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Innovative Precision Minds to Meet in St. Louis January 9-10, 2017

The success of every 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.

To thrive in today's increasingly competitive precision market, dealers need to be "selling partnerships, not just products," Tim Norris, CEO of Ag Info Tech, 2015 Most Valuable Dealership, told a SOLD OUT crowd at the 2016 Precision Farming Dealer Summit. Norris set the tone for the dealer-only Summit with his opening session, chronicling the successes and failures of a diverse company that has increased precision sales from \$250,000 to nearly \$3 million.

Building on the success of the first precision-specific dealer event delivering profitable strategies, and responding to dealers' call

for an encore Summit, the 2017 event is built around the theme of "Proven Business Blueprints."

Embracing the same collaborative learning formula from our previous dealer-only summits — 98.7% of past attendees rated the Summit 3 or 4 stars for networking and knowledge sharing — this 2-day, no-wasted-time agenda in St. Louis this January is guaranteed (see p. 7) to give you bankable, precision management practices from the most progressive minds in the business.

Put yourself face to face with your peers — of all colors, sizes and experiences — to exchange successes, dissect challenges and brainstorm ideas to bring home and implement. Join the most innovative precision influencers on January 9-10, 2017 in St. Louis for this exclusive, DEALER-ONLY event.

— Jack Zemlicka, Managing Editor, Precision Farming Dealer

Monday, January 9

1:00-2:15 p.m. General Session: The Straight Truth About Precision Farming Growth

Arlin Sorensen, CEO and Founder of HTS Ag, Harlan, Iowa

— The foundation of precision farming revenue for dealers has always been selling hardware. This approach has been a profitable one, but not necessarily sustainable for the long-term, says Sorensen, a technology business entrepreneur and founder of HTS Ag, an independent precision farming dealership based in Harlan, Iowa.

Sorensen spent more than 25 years in the IT industry and sees similarities in precision ag as profits dictate a move from a product-focused business to one rooted in service. This is driven by shrinking margins on precision hardware — as was the case in the IT industry — as the business matures. "The best IT companies today are making 70-80% of their profit on service. That's where the revenue must shift in our businesses."

Precision dealers are challenged to create a service model to go along with the sale of a product to sustain profitability. Pre-paid support packages and remote service are two trends adopted from the IT industry now tailored for precision ag. But to make this transition, dealers need to understand the why, how and when to change. This includes setting measurable goals, capitalizing on the uniqueness of your business model and a confidence that initial fail-



**Arlin Sorensen, CEO
and Founder, HTS Ag**

ures will translate to long-term successes.

Sorensen details his methodical and tested approach to building a profitable precision farming business from the ground up — developing a disciplined approach to growth, realizing limitations and the value of leaving a lasting legacy.

About HTS Ag: Formed in 1995 by Arlin Sorensen as a branch of Heartland Technology Solutions ... Implemented first multi-tiered precision packages in 2008 ... Doubled precision service revenue since 2013 to account for about 33% of the dealership's overall revenue ... Billed more than 3,300 precision service hours in 2015 from 2 locations ... Launched series of farmer-focused precision peer groups in 2014 to strengthen customer relationships and explore new product and service opportunities ... Purchased custom-built 24 foot enclosed trailers for mobile training and promotion.

5 Dealer Takeaways from this Session

1. Build a consistent, predictable sales engine, budgeted for necessary growth and calculated risks
2. Don't surrender something unique to your business; identify and develop your HABU (Highest and Best Use)
3. Precision growth begins with the owner who works *on* the business, not just *in* it
4. Nothing happens until you sell something — build executive, sales and service relationships with precision partners
5. Hard work does not equal business value — plan for transition to leave a lasting precision legacy

2:30-3:30 p.m. Roundtable Discussions (1st Set)

Share your insights, ask questions and interact with your peers! Choose 1 of 7 concurrent roundtables for face-to-face dialog on these important precision subjects:

- * Precision Peer Groups: Your External Support Network
- * Tips, Tricks & Tactics for Selling Data Management Service

- * Do I Need a CRM Tool for My Precision Business?
- * Putting on a Successful Precision Ag Field Day
- * Market Corrections: Lessons Learned During the Downturn
- * UAVs: Ready for Takeoff? Or a Grounded Technology?
- * Aftermarket Opportunities: What am I Missing?

3:45-4:00 p.m. Roundtable 2-Minute Recaps — Straight from the Moderators

"GETTING ALL BRANDS AND SIZES HELPED TO LEARN WHAT OTHERS ARE DOING. WHAT I HEARD AT THIS EVENT I COULD TAKE TO THE BANK..."

— Lanty "Spud" Armstrong, Ag Technologies, Rochester, Ind.

4:00-5:00 p.m. Dealer-to-Dealer Panel: Selling Precision Service: Packages, Pricing & Payback

The ability to capture recurring revenue is essential to growing a precision business. But moving from a free to fee mentality with service requires more than simply putting a price tag on support and expecting customers to open their checkbooks.

During this thought-provoking panel discussion 3 experienced dealers share how developing a researched and tested method for selling precision service can increase uptake and minimize pushback from farm customers.

Twan van Ham, Integrated Solutions Manager, Western Tractor Co., Lethbridge, Ab. — Selling and servicing ag technology since the mid 1990s, van Ham spearheaded formal development of the 4-store, phase 4 dealership's precision farming department 5 years ago. In the last 2 years alone, precision revenues have grown more than 500%, thanks in part to development of the dealership's data management service and support plan.

Managing the highest percentage of engaged acres in MyJohnDeere.com's operations center among his peers, van Ham shares how Western Tractor's suite of support plans, technology network support, product offerings and training has evolved into a profitable recipe.

Colin Hlavinka, Precision Farming Manager, Hlavinka Equipment Co., El Campo, Tx. — After nearly 3 years as an equipment salesperson, Hlavinka transitioned into his current role of managing a team of 3 precision specialists covering 8 stores in Texas. Leveraging service agreements as "partnerships" with customers, Hlavinka follows the proven retail format of add-on selling — usually doubling service visit costs with additional parts or support.

Hlavinka details how the dealership has gone from no precision service program to a 30% customer adoption rate in 3 years and the value of taking a "you want fries with that?" mentality to create additional precision service revenue.

Nathan Zimmerman, Precision Farming Manager, A.C. McCartney, Mount Sterling, Ill. — A product technology specialist for 5 years, Zimmerman became the manager of the Mount Sterling, Ill., store, while overseeing precision farming operations of the 4-location group. As the



**Twan van Ham,
Integrated Solutions
Manager, Western
Tractor Co.**



**Colin Hlavinka,
Precision Farming
Manager, Hlavinka
Equipment Co.**

"IT WAS AN OUTSTANDING OPPORTUNITY TO BE ABLE TO NETWORK WITH DIVERSE DEALERS IN PRECISION AG. FIGURING OUT WHAT WORKS AND WHAT DOESN'T IS A HUGE ASSET..."

— Eric Stoller, Sema Equipment, Poplar, Wis.

AT-A-GLANCE SUMMIT SCHEDULE

Monday, January 9, 2017

11:30 a.m.-1:00 p.m. Registration

1:00-2:15 p.m. General Session

"The Straight Truth About Precision Farming Growth"

• Arlin Sorensen, CEO and Founder, HTS Ag

2:30-3:30 p.m. Roundtable Discussions (1st Set)

Precision Peer Groups: Your External Support Network • Tips, Tricks & Tactics for Selling Data Management Service • Do I Need a CRM Tool for my Precision Business? • Putting on a Successful Precision Ag Field Day • Market Corrections: Lessons Learned During the Downturn • UAVs: Ready to Takeoff? Or a Grounded Technology? • Aftermarket Opportunities: What am I Missing?

3:45-4:00 p.m. Roundtable 2-Minute Recaps

4:00-5:00 p.m. Dealer-to-Dealer Panel

"Selling Precision Service: Packages, Pricing & Payback"

• Twan van Ham, Integrated Solutions Manager, Western Tractor
• Colin Hlavinka, Precision Farming Manager, Hlavinka Equipment Co.
• Nathan Zimmerman, Precision Farming Manager, A.C. McCartney

5:30-6:00 p.m. Summit Welcome Reception

6:15-7:30 p.m. Dinner and KEYNOTE PRESENTATION (Included)

"Driving Forces & Logistical Hurdles to Autonomy in Agriculture"

• Kraig Schulz, CEO & President, Autonomous Tractor Corp.

7:30-8:30 p.m. Dessert & Networking Hour (Included)

Tuesday, January 10, 2017

7:30-8:30 a.m. Networking Breakfast (Included)

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

"Conquering Equipment Compatibility: Innovative Solutions to Increasing Service Revenue"

• Lance Larsen, Precision Ag Specialist, South Dakota Wheat Growers
• Bryan Peterman, Integrated Solutions Manager, Atlantic Tractor
• Jon Bickel, Owner, Used Precision Ag Solutions

9:45-10:45 a.m. Roundtable Discussions (2nd Set)

Where Can I Find My Next Precision Hire? • Bundling Service: What to Include & How to Price • Better Advice for Selling RTK Subscriptions • Probing the Moisture Sensor & Water Management Market • Succession Planning for a Precision Farming Business • Autonomy in Ag: What Role Will I Play? • Bridging the Hardware Gap: Adding Agronomic Services

11:00-11:15 a.m. Roundtable 2-Minute Recap

11:15 a.m.-12:00 p.m. Panel Presentation

"What Farmers Want From You: Precision Pain Points, Service Needs & Success Stories"

• Jeremy Wilson, Farmer, Effingham, Ill.
• Rich Schlipf, Farmer, Milford, Ind.

12:00-12:45 p.m. Networking Lunch (Included)

1:00-2:00 p.m. Dealer-to-Dealer Panel

"Branding Your Precision Business: Do's and Don'ts of a Bankable Marketing Strategy"

• Hannah Long, Marketing Manager, 4 Rivers Equipment;
• Kevin Depies, Sales & Management, Ritchie Implement Inc.;
• Pete Youngblut, Owner, Youngblut Ag

2:00-3:00 p.m. Dealer-to-Dealer Panel

"Maximizing Performance, Collaboration & Accountability Within Your Precision Farming Business"

• Heather Hill, Precision Ag Coordinator, H&R Agri-Power
• Matt Eldridge, Director Aftermarket Sales, Smith Implement
• Scott Meldrum, Integrated Solutions Manager, Van Wall Equipment

3:00 p.m. Summary, Next Steps & Adjourn

3:30-4:30 p.m. Optional Bonus Session — Network with Farmers Too!

"Evaluating Opportunities & Obstacles in the Used Equipment Market"
Greg Peterson, Machinery Pete

Dealerships on the 2017 program represent more than \$750 million in annual revenue.

primary contact for precision service, Zimmerman helped develop and launch an unlimited phone support plan to include a 10% discount on labor and technology parts, 2 training sessions and free loaner equipment.

Zimmerman shares tips and experience-based advice for billing out phone support and how the dealership achieved a 30% take rate on its service plan in the first year.



Nathan Zimmerman,
Precision Farming
Manager, A.C. McCartney

3 Things You Will Learn from this Session

1. How a “you want fries with that?” mentality creates additional service revenue opportunities
2. Where agronomic services can fit and benefit an overall precision support package
3. The value of leveraging incentives, discounts and training to increase the take rate on billable phone support plans

5:30-7:30 p.m. Networking Reception & Dinner (Included)

KEYNOTE PRESENTATION: Driving Forces & Logistical Obstacles for Autonomy in Agriculture

Autonomous vehicles may seem like a futuristic concept, but experts say they are closer to reality in agriculture than many expect. Manufacturers and developers — both large and small — are advancing the technology with plans for these systems to soon become mainstream ag machinery.

Just how they will be implemented, sold and serviced remains to be seen. **Kraig Schulz, CEO of Autonomous Tractor Corp. (ATC)**, based in Fargo, N.D., has spent more than 15 years consulting with bio-science companies on commercialization of innovative technologies. After 10 years of research and development, Schulz co-founded ATC in 2012 to develop and deliver autonomous ag technology.



**Kraig Schulz, CEO and
President, Autonomous
Tractor Corporation**

“Autonomy is coming, but most people don’t really understand what it means,” Schulz says. “It is more than just steering because we must manage not just the tractor but the implement. But a computer will not be a farmer on day one so we must think about beginning an autonomous program as if we have a new, young, hired hand on the farm that needs training. What operations will we start with and how will we know the system is getting better over time?”

During this keynote session, Schulz offers insight on why managing a fleet of autonomous vehicles requires rethinking the logistics of a farming system to be more data-driven than today and more about managing operations than working the field.

7:30-8:30 p.m. Dessert & Networking Hour (Included)

Tuesday, January 10

7:30-8:30 a.m. Networking Breakfast

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

Conquering Equipment Compatibility: Innovative Solutions to Increasing Service Revenue

Troubleshooting today’s precision technology is as much an art as it is a skill. Innovation, experimentation and a little luck are often part of solving an equipment compatibility equation. Having the ability to diagnose and deliver a lasting solution to a frustrating problem is a gateway to increasing service revenue by building confidence and credibility with your farm customers.

3 Things You Will Learn from this Session

1. Training is key — identifying a problem quickly will translate to billable service time
2. How to be proactive with your customers — reactive is an opportunity for your competition to solve the problem first
3. How to meet customer expectations that you be colorblind when it comes to equipment compatibility

During this problem-solving panel discussion (with Q&A time built in), 3 veteran precision farming specialists offer bankable advice and share lessons learned from overcoming adversity caused by compatibility headaches. From finding the right combination of components for retrofitting used systems to analyzing the latest software updates prior to recommending them to customers, hear how these dealers are applying a “plug-and-play” mentality to improve equipment functionality.

Lance Larsen, Precision Specialist, South Dakota Wheat Growers, Aberdeen, S.D. (2014 Most Valuable Dealership) — During 6 years with the 5,400-member co-op, Larsen has spent most of his precision farming career install-



**Lance Larsen, Precision
Farming Specialist,
Wheat Growers**

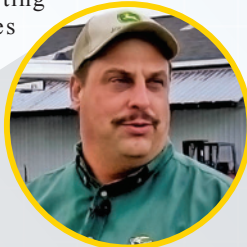
“I HEARD REAL-LIFE BUSINESS MODELS, NOT SOMETHING FAR FETCHED THAT NOBODY COULD EVER ADOPT AND IMPLEMENT. SPEAKERS WERE MODEST AND REAL. THAT’S VALUABLE...”
— **Matt Eldridge, Smith Implements, Greenfield, Ind.**

ing and troubleshooting technology. Working for a “colorblind” company that generates 70% of its precision revenue from service offerings, and billing more than 4,000 hours per year, Larsen works with more than a dozen different equipment brands and has helped develop several unique hardware solutions.

Embracing the silent company motto of “making the impossible possible on a daily basis,” Larsen cites examples of his mix-and-match approach to overcoming compatibility obstacles and how it has given the company a competitive service advantage.

Bryan Peterman, Integrated Solutions Manager, Atlantic Tractor, Clayton, Del. — Supporting precision software often requires patience, persistence and creativity. Unlocks and upgrades offer a recurring revenue source for Peterman, Integrated Solutions Manager at Atlantic Tractor, an 11-location dealer group in Maryland, Delaware and Pennsylvania. But capitalizing on this potential comes from training, testing and assessing the value of new software launches before selling it to farm customers.

Peterman draws on 30 years of



**Bryan Peterman,
Integrated Solutions
Manager,
Atlantic Tractor**

service experience with the dealership and shares advice for being a customer support bridge to precision software updates and how a reliable support package can convert skeptical customers.

Jon Bickel, Owner, Used Precision Ag Solutions, Fort Wayne, Ind. — Market conditions have driven demand and sales of used ag technology, creating a lucrative specialty business for Bickel. Considered a pioneer in capitalizing on the niche precision market, Bickel has spent the last 16 years buying, selling and consigning dozens of different brands and models of used precision components. With 90% of revenue generated through sales and service of used hardware, retrofitting older technology with new machinery is a necessary skill, honed through trial-and-error and a calculated risk-taking mentality.



**Jon Bickel, Owner, Used
Precision Ag Solutions**

Bickel shares secrets to solving compatibility quagmires with used precision equipment that have helped achieve 30% sales margins. He also delivers examples and advice on when to avoid systems that are more trouble than they are worth.

9:45-10:45 a.m. Roundtable Discussions (2nd Set)

Take advantage of a second set of engaging sessions to learn, share and challenge your precision peers! Choose 1 of 7 concurrent roundtables for face-to-face dialog on these topical precision trends:

- * Where Can I Find My Next Precision Hire?
- * Bundling Service: What to Include & How to Price

- * Better Advice for Selling RTK Subscriptions
- * Probing the Moisture Sensor & Water Management Market
- * Succession Planning for a Precision Farming Business
- * Autonomy in Ag: What Role Will I Play?
- * Bridging the Hardware Gap: Adding Agronomic Services

11:00-11:15 a.m. 2-Minute Roundtable Recap – Straight from the Moderators

11:15 a.m.-12:00 p.m. What Farmers Want From You: Precision Pain Points, Service Needs & Success Stories

Service continues to be a differentiator when it comes to gaining a competitive advantage in the precision farming business. Every dealer offers an array of hardware and equipment, but consistent, reliable and affordable support can convert a single-purchase farmer into a lifelong customer. In this unique panel, hear candid, “call it like they see it” perspectives from 2 tech-savvy farmers on their biggest challenges integrating precision to their farming operations. And, they’re precision dealers themselves, too.

Jeremy Wilson, Wilson Farms, Olney,

Ill. — Wilson was raised on and still operates his family’s 1,200 acre no-till grain farm, adopting everything from advanced guidance systems to data collection platforms. Also working as a technology specialist with Crop IMS, an independent precision dealership, he’s well versed in data management and analysis, understanding the consequences that mismanaging



Jeremy Wilson

“EXCELLENT NETWORKING AND VERY FOCUSED ON ISSUES SPECIFICALLY RELATING TO DEALERS IN THE PRECISION FARMING INDUSTRY...”

– Steve Cubbage, Record Harvest, Nevada, Mo.

valuable farm information can have on farm management decisions. Wilson shares his first-hand insight on a data disconnect between the ‘how’ and ‘why’ farm information is being collected today, along with what dealers can do to bridge this gap with farm customers through proper validation and calibration.

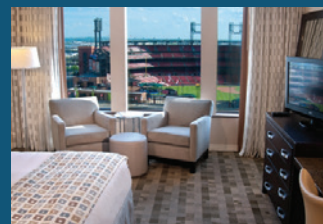
Rich Schlipf, Schlipf Farms, Milford, Ind. — Schlipf started



Rich Schlipf

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A limited number of rooms are reserved at the host Hilton St. Louis at the Ballpark for PFD Summit attendees at a special rate of \$102 per night. Room reservations can be made by calling 1-877-845-7354.



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www.PrecisionSummit.com

farming in 1988 after several years in the ag equipment business. Seeing a need to lead local education and training on emerging technologies, he and his wife, Kathy, formed Schlipf Precision Ag in 2003, and continue to manage their 700 acre corn and soybean operation. Specializing in planter systems and technology, Schlipf field-tests equipment on his own farm and says one of the biggest pitfalls dealers can make is selling something they don't understand.

Schlipf details his on-farm experience with precision planting systems along with expectations for dealers to be available,

informed and well-stocked with the right components when farm customers need them most.

3 Things You Will Learn from this Session

1. How picking up the phone when a customer calls builds trust
2. Why keeping current on technology trends will keep your customers coming back
3. The importance of stocking the right hardware and avoiding the phrase "I'll order it"

Networking Lunch 12:00-12:45 p.m. (Included)

1:00-2:00 p.m. Dealer-to-Dealer Panel:

Branding Your Precision Business: Do's and Don'ts of a Bankable Marketing Strategy

Precision specialists are the face of a dealership, given the amount of time and touchpoints they have with farm customers. But how effective is your company in marketing the performance of its precision team to impact the bottom line of the business? During this panel discussion, hear from 3 dealers with different, yet effective brand-building methods that have strengthened customer relationships, increased sales and given their companies a competitive edge.

Get your pens ready to take note of the profitable tips and tools these diverse precision leaders have from how they are building a lasting, profitable and recognizable precision brand.

Hannah Long, Marketing Manager, 4 Rivers Equipment, Greeley, Colo. — Working in ag marketing for the last 5 years, Long helped create and launch researched branding initiatives specific to farm machinery and precision departments within equipment dealerships to include digital and traditional campaigns. Since joining 4 Rivers Equipment, an 8-ag store dealership group in Colorado and Wyoming, Long has focused on developing the retailer's "Furrow Focus" precision branding effort.

She discusses the keys and difficulties to effectively communicating a consistent marketing message for a precision department and why simplicity is a proven path to connecting with customers.



**Hannah Long,
Marketing Manager,
4 Rivers Equipment**

3 Things You Will Learn from this Session

1. How marketing results vs. reputation attracts and retains customers
2. The value of a "package brand" to involve multiple departments within the dealership
3. Why consistency is key when crafting, launching and managing a targeted precision marketing plan

Kevin Depies, Sales & Management, Ritchie Implement, Cobb, Wis. (2015 Dealer of the Year) — Forming a stand-alone precision farming department was neither practical nor profitable for Ritchie Implement, a 3-store dealership in southwest Wisconsin. But that doesn't diminish the need to effectively promote its precision sales and service offerings — albeit in a holistic way. Promoting the dealership as a "package brand" that includes sales, parts, service and precision has allowed Depies to create a consistent, yet adaptable marketing strategy.

He explains how this approach provides more bottom line margin for the dealership, deepens the pool of in-house precision expertise and offers a competitive bargaining tool with customers.

Pete Youngblut, Owner, Youngblut Ag, Dysart, Iowa — After nearly 6 years working for a machinery dealership and an ag technology supplier, Youngblut started his own precision farming business in 2013. As a sole proprietor, he was challenged to develop and execute an economical grass roots marketing plan to build and then retain a loyal customer base. Earning enough to cover expenses the first year, Youngblut has increased revenue by nearly 85% in less than 4 years, crediting a targeted branding strategy for his growth.

During his presentation, Youngblut shares the benefits and challenges of marketing on a budget to include how word of mouth help smaller precision dealers crack the large customer market.



**Kevin Depies, Sales
& Management,
Ritchie Implement**



**Pete Youngblut, Owner,
Youngblut Ag**

"I LEFT THE SUMMIT FEELING CONFIDENT I'D FOUND THE ANSWERS TO WHAT WE WANT PRECISION FARMING TO LOOK LIKE IN OUR DEALERSHIPS AND WHAT WE NEED TO DO TO ACHIEVE THAT..."

— Shawn Skaggs, Livingston Machinery Co., Chickasha, Okla.

2:00-3:00 p.m. Dealer-to-Dealer Panel:

Maximizing Performance, Collaboration & Accountability Within Your Precision Business

Maintaining a solid foundation of employees in a precision farming business is a constant challenge for many dealers — as competition, miscommunication and burnout can erode the stability of a department. Building a profitable and productive precision farming team starts with defined expectations, realistic accountability standards and more than a “firefighting” mentality to service and support. In this managerial-must panel, 3 precision farming managers share diverse approaches, struggles and successes developing sustainable precision segments within their equipment dealerships.

Heather Hill, Precision Farming Coordinator, H&R Agri-Power, Brownsville, Tenn. (2016, 2015 Best-in-Class Dealership)

— Starting in 2014, the precision farming coordinator at H&R Agri-Power, manages a team of 8 precision farming specialists throughout 13 locations in Kentucky, Illinois, Tennessee, Alabama and Mississippi. To improve retention and performance, Hill implemented a structured and strategic approach to hiring, training and oversight of the precision farming department. This has helped increase contribution margin of the department from 1.2% to 7% in less than 3 years, along with an increase in sales volume per specialist from \$163,000 to \$231,000.



Heather Hill, Precision Farming Coordinator, H&R Agri-Power

Hill discusses direct bottom line results, along with the challenges of overhauling the dealership’s game plan for setting expectations and accountability standards within the precision farming department.

Scott Meldrum, Integrated Solutions Manager, Van Wall Equipment, Perry, Iowa (2016 Dealership of the Year) — Managing a diverse department of 11 Agricultural Management Solutions (AMS) specialists, 3 agronomists and 1 administrative specialist, Meldrum has more than 4 million acres of sales and service to oversee as Integrated Solutions Manager at Van

Wall Equipment, a 16 ag store dealer group in Iowa. Adding 7 stores within a 6-month period in 2015 helped grow precision revenues to nearly \$2 million, but also required a reevaluation of operational standards and expectations.

Meldrum shares the value and challenges of a “servant leadership” management style, juggling performance evaluation with consequences and measurement of department goals.

Matt Eldridge, Director of Aftermarket Sales, Smith Implements, Greenfield, Ind. — Many dealerships have chosen to strengthen and grow precision farming as an standalone department. But Eldridge, director of aftermarket sales at Smith Implements, a 6-store dealership in Indiana, has helped develop a different blueprint for success. Acknowledging failure to meet customer needs, the dealership “blew up” its formal Integrated Solutions department, instead allocating its precision staff to sales, marketing and training roles to create a more collaborative and cohesive precision business.



Scott Meldrum, Integrated Solutions Manager, Van Wall Equipment



Matt Eldridge, Director of Aftermarket Sales, Smith Implements

Eldridge shares how this approach has created new career paths, added profit potential, increased credibility with sales staff and differentiated itself from its competition.

3 Things You Will Learn from this Session

1. The value of having a formal on-boarding process for setting performance expectations and accountability standards
2. Don't be afraid to charge for your knowledge — you paid to acquire it
3. How to recognize precision as a “crutch” within your core profit centers and ways develop an alternative structure

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Lessiter Media has hosted national ag industry events for each of the last 32 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 2017 Precision Farming Dealer Summit in St. Louis!



Founder Frank Lessiter (l) and Mike Lessiter, President

Frank Lessiter Mike Lessiter

3:00 p.m. Summary, Next Steps & Adjourn

3:30-4:30 p.m. Bonus Session: Evaluating Obstacles & Opportunity in the Used Equipment Market

Join us for a special session bridging the 2017 Summit to the 25th Annual National No-Tillage Conference to hear Greg Peterson, a.k.a., “Machinery Pete,” provide the latest analysis and perspective on the values for used no-till planters and drills, self-propelled sprayers, strip-till rigs and other equipment. He also discusses the top trends to watch in 2017 — from both the buyers’ and sellers’ perspectives. With a fast-changing machinery market, Peterson provides data on how to maintain value in used equipment — including precision farming systems — and options and other specifications that can add up to a higher value.



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

FREE WITH ATTENDANCE

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1. Precision Farming Dealer Annual Benchmark Study
2. 1-Year Subscription to Ag Equipment Intelligence
3. 1-Year Subscription to Dealer Sentiments & Business Conditions Update
4. 2017 Dealer Business Outlook & Trends Farm Equipment Forecast
5. 2017 Big Dealer Report
6. Free Ticket to Welcome Reception at the 25th Annual National No-Tillage Conference Immediately Following the Summit



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Call 262-432-0388 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 \$369 (Regular rate is \$399 after 11/30/16). If you are registering 2 or more individuals, you are eligible for the group rate of \$339 per person (Regular group rate is \$369 after 11/30/16).

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1. What is your title:

- ☐ A. Precision Farming Specialist ☐ B. Precision Farming Manager
☐ C. Corporate Management ☐ D. Sales & Marketing
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☐ 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:

Hilton St. Louis at the Ballpark
1 S. Broadway, St. Louis, MO 63102
Phone: 1-877-845-7354

When making reservations, mention promo code "PFDS" Summit to receive the \$102 per night rate.

*Hotel room cut-off is December 15, 2016 or until allocated rooms are sold out.

LIMITED SPOTS FOR DEALERS ONLY – REGISTER TODAY!