

5TH
ANNUAL



PRECISION FARMING DEALER SUMMIT®

DEFINING PRECISION PROGRESS WITH DATA-DRIVEN SOLUTIONS

From the
Editors of

**PRECISION
FARMING DEALER**

**FARM
EQUIPMENT**
Successful Strategies For Dealers

The exclusive dealer
conference **focused 100%**
on equipping your
company to run a more
profitable precision
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- ☐ Precision Specialists
- ☐ Staff Agronomists
- ☐ Precision Salespeople



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January 6-7, 2020 • St. Louis, MO

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Innovative Precision Minds to Meet in St. Louis January 6-7, 2020

How confident are you in the professional culture within your precision farming business? It's a question Skip Klinefelter asked attendees at last year's **SOLD OUT** Precision Farming Dealer Summit in Indianapolis. The owner of Linco Precision challenged the crowd to think critically about how they define their internal decision-making for embracing change, adapting to external influences and learning from failure.

"Most issues within a precision business are caused by non-implementation of what you already know," he says. "There's more value by far in knowing what you need to get done than what you've already accomplished in a business." But knowing what you don't know can be as much an opportunity as a limiting factor. Luck doesn't drive the success dealerships are having with their precision business. It's an investment in tools and talent that prove out with measurable progress and performance.

Building on the success of the first four precision-specific

dealer events, and responding to dealers' call for a continuing learning-intensive experience, the 2020 event is built around the theme of **"Defining Precision Progress with Data-Driven Solutions."**

Embracing the same collaborative, dealer-to-dealer learning formula from our previous dealer-only summits — 98.6% of past attendees rated the Summit 3 or 4 stars for networking and knowledge sharing — this 2-day, knowledge-packed agenda at the historic Union Station Hotel 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 6-7, 2020 in St. Louis for this exclusive dealer event.

— Jack Zemlicka, Managing Editor, Precision Farming Dealer

Monday, January 6

1:00-2:15 p.m. General Session: Confidence vs. Caution: How Tech Intelligence Drives Precision Profit

Chad Colby, Owner, Colby Ag Tech, Goodfield, Ill. — There's no silver bullet solution to a profitable precision farming business. But as the industry moves into an era of more "agteelligence" and automation, it's important to evaluate and understand the right approach to **make sure the next disruptive innovations don't disrupt your business growth.**

3 Things You Will Learn from this Session

1. How to prepare for or even avoid, disruptive technologies which could limit productivity
2. Why a great "ROI story" is the best sales tool to increase precision revenue
3. The value of putting practical application ahead of personal preference when selling tech to customers

For more than 10 years, Colby has analyzed, reviewed and consulted on the value of precision products and services to help dealers and farmers understand real ROI. Having held management positions within farm equipment dealerships, he is also the founder and principal of Colby AgTech, working with progressive farmers and companies to provide deeper understanding of new technologies and recommendations on its practical applications.

Colby's kick-off general session will challenge dealers to think critically about their approach to selling today's technology and understand why any investment customers make in precision products and services should be tied to definable value.



Chad Colby
Owner
Colby Ag Tech

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:

- **Charging for Precision Service: Per Acre, Per Hour or Per Year?**
- **Battling Burnout: How to Stabilize Your Precision Team**
- **Let's Talk Autonomy in Ag: When, How & Where**

- **Password Protected: Keeping Dealer & Customer Data Safe**
- **Reboot or Recycle? Strategies for Selling & Servicing Used Ag Tech**
- **5-Year Reset: One Precision Business Decision I'd Rethink & Why**
- **Tech Troubleshooting: Tips, Tricks & Triumphs**

3:45-5:00 p.m. Dealer-to-Dealer Panel: Top-Down & Bottom-Up: Getting Full Dealership Buy-In to Build a Profitable Precision Business

It's comfortable to preach a top-down commitment to develop a profitable precision farming business. But how much of an investment — both financially and time wise — does that really require from leadership?

Managing a dealership is getting increasingly complex, and decision-makers within large and small-store operations are still scratching their heads over where to take their precision business in the future. But the leaders are taking an active approach in recruiting tech talent, holding employees accountable and creating a culture of collaborative expectations. Take notes during this dealer-to-dealer panel discussion moderated by ag dealer consultant George Russell, where 3 executives share their experience-based insights on what it takes to establish and maintain a progressive

precision business.

Tom Rosztoczy, Owner, Stotz Equipment, Avondale, Ariz. — (2013 *Dealership of the Year*) The family-owned dealership was founded in 1947, and now has 25 locations covering Arizona, California, Colorado, Idaho, Nevada, New Mexico, Utah, and Wyoming. The precision farming department has grown from less than \$1 million in revenue in 2016 to over



Tom Rosztoczy
Owner
Stotz Equipment

\$4 million in 2019. The 17-person team now, offers a mix of services including data automation, fleet optimization, imagery analysis, moisture sensing, precision land forming and agronomic services. “From a precision standpoint, our objective is simple,” Rosztoczy says. “Our customers should outperform their peers.”

Kevin Hemmelgarn, Store Manager, Apple Farm Service, Botkins, Ohio — Seeking a defined approach to increasing revenue and employee retention within its precision business, the 4-store Apple Farm Service **overhauled its structure, requiring a top-down investment from management** to be active leaders. With annual revenue of \$35 million — including about \$450,000 on the precision side — getting company-wide buy-into its precision plan is a work in progress.

But Hemmelgarn, who has been store manager of the Botkins, Ohio, location since 2013, has helped shape the new vision, which includes cross-training between departments to alleviate precision burnout. “We’re going all-in and starting with management learning and developing a more in-depth knowledge of precision farming to better understand and have more credibility,” Hemmelgarn says.

Rob Schmidt, COO, TruAcre Technology, Muscatine, Iowa — Schmidt has been a leader for the independent precision dealership since its inception in 2014 and helped establish a reputation for providing colorblind ag tech advice, based on in-field trials and product test plot analysis. Along with the support of an administrative team, he oversees day-to-day operations of 5 full-time precision staff who increased annual revenue to \$3 million in 2019 and developed a unique sales process which includes a detailed interview with customers to evaluate needs vs. wants.

“Our colorblind service and technology support simplified farming for our clients,” says Schmidt. “But we aren’t just a technology company. We are out there working with farmers every day, helping with their technology, helping with their farm equipment.”



Kevin Hemmelgarn
Store Manager
Apple Farm Service



Rob Schmidt
COO
TruAcre Technology

3 Things You Will Learn from this Session

1. Leadership lessons on when to step into precision problem-solving and when to step back
2. Why an overhaul of your precision business can sharpen revenue goals and improve employee morale
3. How a holistic, transparent approach to managing a precision business can increase employee buy-in

AT-A-GLANCE SUMMIT SCHEDULE

Monday, January 6, 2020

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

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

“Confidence vs. Caution: How Tech Intelligence Drives Precision Profit”

• Chad Colby, Owner, Colby Ag Tech

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

Charging for Precision Service: Per Acre, Per Hour, Per Year? • Battling Burnout: How to Stabilize Your Precision Team • Let’s Talk Autonomy in Ag: When, How and Where • Password Protected: How to Keep Dealer & Customer Data Safe • Reboot or Recycle? Strategies for Selling & Servicing Used Ag Tech • 5-Year Reset: One Precision Business Decision I’d Rethink & Why • Tech Troubleshooting: Tips, Tricks & Triumphs

3:45-5:00 p.m. Dealer-to-Dealer Panel

“Top-Down & Bottom-Up: Getting Full Dealership Buy-In to Build a Profitable Precision Business”

• Tom Rosztoczy, Owner, Stotz Equipment
• Kevin Hemmelgarn, Store Manager, Apple Farm Service
• Rob Schmidt, COO, TruAcre Technology

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

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

“Measuring Precision Progress: From Specialists to Systems Integrators”

• Jim Henderson, Executive Partner, The Exemplary Group

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

Tuesday, January 7, 2020

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

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

“Adding Agronomic Value to Every Sale: What’s the Secret to Success?”

• Martin White, Division Sales Manager, Precision Ag, Enns Bros.
• Mitchell Hora, Owner, Continuum Ag
• Mark Truster, Managing Agronomist, Reynolds Farm Equipment

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

Roll In or Line Item? Best Ways to Bill Precision Service • There’s an App for That: Latest Tech Tools to Improve Customer Service • Proven Strategies for Selling Precision Online • Assessing the Aftermarket Market: Best Bets & Busts for 2020 • Selling Precision Into Specialty Markets: Opportunities or Obstacles? • For Independent Precision Dealers Only • First Week, Month & Year: What New Hires Need to Know

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

10:45 a.m.-12:00 p.m. Dealer-to-Dealer Panel

“From Onboarding to Advancement: Proven Practices for Building Precision Depth”

• Scott Meldrum, Integrated Solutions Manager, Van Wall Equipment
• Lance Larsen, Precision Ag Coordinator, Agtegra
• Jeff Allison, Precision Ag Manager, PrairieLand Partners

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

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

Managing Millennials: Mentoring vs. Mandating • Keeping Your Precision Employees Productive Year-Round • Building My Precision Team’s Brand: Economic, Effective Strategies • For Precision Managers Only: Let’s Talk Turnover • Downsizing Big Data: Actionable Insights for Selling Agronomic Services • Leveraging Lasting Value from Precision Field Days • Dialing Into Dollars with Precision Phone Support

2:00-3:30 p.m. Panel Presentation

“Precision Marketing Maneuvers to Capture Recurring Revenue”

• Heather Hetterick, Ag Marketing Strategist
• Jon Eis, COO, Eis Implement
• Chad Colby, Owner, Colby Ag Tech

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

6:30-9:30 p.m. National No-Tillage Conference Welcome Reception

Unwind and network with hundreds of the most innovative farmers with free attendance to the kick-off of the 28th Annual National No-Tillage Conference at the Union Station Hotel

Dealerships on the 2020 program represent more than \$1.1 billion in annual revenue.

5:30-8:00 p.m. Networking Reception & Dinner (Included)
**KEYNOTE PRESENTATION: Measuring Precision Progress:
From Specialists to Systems Integrators**

What will the precision dealer of the future look like? How different will their role be within a dealership? As new technologies mold business models, the responsibilities of precision staff are evolving as well, with more emphasis placed on service-centric revenue and data-driven decisions for customers.

Dealerships will need to redefine the “why” and “how” of their precision teams, influenced by rapid advancements in ag tech and taking cues from industries outside agriculture to adapt and grow their businesses. Jim Henderson, executive partner with The Exemplary Group, a business consulting firm working with ag dealerships, is no stranger to the start-up experience and the notion that hardware company employees are “systems integrators” trained on multiple skill-sets and abilities to serve customers. He sees the same model taking shape in agriculture, particularly within the precision farming

business of dealerships.

“The concept is rooted in being a value-added dealer or the value-added representative,” Henderson says. “Services will be more profitable, but regardless of their core business, the **dealer of the future will be a systems integrator** and bring solutions together. Those are the companies that will have a big advantage.”

During the dinner keynote session, Henderson will draw on his professional experience advising businesses in and outside of agriculture on how to prepare and plan for the next wave of innovation that will redefine the way dealers sell and support equipment — and potentially establish a new precision service model.



Jim Henderson
Executive Partner
The Exemplary Group

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

Tuesday, January 7

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

**8:00-9:00 a.m. Dealer-to-Dealer Panel:
Adding Agronomic Value to Every Sale: What's the Secret to Success?**

Much has been made of the need for dealers to deliver comprehensive factory-to-field solutions designed to touch every acre of a customer's operation. But how are dealers capitalizing on the combination of machine optimization to improve agronomic outcomes? Agronomic service is still a push-pull proposition for many dealers. Some have proactively embraced and invested in providing robust support options to customers that include soil sampling, data analysis and field prescriptions, while others are unsure of the right entry point.

During this dealer-to-dealer panel discussion, 3 agronomy-minded dealers deliver the details on how they've leveraged agronomic services to carve out a profitable niche in the market.

Martin White, Division Sales Manager, Precision Ag, Enns Bros., Winnipeg, Man. —

The 2015 addition of an agronomic arm to the 8-store dealership's precision business was a gateway strategy according to White. The move, while challenging at first, was the catalyst for the dealership's Total Farm Solutions platform which combines areas of equipment service with agronomic expertise. Working within an 18-person precision team, including 10 agronomists, White says the program has evolved to the point where “by intimately understanding our customers' agronomic situation, we then optimize every piece of equipment on their farm accordingly.”

White breaks down the origins and details of the dealership's service platform to include how it **grew revenue by 10% each year and achieved a 98% customer retention rate.**

Mitchell Hora, Owner, Continuum Ag, Washington, Iowa — As both a farmer, operating an 800-acre farm near Washington, Iowa, and founder of an independent precision dealership, Hora lives the “you can't manage what you can't measure” philosophy on a daily basis.

He launched the service-centric business in 2015 with the intent of helping farmers utilize ag technology to its max-



Martin White
Division Sales Mgr.
Enns Bros.



“I TEXTED A COUPLE OF SLIDES TO OUR VICE PRESIDENT FROM THE EVENT BECAUSE IT WAS INFORMATION WE NEEDED TO ACT ON RIGHT AWAY...”

— Bryce Hennings, Van Horn Ag Technologies

imum capacity. This approach includes providing data analysis, soil sampling and variable-rate recommendations through the company's RightWay program, which has led to work with customers from 40 states and 8 countries.

Hora shares the scope of his targeted, yet diverse, service platform to **include case studies to prove ROI and how he's been able to double revenue and service acres each year.**

Mark Truster, Managing Agronomist, Reynolds Farm Equipment, Fishers, Ind. (2018 Dealership of the Year) — While some farm equipment dealers are deciding if and how they want to expand into offering agronomic-based services to complement machinery sales, an opportunity exists for those willing to get their hands dirty — literally — to **capitalize on more soil-centric programs.** Truster leads a team of 3-in-house agronomists for the 7-location dealership in Indiana, and brought



Mitchell Hora
Owner
Continuum Ag

more than 25 years of independent experience with him when he joined Reynolds in 2012.

Truster shares how advances in GIS software allowed for more objective agronomic analysis and execution of field prescriptions within Reynold's framework, along with where he sees room for improvement with the tools and techniques dealers deploy with their agronomic services.



Mark Truster
Managing Agronomist
Reynolds Farm Equipment

3 Things You Will Learn from this Session

1. How getting a seat at the agronomic discussion table translates to a higher customer retention rate
2. How to recognize and fill an agronomic service void in your AOR with an internal hire or external partnership
3. How farm machinery dealers can improve on selling data-driven solutions — without having to be agronomy experts

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 timely precision trends:

- **Roll In or Line Item? Best Ways to Bill Precision Service**
- **There's an App for That: Latest Tech Tools to Improve Customer Service**

- **Proven Strategies for Selling Precision Online**
- **Assessing the Aftermarket Market: Best Bets & Busts for 2020**
- **Selling Precision Into Specialty Markets: Opportunities or Obstacles?**
- **For Independent Precision Dealers Only**
- **First Week, Month & Year: What New Hires Need to Know**

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

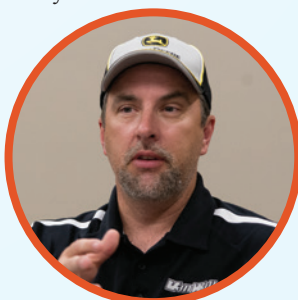
10:45 a.m.-12:00 p.m. Dealer-to-Dealer Panel: From Onboarding to Advancement: Proven Practices for Building Precision Depth

One of the biggest barriers for precision growth is quality personnel. Finding talented precision specialists remains a challenge for dealers, from where to look to how to avoid burning out your top talent. The most successful dealerships today are proactively scouting for their next precision hire and equipping them with the tools to succeed.

Data from the seventh annual Precision Farming Dealer Benchmark Study shows that 78% of dealers view **employee training as the most important area of internal investment** during the next 5 years to grow their precision business. And another 63% cite additional staff as an essential piece of that puzzle.

During this dealer-to-dealer panel 3 precision managers share their in-the-trenches experience shaping a precision department through structured training, accountability and advancement opportunities.

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 at the 19 ag store dealer group in Iowa. The acquisition of 10 stores since 2015 helped grow preci-



Scott Meldrum
Integrated Solutions Manager
Van Wall Equipment

sion revenues to nearly \$1.7 million, but also required a reevaluation of staffing standards and performance expectations, to maintain a healthy internal culture.

Reserve Your Room at The St. Louis Union Station Hotel

The downtown St. Louis Union Station Hotel will be the host site for the 2020 event. Guest rooms are available for **\$109** per night. Cut-off is December 12, 2019 or until allocated rooms are sold out.

To reserve your room, please call 314-231-1234 and mention the group code "LSTR" to get the special room rates.

www.PrecisionSummit.com



Meldrum outlines his approach to onboarding, education and creating advancement opportunities to include multi-layered, formal and informal training.

Lance Larsen, Precision Ag Coordinator, Agtegra, Bath, S.D. (2014 Most Valuable Dealership) — Growth is key for any precision farming business, but when it involves an overhaul and rapid expansion of staff, facilities and services, the short-term result can strain even the most accomplished teams. Such was the case for Agtegra, a 5,500-member co-op in South Dakota, which increased its precision-specific staff from 5 to 18 employees from 2014-19, along with nearly doubling hardware revenue. The growth coincided with a rebranding of its ag technology department, now known as the Innovation Center.

As the longest-tenured member of the precision team, Larsen has been on the frontlines of training and staff development since he joined the business in 2011. He leads the organization's precision internship program.

Larsen details how he evaluates prospective hires, including a structured orientation that reveals candidates' passion for precision and the likelihood of being a long-term employee.



Lance Larsen
Precision Ag Coordinator
Agtegra

Jeff Allison, Precision Ag Manager, PrairieLand Partners, McPherson, Kan. (2014 Dealership of the Year)

— Dealerships are increasingly accustomed to being involved in an acquisition or merger as industry consolidation continues. In less than a year, Allison has been on both sides of the experience. After 10 years at a 4-store dealership, he joined PrairieLand after a merger in 2018 and in 2019, the dealership acquired 2 more stores. The now 15-store dealership nearly **doubled the size of its precision farming team in an 8-month span**, creating both expansion opportunities and logistical challenges.

Allison shares his experience-based do's and don'ts for merging precision cultures, adapting to established expectations and why the first 30 days is critical to maintaining uninterrupted customer service.



Jeff Allison
Precision Ag Manager
PrairieLand Partners

3 Things You Will Learn from this Session

1. Why setting and reviewing employee performance is critical to precision team stability
2. How to evaluate prospective precision interns the same way as new hires through a disciplined process
3. Experience-based advice on effectively blending precision cultures after a merger or acquisition

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:

- **Managing Millennials: Mentoring vs. Mandating**
- **Keeping Your Precision Employees Productive Year-Round**
- **Building My Precision Team's Brand: Economic, Efficient Methods**

- **For Precision Managers Only: Let's Talk Turnover & Transition**
- **Downsizing Big Data: Actionable Insights for Selling Agronomic Services**
- **Leveraging Lasting Value from Precision Field Days**
- **Dialing Into Dollars with Precision Phone Support**

2:00-3:30 p.m. Panel Presentation: Precision Marketing Maneuvers to Capture Recurring Revenue

Marketing a dealership's precision business can be an ambiguous concept without a clearly defined objective. While many dealerships utilize a mix of digital and traditional brand-building tools, do they really measure ROI in terms of revenue and customer retention?

According to the 2019 Precision Farming Dealer Benchmark Study, more than **96% of respondents identified marketing as an important element of their dealership's 5-year investment plan** to grow precision business, including more than 40% who ranked it as the most important area.

Get in a "marketing mindset" as 3 panelists share proven approaches to strengthening customer relationships, increasing sales and giving companies a competitive edge through targeted marketing efforts centered on growing their precision business.

Heather Hetterick, Ag Marketing Strategist, Bowling Green, Ohio — While relationships are important and precision staff should be identifying solutions for farmers, the reality is that customers are collecting information online long before you're aware they are in the market. A dealership's website serves as the gateway to attracting interested farmers and converting them to loyal customers. Hetterick led digital marketing, social media strategies and content marketing at an 11-location farm equipment dealership where she lived the daily challenge of marketing the precision team



“THERE IS INFORMATION HERE FOR EVERY SIZE DEALERSHIP, WHETHER YOU’RE A ONE-PERSON OPERATION OR A 60-STORE OPERATION...”

– Craig Benedict, Reynolds Farm Equipment

with interactive, informative and targeted online programs.

Hetterick shares experienced-based **examples and research on developing a must-visit precision website presence** along with the common mistakes and misinformation which can cause potential customers to click over to the competition.

Jon Eis, COO, Eis Implement, Two Rivers, Wis.

— Despite consolidation trending high these days, plenty of smaller organizations are thriving in the precision farming business. As a single-store dealership operating in a highly-competitive area, Eis Implement established its precision business in 2014 as a reliable, yet flexible addition to adapt to customers’ changing technology appetites. This requires a shrewd and creative approach to marketing its ag tech services, a collaborative process that starts with Eis.

Eis shares his time-tested tactics for how to take the lead on creating multi-purpose marketing programs that **connect the money-making dots between your precision team and other departments in the dealership.**



Heather Hetterick
Ag Marketing Strategist



Jon Eis
COO
Eis Implement

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Lessiter Media has hosted national ag industry events for each of the last 35 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 2020 Precision Farming Dealer Summit in St. Louis!



Founder Frank Lessiter (l) and Mike Lessiter, President

Frank Lessiter Mike Lessiter

Chad Colby, Owner, Colby Ag Tech, Goodfield, Ill. — A perennial pain point in many dealerships is the topic of social media promotion. Nobody denies its potential as a valuable marketing and customer service tool, but Colby shares two tough questions that prevent many dealers from reaping the full benefits. The pairing of a dealership’s precision farming business and social media offers a prime promotional environment — if properly managed — says Colby. As he says, “There’s no coffee shop anymore. Social media is your customers’ new local gathering place where the conversations happen.”

With an industry-leading social media following, Colby shares tips to crafting powerful social media messages that directly benefit your bottom line and build your precision team’s brand.

3 Things You Will Learn from this Session

1. The value of establishing your dealership website as the primary “precision portal” for online customer engagement
2. How to develop a digital dialogue with customers leveraging social media as a precision sales tool
3. Why targeted, effective marketing doesn’t need a big budget — to build the credibility of your precision team



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

Extend Your Learning at the 2020 National No-Tillage Conference

Continue your educational investment and join us at the 28th 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 \$149 savings off the full NNTC rate.** Call 262-432-0388 to register for this co-located event at the historic Union Station Hotel in St. Louis.



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4. Free Ticket to Welcome Reception at the 28th Annual National No-Tillage Conference Immediately Following the Summit



CONTINUE LEARNING AFTER THE SUMMIT!

ATTENDEES WILL GET EXCLUSIVE ACCESS TO VIDEO REPLAYS OF THE 2020 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 \$549 (Regular rate is \$579 after 11/30/19).
Additional attendee rate during the Early Bird registration period is \$499 (Regular additional attendee rate is \$549 after 11/30/19).

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| <input type="checkbox"/> 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
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☐ 98. Other _____

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*Please attach additional forms for any additional attendees

For hotel reservations contact:

St. Louis Union Station Hotel (Hilton Curio Collection)
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When making reservations, mention the group code "LSTR" to receive the special room rates.

*Hotel room cut-off is December 12, 2019 or until allocated rooms are sold out.

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