. (2012 Dealership of the Year) — Pennycook joined the 4-store Case IH dealership group in 2002 and helped structure and implement the dealership's precision service plans 4 years ago. Charged with recouping billable time for the increasing volume of precision support being provided — especially during peak seasons — Pennycook worked with management to plot a course toward profitability with annual support plans.

During the last 3 years, Johnson Tractor has seen 10% annual growth in billable precision labor, contributing to an average 2% growth in overall precision sales each year.

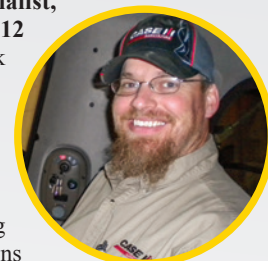
Pennycook will share how the dealership has evolved its service offerings, from early days of deciding on a pricing structure and offering "à la carte" services to incorporating detailed service plans into new equipment sales and dealing with customer resistance.



**Adam Gittins,
General Manager,
HTS Ag**



**Devin Dubois,
Vice President of
Integrated Solutions,
Western Sales**



**Jason Pennycook,
Precision Specialist,
Johnson Tractor**

Reserve Your Room For Just \$94 At The Indianapolis Marriott Downtown

A limited number of rooms are reserved at the host Indianapolis Marriott Downtown for PFD Summit attendees at a special rate of \$94 per night. Room reservations can be made by calling 1-877-303-0104.

Please mention "Precision Farming Dealer Summit" to get the special rate.

www.PrecisionSummit.com



3 Things You Will Learn from this Session

1. How to structure and price a precision service plan to maximize customer uptake
2. The importance of shifting your precision business to a service-based revenue model vs. hardware-only
3. How to leverage the collection and processing of agronomic data to offer comprehensive service plans

"I'D ENCOURAGE ANYONE IN OUR INDUSTRY LOOKING TO GROW OR LEARN MORE TO BE A PART OF THIS GREAT EVENT..."

— Aaron Koenig, Koenig Equipment, Botkins, Ohio

9:30-10:45 a.m. Establishing a Stand-Alone Precision Business: One Company's Investment in Independence and Long-Term Profitability

Establishing a prosperous precision business within a farm equipment dealership is a challenging venture, let alone spinning one off into its own company. But dedicating the resources and staff to doing so can help define — and attain — a dealership's long-term objectives with its precision business.

From selecting a location to developing management goals, you'll want to put pen to paper during this panel discussion, as the owner of a progressive Indiana equipment dealership group and manager of the company's independent precision store share their journey toward making precision a profitable standalone business.

Jim Straeter, Owner, New Holland Rochester, Rochester, Ind. (2014 Best-in-Class Dealership) — Straeter was a store manager when he purchased New Holland Rochester through the manufacturer's dealer development plan in 1987. He has always prided himself on taking chances — calculated ones — to position the company for prolonged success.

Growing from a single-store to 7 locations throughout Indiana with sales near \$70 million, Straeter's philosophy of putting customers first hasn't changed since he bought the Rochester dealership more than a quarter-century ago. But he recognizes that the cost of machinery and demands for service have increased dramatically — especially in the last decade — challenging owners to become innovators, not just business managers.

"Today, it takes more capital because machine prices are up 50% vs. 10 years ago," Straeter says. "It also takes a much higher level of service and sales capability, because the machines that farmers demand today are much more technology-rich than they were 10 years ago."

In 2011, the Rochester location began selling self-propelled sprayers through an independently created store. Ag Technologies, was established as an equipment partner to deliver precision farming products previously sold through the equipment dealerships.

Straeter says he wanted to make a statement to customers — and the competition — that precision farming was so vital it required a

separate, specialized group of people dedicated to selling and servicing technology.

During this 2-part panel discussion, Straeter will share his vision, motives and results in separating the company's precision farming business. He'll also shed light on the challenges and benefits of launching an independent company.

Lanty "Spud" Armstrong, Precision Ag Manager, Ag Technologies, Rochester, Ind. — After spending nearly 7 years as the precision specialist at the Rochester location, Armstrong was tapped by Straeter to manage Ag Technologies.

Located 150 feet from the Rochester store, the precision-focused company opened its doors 4 years ago. In its first year operating independently, the 6-employee store tripled precision sales.

An immediate advantage of having an independent location for precision products and service was clear customer recognition of where to go for solutions.

The transition also allowed for more efficient methods for tracking inventory, billing out service and "putting more of a dollar benefit on sales," Armstrong says.

In part two of the discussion, Armstrong will share his strategies for developing Ag Technologies as a profitable standalone precision business, to include an increased focus on service revenue — while also complementing equipment sales at the parent company.



**Jim Straeter, Owner,
New Holland
Rochester**



**Lanty "Spud"
Armstrong,
Precision Ag
Manager,
Ag Technologies**

3 Things You Will Learn from this Session

1. Why separating your precision farming business from farm equipment sales can establish authoritative position
2. The benefits of cross-selling equipment, service and hardware to expand customer base and market share
3. Logistical benefits of a standalone precision company to track inventory, invoices and billing ... and also the "must evaluate" considerations

Networking Coffee Break 10:45-11:15 a.m.

11:15 a.m.-12 p.m. "Confidently Keeping Customer Data Safe & Secure"

Todd Janzen, Plews Shadley Racher & Braun and Lance Formwalt, Siegfried Bingham

With more farm information being collected, transferred and analyzed than ever before, there is increased risk that valuable data can be lost or mismanaged. Keeping a customer's information safe and secure is a priority for dealers, but few have internal policies and agreements in place. In this panel discussion, get actionable tips for insulating your dealership from potentially costly precision liability from two attorneys with first-hand experience helping dealers prevent precision disasters.

Lance Formwalt, Attorney, Siegfried Bingham, Kansas City, Mo. — Formwalt, leads the Equipment Dealer practice group at his firm and serves as legal counsel for a number of individual farm equipment dealerships and several North American dealer associations. He assists dealers with the implementation and execution of privacy policies



**Lance Formwalt,
Attorney, Siegfried
Bingham**

and related agreements that reduce the risk involved with the handling of precision data and other customer information.

While managing farm data can be a moving target for many dealers, there is a need to insulate companies from liability, while also instilling confidence in customers that their information is safe. "It's partly a legal issue and partly a customer relations issue," Formwalt says. "That's what a privacy policy is all about — your promises to the customer about how you're going to use their data, collect it and keep it confidential."

Todd Janzen, Attorney, Plews Shadley Racher & Braun, Indianapolis, Ind. — Janzen is a partner and experienced practitioner in agricultural law, having served as the chair of the American Bar Association's Agricultural Management Committee and Indiana's Agricultural Law Section. He recently worked with the American Farm

Bureau Federation to develop the Privacy and Security Principles for Farm Data, an agreement signed by over 30 prominent agriculture technology providers. Janzen says that in today's precision business climate, dealers need to implement internal and external contracts in which data ownership is clearly spelled out to remove guesswork.

He'll offer tips for avoiding ownership ambiguity by implementing a well-crafted agreement and consider-



**Todd Janzen, Attorney,
Plews Shadley
Racher & Braun**

ations for essential inclusions today, along with what potential data dilemmas dealers should keep on their radar in the future.

3 Things You Will Learn from this Session

1. Best practices for protecting your company from precision data liability while maintaining positive customer relationships
2. Essential components of a dealership data security program
3. The value of implementing internal confidentiality agreements for employees

Networking Lunch 12-12:45 p.m.

12:45-1:45 p.m. Dealer-to-Dealer Panel: Delivering Data Management Service: Obstacles & Opportunities

For many dealers, "Big Data" is an intimidating term. But with nearly every precision component collecting some type of information, the need to organize, analyze and store farm data for customers is critical. Defining what role precision farmers will play in this process is a challenge. But in this panel discussion, you'll hear from a diverse group of dealers who have taken different paths toward making data management a lucrative part of their company.

Get your pens ready to take note of the tips and advice these three highly successful precision leaders have to share on how they are solving the "Big Data" mystery.

Steve Cabbage, President, Record Harvest, Nevada Mo. (2007 Dealership of the Year)

— Cabbage launched Record Harvest in 1999, a comprehensive precision ag company that blends hardware sales, software integration and data management service into a robust technology solution for farm customers. In 2007, he formed Prime Meridian specifically as a resource for customers to store, share and make sense of their farm field information.



**Steve Cabbage, President,
Record Harvest**

Furthering his investment in providing data management solutions, Prime Meridian began distributing the MyAgCentral solution in 2013, a central precision platform for retailers, dealers and advisors to communicate profitable practices for data analysis.

One of the most highly-rated speakers at the 2013 Dealer Summit, Cabbage returns to share his experience on how providing

data management services and being a "data clearinghouse" puts dealers in their customers' "inner circle" of trusted advisors.

Phil Moskal, Integrated Solutions Manager, Mid-State Equipment, Janesville, Wis. (2012 Dealer of the Year)

— Founded in 1974, Mid-State Equipment is a family-owned business operating 7 farm equipment dealership locations throughout southern Wisconsin, with more than 180 employees. Moskal joined Mid-State in 2009 as the primary precision specialist after 3 years in an IT role with a different dealership.

Today, he serves as the dealership's Integrated Solutions Manager and is responsible for sales management of AMS products and service offerings, including remote support, yield mapping services and most recently, wireless transfer of customer yield data.

He'll discuss development of the dealership's current data management service offerings — which includes processing thousands of acres of yield map data for more than 100 farm customers each year — along with future objectives to expand this area of the business.

Jed Bengston, Vice President of Sales & Marketing, Torgerson's, Great Falls, Mont.

— Bengston spent 6 years as a sales consultant at this 8-location dealer group in Montana, and since 2011 has served as corporate sales manager and vice president of sales and marketing. Most recently, he's helped facilitate the dealership's partnership with an agronomic service provider to hire and train employees specializing in field scouting, variable-rate prescription and yield mapping services.

He'll break down the structure of this unique arrangement and advantages of having an agronomic partner to deliver data management service, and highlight managerial considerations for this option.



**Phil Moskal, Integrated
Solutions Manager,
Mid-State Equipment**



**Jed Bengston, Vice
President of Sales &
Marketing, Torgerson's**

3 Things You Will Learn from this Session

1. How data management service can complement and increase existing precision revenue
2. What types of data management services to offer and how to charge for them
3. How and when to partner with a third-party for most effective delivery and ROI of data management services

"THE SUMMIT IS BASED ON HIGH LEVEL, STRATEGIC THINKING ABOUT THE INDUSTRY AND THE DEALER PANELS OFFER SOME OF THE MOST CANDID, REVEALING TALKS I'VE EVER HEARD..."

— Joey Rosztoczy, Stotz Equipment, Avondale, Ariz.

1:45-2:45 p.m. Dealer-to-Dealer Panel:

Recruiting & Retaining the Next Generation of Precision Farming Specialist

One of the biggest barriers for precision growth is the ability to attract and retain talent. Finding talented precision specialists remains a challenge for dealers, from where to look to how to avoid burning out your best talent. While universities and colleges are developing comprehensive precision ag programs, to include computer, agronomic and mechanical training, demand continues to outpace supply. The most successful dealerships today are proactively scouting for their next precision hire and equipping them with the tools to succeed. In this unique panel, you'll hear from 2 precision ag managers from multi-store dealerships and one university professor about the best strategies for attracting and retaining precision specialists.

Ken Diller, Precision Farming Manager, Hooper Inc., Intercourse, Pa.

Diller started with Hooper in 1975 as a tractor mechanic and worked as a combine technician for 23 years while gaining experience with GPS as it was introduced to the combine for yield mapping. After 4 years as an equipment salesperson, Diller started the precision ag department at Hooper in 2004 and was tasked with hiring staff and maintaining a profitable department, growing revenues by 3.5% during the last 2 years, primarily through increased precision service income. Today, the dealership employs 11 precision ag specialists spread throughout its 9 locations in the Mid Atlantic region.

Diller will discuss the growing pains associated with Hooper's rapid precision expansion. He'll stress how to capitalize on the strengths of new hires, the value of "cross-training" and creating an organizational chart in which store managers oversee precision ag business at each location.



Ken Diller, Precision Farming Manager, Hooper Inc

John Fulton, Associate Professor, Ohio State University, Columbus, Ohio — Fulton is an associate professor in the Food, Agriculture and Biological Engineering Department at Ohio State University. He currently focuses his research and education on machinery automation and precision agriculture.

In his experience working with precision ag students alongside farm equipment dealers and precision retailers, Fulton understands the competitive landscape for finding and keeping quality precision staff.

He will share his perspective on best practices for structuring precision internships, the importance of the visioning process for dealers and creating opportunity for advancement and the value of offering performance incentives.

Steve Kaufman, Integrated Solutions Manager, PrairieLand Partners, McPherson, Kan. (2014 Dealership of the Year)

Kaufman has spent the last 17 years working primarily in precision ag, including the last 9 with PrairieLand Partners, a 9-location dealership group in Kansas. Two years ago, he transitioned from store manager at the dealership's McPherson, Kan., location to Integrated Solutions manager and helped create and grow the precision division from 4 to 7 employees.

With an emphasis on data management service — to include the hiring of a full-time agronomist — PrairieLand has sold more than 50,000 acres into its farm management program since its launch in 2014.

Kaufman will share the group's managerial strategy for expanding and strengthening the dealership's precision division, including its "account management" approach toward customer service, recruiting "trusted coordinators" and integrating precision employees within other departments.



John Fulton, Associate Professor, Ohio State University



Steve Kaufman, Integrated Solutions Manager, PrairieLand Partners

100% Satisfaction Guaranteed

Lessiter Media has hosted national ag industry events for each of the last 31 winters, including the first Dealer Summit in 2013. We've refined a winning content-driven formula that delivers knowledge you and your team can act on immediately. That's why if this intensive, innovative and information-filled event isn't everything we promise, write us and we'll send you a full 100% refund. And you can take up to 6 months to decide so you can personally measure the return on your learning experience.

Since 1970, farm equipment dealers have trusted *Farm Equipment* to deliver independent and unbiased strategies for success as a dealer, further enhanced since 2012 through *Precision Farming Dealer*. This event — through the general sessions, roundtables, meals, dealer-to-dealer panels and peer-to-peer networking — is another way to expand your overall learning opportunity. We hope you find the program we've assembled and the 100% guarantee worthy of your trust and attendance at the 2016 Precision Farming Dealer Summit in Indianapolis!



Founder Frank Lessiter (l) and Mike Lessiter, President

Frank Lessiter Mike Lessiter

3 Things You Will Learn from this Session

1. How to attract new precision talent through internships and seasonal recruiting
2. Examples of ways to motivate and develop current precision specialists with performance incentives and advancement
3. How the skill sets of precision techs will evolve in the future to tap into new precision markets

2:45 Summary & Next Steps

3 p.m. Adjourn

These 2 Days of Non-Stop Precision Farming Learning May Change Your Dealership's Management Strategies Forever!

FREE WITH ATTENDANCE

BONUS MATERIALS VALUED AT \$1,541.00!

1. Precision Farming Dealer Benchmark Study
2. 1-Year Subscription to Ag Equipment Intelligence
3. 1-Year Subscription to Dealer Sentiments & Business Conditions
4. 2016 Dealer Business Outlook & Trends Farm Equipment Forecast
5. 2016 Big Dealer Report



START BUILDING A MORE PROFITABLE PRECISION FARMING BUSINESS TODAY!

Eligible Attendees: All dealers providing precision sales & service support to farmers.

Registration Options:

Call 866-839-8455 or fax to 262-786-5564 or mail the completed form to PO Box 624, Brookfield WI, 53008-0624. Or register online at PrecisionSummit.com.

The individual Early Bird registration rate is \$349 (Regular rate is \$379 after 11/30/15). If you are registering 2 or more individuals, you are eligible for the group rate of \$319 per person (Regular group rate is \$349 after 11/30/15).

1 Conference Registration \$ _____

Or _____ x Conference Registrations = \$ _____

Payment Information:

Payment Type: ☐ Visa ☐ MC ☐ AmEx ☐ Discover ☐ Check
(please make checks payable to Farm Equipment, in U.S. funds only)

Card #: _____

Exp date: _____

Name on Credit Card: _____

Registrant Information:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Email (required for confirmation): _____

1. What is your title:

- ☐ A. Precision Farming Specialist ☐ B. Precision Farming Manager
☐ C. Corporate Management ☐ D. Sales & Marketing
☐ E. Parts & Service
☐ F. Other _____

2. What category best describes your firm's primary business/industry activity?

- ☐ A. Retail Dealer of Tractors, Implements And/Or Related Machinery For The Farm
☐ B. Seed, Fertilizer or Chemical Retailer Providing Precision Ag Sales & Service
☐ C. Data Management Only
☐ D. Other _____

Additional Registrant*

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Email (required for confirmation): _____

*Please attach additional forms for any additional attendees

For hotel reservations contact:

Indianapolis Marriott Downtown
350 W. Maryland St., Indianapolis, IN 46225
Phone: 1-877-303-0104

When making reservations, mention the "Precision Farming Dealer Summit" to receive the \$94 per night rate.

*Hotel room cut-off is December 14, 2015 or until allocated rooms are sold out.

LIMITED SPOTS FOR DEALERS ONLY – REGISTER TODAY!