



PRECISION FARMING DEALER SUMMIT

BUILDING BUSINESS VALUE WITH RECURRING REVENUE

ROUTE TO:

- General Manager
- Precision Managers
- Precision Specialists
- Staff Agronomists
- Precision Salespeople

From the
Editor of

PRECISION
FARMING DEALER

FARM
EQUIPMENT
Successful Strategies for Dealers

98.8%
OF PAST
ATTENDEES
RECOMMEND
THE SUMMIT!

The exclusive DEALER-ONLY conference **focused 100%** on equipping your company to run a more profitable precision farming business.

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



January 7-8, 2019 • Indianapolis, IN
The Indianapolis Downtown Marriott

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Innovative Precision Minds to Meet in Indianapolis January 7-8, 2019

How do you replace a million dollar earner that walks away from your organization? You can't do it. Those cautionary words came from precision ag consultant T.J. Stauffer during last year's Precision Farming Dealer Summit in Louisville, as he challenged a **SOLD OUT** crowd to contemplate their plan for increasing precision profitability. It's an evolving industry which demands the decision makers in your precision business embrace and fulfill their responsibilities to create, feed and develop a culture of success...and the revenue will follow.

Stauffer set the tone for the dealer-only Summit, dissecting the foundational factors dealers need to consider if they want to not only remain in business, but grow it. Creating and capitalizing on new service opportunities, connecting customers with decision-making data solutions and putting employees "in the right seats" are all part of the process.

Building on the success of the first three precision-specific

dealer events, and responding to dealers' call for a continuing learning-intensive experience, the 2019 event is built around the theme of "Building Business Value with Recurring Revenue."

Embracing the same collaborative, dealer-to-dealer learning formula from our previous dealer-only summits — 98.2% of past attendees rated the Summit 3 or 4 stars for networking and knowledge sharing — this 2-day, knowledge-packed agenda at the Indianapolis Downtown Marriott this January is guaranteed (see p. 7) to give you actionable, authoritative strategies from the most progressive minds in the precision farming business.

Put yourself face-to-face with your peers — of all colors, sizes and experiences — to exchange successes, dissect challenges and vet ideas to bring home and implement. Join the ag industry's most innovative precision influencers on January 7-8, 2019 in Indianapolis for this exclusive, DEALER-ONLY event.

— Jack Zemlicka, Managing Editor, Precision Farming Dealer

Monday, January 7

1:00-2:15 p.m. General Session: Creating a Culture of Precision Success: Learn, Adapt, Lead & Grow

Skip Klinefelter, Owner, Linco Precision, El Paso, Ill. — There's a fine line between being on the bleeding edge and the leading edge of innovation. As someone who has experienced both sides during more than 15 years of owning a precision dealership, Skip Klinefelter values the signature successes as much as learning from the losses.

"The safest place to be is second and right because you'll make more money, but that's not how I live my life," he says. "I've always tried to do things that weren't mainstream and my belief is you need to take some calculated risks, but at the same time, the business needs to survive."

Since starting his first precision dealership in 2002, Klinefelter has experienced rapid revenue growth (doubling revenues every year during a 7-year stretch), blending cultures through acquisition and navigating an economic downturn all while maintaining the same core business values of trust and respect. Consistency amid chaos is challenging. But Klinefelter suggests that to survive in today's precision market, dealers must be nimble, forward-thinking leaders who can be counted on by farm customers.

Klinefelter shares the basis for his mantra of providing customers "quality in the right quantity" and his journey from a 3-employee dealership operating off his family farm, to the 25-person company, Linco Precision in El Paso, Ill., which is averaging more than \$1.5 million in annual precision sales.



Skip Klinefelter
Owner
Linco Precision

3 Things You Will Learn from this Session

1. How — and how not to — manage precision employees on both the sales and service side
2. Why taking calculated business risks can create a progressive culture of success
3. Lessons learned adapting to external and internal changes to increase precision business value

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 dialogue on these important precision subjects:

- Bridging the Hardware Gap: Adding Agronomic Services
- Targeted Marketing: Best Bang for Our Buck

- Selling Through Subdealers: What Should I Know?
- Leveraging Lasting Value from Precision Field Days
- Managing Millennials: Mentoring vs. Mandating
- Aftermarket Opportunities: Best Bets & Busts
- Packaging, Pricing & Promoting Service Plans

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

4:00-5:00 p.m. Dealer-to-Dealer Panel: Mastering a Marketable Niche with Customized Precision Problem-Solving

In many respects, precision farming has become an increasingly specialized business, as dealers seek to differentiate themselves from the competition with customized services.

But carving out a profitable precision niche requires a disciplined approach to identifying the need, filling the void and then capitalizing on growth potential.

During this dealer-to-dealer panel, you'll hear 3 precision farming specialists share their secrets for meeting their respective cus-

tomers markets with specialized technology solutions that have provided recurring revenue streams and set them apart from the competition.

Matt Miller, Product Specialist, Butler Ag Equipment, Fremont, Neb. — Working with customers across a wide service area can present



Matt Miller
Product Specialist
Butler Ag Equipment

Monday, January 7, 2019

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

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

“Creating a Culture of Precision Success: Learn, Adapt, Lead & Grow”
• Skip Klinefelter, Owner Linco Precision

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

Bridging the Hardware Gap: Adding Agronomic Services • Targeted Marketing: Best Bang for Our Buck • Selling Through Subdealers: What Should I Know? • Leveraging Lasting Value from Precision Field Days • Managing Millennials: Mentoring vs. Mandating • Aftermarket Opportunities: Best Bets & Busts • Packaging, Pricing & Promoting Service Plans

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

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

“Mastering a Marketable Niche with Customized Precision Problem-Solving”

• Matt Miller, Product Specialist, Butler Ag Equipment
• Jason Leary, Ag Technology Lead, Crystal Valley Co-op
• P.J. McCullough, Precision Ag Sales, McCullough Implement

5:30-6:30 p.m. Summit Networking Reception

6:30-8:00 p.m. Dinner and KEYNOTE PRESENTATION (Included)

“The Reality of Artificial Intelligence & Other Disruptive Ag Technologies”
• Scott Shearer, Ag Engineering Professor, Ohio State University

8:00-9:00 p.m. Dessert & Networking Hour (Included)

Tuesday, January 8, 2019

7:00-8:00 a.m. Networking Breakfast (Included)

8:00-9:00 a.m. Dealer-to-Dealer Panel

“Banking on Billable Services for Sustainable Precision Profit”

• Devin Dubois, VP of Integrated Solutions, Western Sales Ltd.
• Lanty “Spud” Armstrong, Precision Farming Manager, Ag Technologies
• Ed Pollock, Sales Manager, SDG Precision Ag Services

9:15-10:15 a.m. Roundtable Discussions (2nd Set)

Dialing Into Dollars with Precision Phone Support • Turning Precision Interns Into Productive Hires: Do’s & Don’ts • Cross-Training Departments to Sell & Service Technology • Getting Off the Ground with UAV Services • Proving Product ROI: A Show & Tell Approach • Successful Strategies for Selling Precision Online • What’s My Role in Selling, Supporting Agronomic Services?

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

10:45-11:00 a.m. Roundtable 2-Minute Recap

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

“Delivering Data-Driven Solutions: Scope, Scale & Security”

• Craig Benedict, Ag Technology Solutions Manager, Reynolds Farm Equipment
• Ryan Powell, Information Services Manager, Ag Info Tech
• Todd Janzen, Attorney, Janzen Ag Law

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

12:45-1:45 p.m. Roundtable Discussions (3rd Set)

Per Acre, Per Hour, Per Year? Best Billing Service Options • How to Implement a CRM System for My Precision Business • For Independent Precision Dealers Only • Reboot or Recycle? Strategies for Selling & Servicing Used Technology • Password Protected: How to Keep Dealer & Customer Data Safe • Succession Planning for a Precision Farming Business • Conquering Compatibility: Success Stories & Pain Points

2:00-2:15 p.m. Roundtable 2-Minute Recap

2:30-3:30 p.m. Dealer-to-Dealer Panel

“Developing Precision Depth: Proven Practices for Recruiting, Retention & Advancement”

• Joe Sinkula, Integrated Solutions Manager, Riesterer & Schnell
• Arik Witker, Precision Farming Manager, Redline Equipment
• Seth Conway, Precision Product Manager, Monroe Tractor

3:30 p.m. Summary, Next Steps & Adjourn

both benefits and drawbacks. Miller has taken an opportunistic approach to providing customized precision services, that can be broadly applied across the dealership’s 18 locations in Nebraska, South Dakota and North Dakota. In his 5 years as a precision product specialist, he has helped develop and expand the dealership’s RTK subscription network, increasing revenue each year and also led the launch of Butler’s test plot tour in 2018. “In just our first year, we’ve already seen the early benefits in aftermarket planter technology sales and services,” Miller says.

Miller discusses the dealership’s recent investments and implementation of targeted precision product and service programs, from marketing and management to mapping out growth strategies.

Jason Leary, Ag technology Lead, Crystal Valley Co-op, Madelia, Minn.

— With dealers and retailers making precision service more of a revenue priority, there is increasing opportunity to provide specific pieces of support that combine for a comprehensive package. This is the approach Leary has taken during his 8 years with the 1,800-member co-op’s 3 interconnected precision departments — soil fertility, data analytics and hardware sales and service.

“A key focus of our fertility and seed prescriptive services is quality data,” he says. “We set ourselves apart by performing most, if not all of our measurements in-house.”

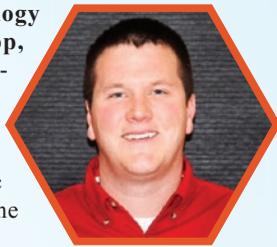
Leary shares how the co-op is leveraging its internal investment in specialization to generate nearly 50% of precision revenue from service, including variable-rate recommendations, replicated research and product performance information.

P.J. McCullough, Precision Ag Sales, McCullough Implement, Watseka, Ill.

— Many precision farming dealers make their money selling technology and services to farm customers with large farming operations. But McCullough has found continued success, serving smaller-acre customers in their area, creating entry points for recruiting and retaining new precision business. As the primary precision salesperson at the single-store dealership, McCullough has seen an increase in the 400-600 acre customers who are incorporating more technology into their operations.

“There’s a lot of loyalty with this customer base,” McCullough says. “It may take a little more time on my part, but these sales tend to generate more dollars per deal.”

McCullough shares his strategy for attracting, converting and retaining smaller operators with introductory technology and how that can translate to recurring revenue.



Jason Leary
Ag Technology Lead
Crystal Valley Co-op



P.J. McCullough
Precision Ag Sales
McCullough Implement

3 Things You Will Learn from this Session

1. How to put test plots to work as a low-cost entry point to attracting equipment and service sales
2. Why niche data services can contribute to broader customer buy in for agronomic support
3. The value and opportunity of servicing small-acre customers as recurring revenue sources

5:30-8:00 p.m. Networking Reception & Dinner (Included)
KEYNOTE PRESENTATION: The Reality of Artificial Intelligence & Other Disruptive Ag Technologies

What do terms like IoT and A.I. mean to dealers? For many, these may still be ambiguous references to abstract technologies. But the reality is, innovations like machine learning and equipment automation have already arrived, and are poised to alter the way precision farming dealers do business in the future.

The rapidly evolving field of ag tech is being driven by a confluence of factors including automation and sensor densification of agricultural field machinery, connection of this equipment to the internet, remote sensing via unmanned aerial systems and cloud computing. So will A.I. replace precision specialists, crop advisors or other agriculture professionals? Not likely, says Scott Shearer, Ohio State University ag engineering professor.

“However, A.I. and other disruptive technologies will assist

specialists, dealers and farmers to extract actionable information from volumes of data collected from soil and tissue samples, on-board machinery sensors, weather stations and remote sensing platforms,” he says.

Shearer draws on recent research and academic forecasts to share why dealers need to stay on the forefront of emerging technologies including autonomy and machine learning that could dramatically alter their business models of the future.



Scott Shearer
Ag engineering professor
Ohio State University

8:00-9:00 p.m. Dessert & Networking Hour (Included)

Tuesday, January 8

7:00-8:00 a.m. Networking Breakfast

**8:00-9:00 a.m. Dealer-to-Dealer Panel:
Banking on Billable Service for Sustainable Precision Profit**

Market saturation and competition are contributing factors to decreasing revenue on precision products. While precision service can be an equally competitive market, it is also one in which dealers have had success separating themselves from the competition and capturing more lucrative margins.

Dealers don't want to become one-stop shops in the sense customers come in once and never return. They need recurring customers to build recurring revenue and much of that is rooted in being able to effectively bill for precision support, whether it's per call, per are, per hour or per year.

During this dealer-to-dealer panel discussion (with Q&A time built in), hear 3 precision farming managers share their foundational and progressive

approaches — effective and experimental — to making billable service a bankable part of your precision business.

Devin Dubois, Vice President of Integrated Solutions, Western Sales Ltd., Rosetown, Sask. — Striking a profitable balance between technology troubleshooting and agronomic problem-solving is what led to the “eureka moment” for Dubois and Western Sales Ltd., 8 years ago.

That's when the 6-store machinery dealership committed to bridging the service gap for customers, and developed its patented FieldSmart platform. Learning from early experience selling and supporting the recurring revenue program, Dubois helped expand the platform to include independent precision software support for 6 dealer groups in the region.

“It's a unique approach because there is some overlapping territory among our dealer groups,” Dubois says. “But about a year ago, we saw opportunity to take that software and support outside of the dealership and make it an independent business and broaden it.”

Dubois shares the dealership's newest revisions to its “free to fee” service transition and how to move away from the “widget mentality” when deciding how and when to bill out support.



Devin Dubois
VP Integrated Solutions
Western Sales Ltd.



“COMING TO THIS EVENT WAS ONE OF THOSE ‘I’VE FOUND MY PEOPLE MOMENTS...”

— Heather Hill, H&R Agri-Power, Brownsville, Tenn.

Lanty “Spud” Armstrong, precision farming manager, Ag Technologies, Rochester, Ind. —

Getting traction with precision service plans can be difficult, which makes finding the right entry point essential. Armstrong struggled with establishing annual service packages as a consistent source of revenue and instead opted to focus on billing out the basics — phone support.

The 3-year focus has allowed the independent precision dealership — located 150 feet from its machinery dealer partner, New Holland Rochester — to strengthen its base of precision customers while also creating new machinery and hardware sales opportunities. “When we started, about 10% of our customers were enrolled, and we’ve tripled that,” Armstrong. “We’re picking up more each year and we’re keeping the ones we have, so it’s a growing part of the precision business.”

Armstrong shares his trial and error testing of phone service plan models to include attractive pricing, patience and the need to bend but not break with customer flexibility to maintain a margin.

Ed Pollock, Sales Manager, SDG Precision Ag Services New Era, Mich. — Some dealers have had success increasing the scope of their precision services, enabled by growth in their precision staff. The latter isn’t a luxury Pollock has enjoyed, as a



**Lanty “Spud” Armstrong
Precision Farming Manager
Ag Technologies**

sole precision proprietor of the single-store, independent dealership. But he’s been able to establish a profitable niche with precision service — especially billable phone support plans — which has contributed to a 400% increase in revenue since 2015.

“I have to recoup revenue for phone support because I can’t multiply myself,” Pollock says. “It’s adding value because customers are willing to invest in more hardware and software, so it’s been a big driver of overall business growth.”

Pollock shares the small-store challenges of competing and capturing recurring service revenue, setting realistic customer expectations and the keys to maintaining a near 100% renewal rate.



**Ed Pollock
Sales Manager
SDG Precision Ag Services**

3 Things You Will Learn from this Session

1. Methods for implementing, tracking and growing billable precision phone support
2. Lessons learned on whether to expand or expire annual service contracts
3. How to leverage billable services as conversation starters for additional equipment and technology sales

9:15-10:15 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 dialogue on these topical precision trends:

- Dialing Up Dollars with Precision Phone Support
- Turning Precision Interns Into Productive Hires: Do’s & Don’t’s

- Cross-Training Departments to Sell & Service Technology
- Getting Off the Ground with UAV Services
- Proving Product ROI: A Show & Tell Approach
- Successful Strategies for Selling Precision Online
- What’s My Role in Selling, Supporting Agronomic Services?

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

10:45-11:00 a.m. 2-Minute Roundtable Recap – Straight from the Moderators

11:00 a.m.-12:00 p.m. Panel Presentation: Delivering Data-Driven Solutions: Scope, Scale & Security

More dealerships — either by choice or by directive — are incorporating agronomic services into their businesses. Results of the 2018 *Precision Farming Dealer* benchmark study showed that nearly half of dealers require agronomic training for their precision specialists — the highest total in the history of the study. But breaking into this business can still be a hard sell — at least initially. Some dealers admit that early entry into agronomic services was seen as more of a burden than a benefit. Those dealerships that have been receptive to adding prescriptive farming options to complement machinery and component sales have gradually been able to gain traction with customers.

During this diverse panel discussion, hear 3 perspectives on how dealers are incorporating data-driven services for profit, along with best practices for collection, storage and analysis of customer data.

Craig Benedict, Ag Technology Solutions Manager, Reynolds Farm Equipment, Noblesville, Ind. (2018 Dealership of the Year) —



**Craig Benedict
Ag Technology Manager
Reynolds Farm Equipment**

When adding in-house agronomists, knowing where to find talent is a critical part of the process. When Reynolds Farm Equipment, a 7-location dealership serving Indiana, Kentucky and Ohio, hired its first agronomist in 2013 (and another in 2015), both were local-

Reserve Your Room at The Indianapolis Downtown Marriott

The Indianapolis Downtown Marriott will be the host site for the 2019 event. Guestrooms are available for \$119 per night. Cut-off is December 3, 2018 or until allocated rooms are sold out.

To reserve your room, please call 877-640-7666 and mention the “Precision Farming Dealer Summit” to get the special room rates.



www.PrecisionSummit.com

ly known independent service providers. In addition to instantly inheriting the agronomists' knowledge of service costs and pricing, the hiring also brought a competitive benefit and the addition of new customers. Benedict says the hires helped Reynolds quickly build its pricing model and to address factors related to launching their program.

"Our program is in its fifth year now," he says. "We set a goal of \$350,000 of added revenue in 2018, and our agronomy team is on track to surpass that mark. As our customer base grows, we see the goals being easily attainable and then some."

Benedict details how the dealership developed its plan for agronomic revenue growth, including setting a realistic pricing structure and flexibility, along with the value of an agronomic mentoring program to develop new agronomy hires.

Ryan Powell, Information Services Manager, Ag Info Tech, Fredericktown, Ohio (2015 Most Valuable Dealership) — As data analytics become an emerging part of precision dealers' business growth, knowing how to deliver and support those services is essential to making them profitable. During his 4 years with Ag Info Tech, Powell has helped develop the independent precision retailer's data, soil sampling and variable-rate service offerings, growing revenue by more than 66% during the last year.

Powell shares how he leverages the dealership's "Precision with a Purpose" sales tool — to customize, price and support data-driven services, while prioritizing return on investment for both the dealership and customers.



Ryan Powell
Information Services Manager
Ag Info Tech

Todd Janzen, attorney, Janzen Ag Law, Indianapolis, Ind. — The rise of smart sensors that collect and relay data means that nearly every equipment manufacturer today has some form of data collection tool. Dealers selling and servicing equipment are often the middle man between the manufacturer and the farmer, and in the middle of the data stream.

So just what are the dealer's obligations to their customers with respect to this data? It's not an easy answer, says Janzen, who 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 provides an insider's view on the problems companies encounter with ag data collection, storage and security, along with an explanation of how dealers can increase trust with customers when accessing their ag data with examples of best ag data practices for dealers.



Todd Janzen
Attorney
Janzen Ag Law

3 Things You Will Learn from this Session

1. Tips on pricing and promotion of data-driven services and how to set incremental revenue expectations
2. The competitive and long-term value of investing in experience when adding agronomic services
3. Cautions and advice on strengthening customer relationships via safe, secure handling of precision data

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

12:45-1:45 p.m. Roundtable Discussions: (3rd Set)

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

- Per Acre, Per Hour, Per Year? Best Service Billing Options
- How to Implement a CRM System for My Precision Business
- For Independent Precision Dealers Only

- Reboot or Recycle? Strategies for Selling & Servicing Used Technology
- Password Protected: How to Keep Dealer & Customer Data Safe
- Succession Planning for a Precision Farming Business
- Conquering Compatibility: Success Stories & Pain Points

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

2:30-3:30 p.m. Dealer-to-Dealer Panel: Developing Precision Depth: Proven Practices for Recruiting, Retention & Advancement

How dealers view future revenue opportunities is evolving, but their top priority for where they plan to invest in precision growth remains the same — employees. Nearly 75% of dealers responding to the 2018 *Precision Farming Dealer Benchmark* study say employee training is their most important area of emphasis to build precision revenue.

But staff recruitment, development and retention are also among the greatest challenges, with precision specialists averaging less than 2 years of employment at a dealership.

Plan to take plenty of notes as 3 precision farming managers share their proven methods and cautionary advice for creating a stable precision team, including incentives for retention, how to mentor new employees and creating a culture of advancement.

Joe Sinkula, Integrated Solutions Manager, Riesterer & Schnell, Pulaski, Wis. — Putting employees in the right roles will go a long way toward retaining them. For Sinkula, who manages the 5-person integrated solutions team across 12 ag locations, this includes prioritizing responsibilities and specialization to emphasize employee strengths and minimize turnover.



"IT'S NOT A CONFERENCE AND IT'S NOT AN EXPO, IT'S A SUMMIT. SUMMITS ARE WHEN THE STAKES ARE HIGH, WHEN THE LEADERS ARE TOGETHER, AND YOU'VE GOT TO MAKE REALLY BIG CHANGES"

– Jeff Bowman, Titan Machinery, Fargo, N.D.

This approach has helped the dealership grow its total precision revenue by 300% during the last 3 years, and Sinkula says, "It's about allowing our specialists to do what they do best, whether it's sales, service or data management. Turnover is a part of this business, but we must have reliable, responsive coverage for our customers."



Joe Sinkula
Integrated Solutions Manager
Rieisterer & Schnell

Sinkula details ways the dealership has navigated transition within its precision department, including the creation of a precision farming coordinator position to be the organizational point person and reduce the risk of burnout.

Arik Witker, Precision Farming Manager, Redline Equipment, Gas City, Ind. — Leadership is a managerial quality that employees respond to and often crave.



Arik Witker
Precision Farming Manager
Redline Equipment

Having spent the last 17 years in the National Guard, including 14 leading anywhere from 2 to 80 soldiers, Witker has a refined sense of what it takes to encourage the best performance out of someone — and under pressure. Applying standards of accountability and incentivizing success have been successful approaches Witker has adapted to the 5-person precision team across Redline Equipment's 11 ag stores in Ohio, Michigan and Indiana.

"The business we're in is relationship-driven and precision staffs are often very young," he says. "It's about creating a culture

of success, providing those 'feel-good wins' and a pathway to success. That's how you retain employees today."

Witker shares his strategy for establishing a roadmap of advancement by setting realistic — yet challenging — expectations for precision employees, along with proven ways to keep young specialists engaged and invested in the success of the business.

Seth Conway, Precision Product Manager, Monroe Tractor, Henrietta, N.Y. — Training is an essential part of the progression of precision farming specialists, but it's only part of the equation capturing the full potential of employees.



Seth Conway
Precision Product Manager
Monroe Tractor

Professional development — on a macro and micro scale — within a dealership through simple steps can go a long way toward retention. Leading a team of 6 precision specialists at 7 ag locations, Conway is responsible for advancing precision employees through a company-created developmental plan from on-boarding, to compensation to putting future goals down on paper.

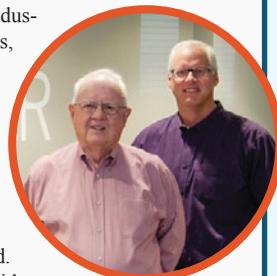
"One of the philosophies of our employee development plan is to explain to new hires how the job they have can lead to the next position in the company and then another one after that," Conway says. "Specialists respond to that approach, especially when they understand they can grow with the company."

Conway shares the dealership's approach for sustaining its 15% average annual precision revenue growth by creating a pipeline of talent, putting employees on a progressive path and why it's worth waiting at least a year to put "hard money" into a new precision hire.

100% Satisfaction Guaranteed

Lessiter Media has hosted national ag industry events for each of the last 34 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 2019 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. The value of communicating a direct pathway to advancement for precision staff
2. How to transition and retain young, inexperienced employees into "rock star" specialists
3. How depth and versatility within a precision department can compensate for losing an employee

3:30 p.m. Summary, Next Steps & Adjourn

Extend Your Precision Learning at the 2019 National No-Tillage Conference

Continue your educational investment and join us at the 27th Annual National No-Tillage Conference for diverse learning and networking opportunities with the most innovative farmers. **Precision Farming Dealer Summit attendees are eligible for a special rate of only \$260 — a \$129 savings off the full NNTC rate.** Call 262-432-0388 to register for this co-located event at the Indianapolis Downtown Marriott.



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4. Free Ticket to Welcome Reception at the 27th Annual National No-Tillage Conference Immediately Following the Summit



CONTINUE LEARNING AFTER THE SUMMIT!

ATTENDEES WILL GET EXCLUSIVE ACCESS TO VIDEO REPLAYS OF THE 2019 SUMMIT KEYNOTE PRESENTATION, GENERAL SESSIONS AND PANEL PRESENTATIONS. A \$99 VALUE – YOURS FREE!



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

Registration Options:

Call 262-432-0388 or fax to 262-786-5564 or mail the completed form to PO Box 624, Brookfield WI, 53008-0624. Register online at PrecisionSummit.com.

The Early Bird registration rate is \$499 (Regular rate is \$539 after 11/29/18).
Additional attendee rate during the Early Bird registration period is \$459 (Regular additional attendee rate is \$499 after 11/29/18).

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1. What is your title:

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

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

31. Retail Dealer of Tractors, Implements And/Or Related Machinery For The Farm
 32. Seed, Fertilizer or Chemical Retailer Providing Precision Ag Sales & Service
 37. Precision Hardware/Software & Service Dealer Only
 98. Other _____

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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: (877) 640-7666

When making reservations, mention the Precision Farming Dealer Summit to receive the special room rates.

*Hotel room cut-off is December 3, 2018 or until allocated rooms are sold out.