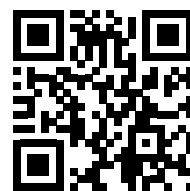


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— Clint Powell, Integrated Technologies Consultant, Ramsey Bros.

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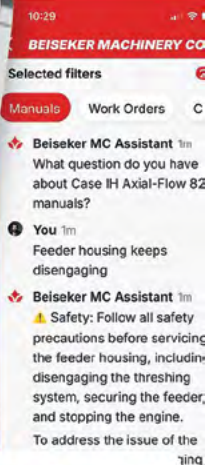
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11th Annual Precision Farming Dealer Summit Kicks Off Monday, January 5 at 1 p.m.

Join the top precision farming equipment dealers in North America for 2 days of unrivaled learning and networking during the 2026 Precision Farming Dealer Summit, where you'll discover actionable, best-practice ideas to run a more profitable precision farming business.

With the guidance of our advisory board and the Most Valuable Dealership alumni group, this year's program offers general sessions featuring top industry experts, profit-boosting dealer-to-dealer panels, focused classrooms, highly interactive



Noah Newman
Precision Farming Dealer

roundtable discussions on key topics and common pain points, networking meals and more.

You'll make new connections with dealers from different markets — and different brands — who'll forever be just one phone call away, compounding your knowledge network. You'll leave St. Louis with actionable ideas from the best minds in the business that you can immediately implement upon your return.

The most influential precision minds gather Jan. 5-6 in St. Louis. Isn't your business worth a 2-day time investment?

— Noah Newman, Technology Editor

Monday, January 5



Adam Gittins
HTS Ag

Kickoff Presentation — Finding Precision Success in Challenging Times

Farmers are working hard to keep expenses down in the face of rising input costs, increasing labor challenges, high interest rates and low commodity prices. Precision agriculture is uniquely positioned to thrive when wallets tighten, given the significant ROI of new technologies, says **Adam Gittins**, president of Harlan, Iowa-based HTS Ag.

During this dynamic kickoff presentation, the fearless leader of *Precision Farming Dealer's* 2024 Most Valuable Dealership and top seller of Ag Leader's planting and yield monitor systems, shares the sales and service strategies that propel his team to success. Gittins also explores additional revenue stream opportunities to boost your bottom line and creative ways to manage costs in challenging times.

You'll Learn:

How to position yourselves as trusted advisors with new technology, look outside the box for customers in ancillary markets & evaluate cost-saving measures throughout your dealership.

"The roundtable discussions are a highlight for me and our dealership. We are able to hear from many different types of dealerships & each is successful in their own way."

— Wade Black, Ag Sales, Ricthie Implement

Dealer-to-Dealer Roundtable Discussions

Roundtables bring dealers together to discuss a focused topic for 60 minutes. Get ready to get answers to your questions — the floor is open, and the ideas and contacts gleaned from these informal conversations are always the #1 value of the Summit. Sessions are concurrent, so bring others to capture even more actionable ideas and discuss their implementation on the way home.

1. Packaging, Pricing & Promoting Precision Service Plans
2. How to Organize & Execute a Successful Demo Day
3. Branding Your Precision Business: Creating a Bankable Marketing Strategy
4. Recruiting & Retention: Building a Winning Precision Team
5. Preparing Your Dealership for Autonomy & AI
6. Billing Out Labor: What Works for the Dealer & Customer

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1st Set of Classroom Sessions for Targeted Learning (Choose 1 of 3)

You asked, and we listened! Attendees requested more of a how-to understanding of today's fast-advancing technology. Select 1 of 3 knowledge-packed sessions featuring an array of experts on current and emerging precision products and technologies.

Classroom 1 — Day in the Cab LIVE: Precision Specialists Panel



Jason Pennycook
Johnson Tractor



Jordan Batman
BTI Equipment



Curtis Martin
Agriteer

Precision Farming Dealer's Day in the Cab series provides a first-hand account of a day in the life of a precision farming specialist, from when the alarm clock rings to the last customer service call of the day. For the first time ever, we're capturing the theme of this popular series on stage with a panel discussion featuring precision specialists from different markets and brands: **Jason Pennycook** (Johnson Tractor, Case IH — *Farm Equipment* Dealership of the Year Alum), **Jordan Batman** (BTI, John Deere) and **Curtis Martin** (Agriteer, AGCO).

Precision Farming Dealer technology editor **Noah Newman** moderates this highly interactive session as the panelists share an intimate look at how they navigate and adapt their daily objectives to be productive and profitable for their dealership.

Classroom 2 — Precision Product Demos

Get "schooled up" on the top precision solutions delivered through this first set of new product demos. The industry's leading precision suppliers explain and demo their newest product via a quick "product crash course" that gives you and your store a head start on evaluating the newest technologies for 2026. You'll be armed with knowledge of new technology solutions you can offer — and also what you'll be competing against.

Classroom 3 — Beyond Corn & Soybeans: Precision Opportunities for High Value Crops

For the past 20-plus years, **Erin Hightower** has delivered precision solutions to growers across the country, both in her current role as viticulture/precision ag specialist at Welch's and former role as agronomist for RDO Equipment (*Precision Farming Dealer* Most Valuable Dealership Alum & *Farm Equipment* Dealership of the Year Alum).

In this classroom session, Hightower explores how precision dealers can benefit from working with high-value crop growers. She compares the differences — and similarities — between traditional row crops and high-value crops, and dives into the massive opportunities for precision technology adoption in high-value crop operations.



Erin Hightower
Welch's

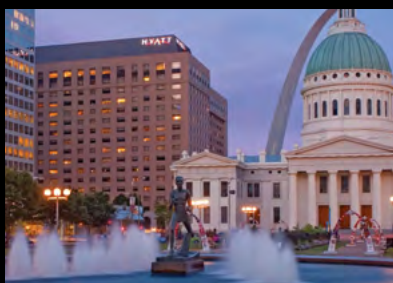
You'll Learn:

An inside look at the precision needs of high-value crop growers & the ideal future of precision ag for your customers who are growing more than just corn & soybeans.

Reserve Your Room at the Hyatt Regency St. Louis at The Arch

The Hyatt Regency St. Louis at The Arch is the host for the 2026 Summit. Rooms are discounted at \$155 per night through 12/23/25 or until allocated rooms are sold out. To reserve your room, call 314-655-1234 and mention the "Precision Farming Dealer Summit and National No-Tillage Conference" for the discounted rates.

PrecisionSummit.com



Visit PrecisionSummit.com to Register Today!

You'll Learn:

How 3 experienced precision specialists approach the daily challenges of the profession, including real world examples of how to achieve precision sales & service success in the field.

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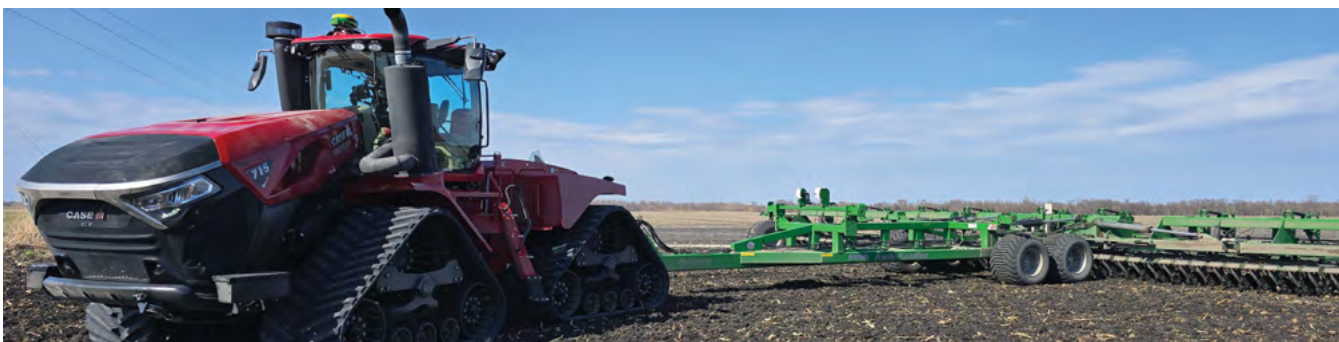
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GREEN FIT is for growers who want to use the AutoTrac™ guidance system on the equipment of their choice. GREEN FIT is an interface that utilizes the same monitor and user interface that the users of AutoTrac™ guidance system want. The GREEN FIT interface eliminates the requirement of learning and converting to a new steering system.



General Session — Steering the Future: OEMs' Precision Vision for 2026 & Beyond

Back by popular demand, the manufacturer panel returns to the Summit! Hear from the precision ag leaders of various OEMs — including **Jake Ridenour**, channel sales manager for AGCO/PTx Trimble, **Nathan Greuel**, precision

product marketing director, CNH (Case IH, New Holland, Raven) and others and others

— on their strategic direction for precision business and the best practices they see embraced by the top-performing dealers in their network.

Each year, these OEM leaders jump at the chance to learn from you about the realities of precision services in dealerships, and for you to learn more about the new programs — and the why's behind them — that'll support you and your customers.

You'll Learn:

The winning formula shared by the top-performing precision dealers, how the major manufacturers are strategizing for an increasingly digital future & what to expect from the OEMs in the autonomy space.



Jake Ridenour
AGCO/PTx Trimble



Nathan Greuel
CNH

"I would definitely recommend the Summit to others in this industry because there is so much information and you are surrounded by everybody who is a wealth of knowledge."

— Abby Weltzien, Precision Solutions Service Manager, Swiderski Equipment



**Dinner,
Drinks,
Networking,
Games, Prizes
& FUN**



Monday, January 5 — 6:00 - 9:00 p.m.

11th Annual Precision Farming Dealer Summit Celebration (Included)

Celebrate the 11th annual Precision Farming Dealer Summit with a night out on the town and join your peers for an evening of dinner, drinks, networking, games, prizes and FUN at downtown St. Louis' bustling Ballpark Village (included with your registration). Hosted at Sports & Social St. Louis, a one-of-a-kind bar, restaurant and interactive gaming venue, this "Precision's Night Out" is the perfect ending to a jam-packed first day of unrivaled learning!



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Networking Breakfast (Included)

General Session — Cultivating Customer Connections with Precision Clinics

In a rapidly evolving precision landscape, dealers must go beyond the sale to build long-term relationships with their customers. In this heavily-requested session, **Ben Flansburg** from John Deere dealer LandPro Equipment (2023 *Precision Farming Dealer* Most Valuable Dealership), **Mason Gukenberger** from New Holland dealer Swiderski Equipment and **Pete Youngblut**

from Kinze dealer Youngblut Ag explore strategies for driving customer engagement through clinics and demo days.

From planning and promotion to hands-on training and follow-up, the panel shares their unique playbooks for building impactful customer-focused clinics and educational events. Whether you're looking to enhance your current approach or launch your first clinic, this session provides actionable ideas to strengthen your customer connections and position your dealership as a trusted partner.



Ben Flansburg
LandPro Equipment



Pete Youngblut
Youngblut Ag



Mason Gukenberger
Swiderski Equipment

You'll Learn:

The dos & don'ts of customer clinics & how to build credibility with customers through education & support.

"There may be something you need help with or an answer to, and attendees at the Precision Farming Dealer Summit are willing to share their thoughts on it."

— Skip Klinefelter, Owner/CEO, Ag Technology Solutions Group (2025 Most Valuable Dealer)

2nd Set of Classroom Sessions for Targeted Learning (Choose 1 of 3)

Select 1 of 3 knowledge-packed sessions featuring an array of experts on emerging precision products and technologies.

Classroom 4: Taking Flight: How to Sell & Service Drones

Thomas Rindfuss, owner of Truss Services, got his start in the precision business doing custom applications with drones in 2022.

His team ended up covering nearly 8,000 acres in the first year alone! Business has been booming since then, as Rindfuss continues to expand his footprint while selling and servicing drones for farmers across central Ohio.

Rindfuss brings his wealth of knowledge and experience to the Summit for this interactive session about the ins and outs of dealing drones. If you're considering adding this hot niche product to your sales basket, you can't afford to miss the proven tips for succeeding with drones and potential landmines to avoid along the way.



Thomas Rindfuss
Truss Services

You'll Learn:

How to determine which drones are the best fit for your dealership, the common characteristics of leading drone dealers & how to set yourself apart with new technology from lead to sale.

Classroom 5: More Precision Product Demos

Get the inside scoop on several more top precision solutions in this second set of jam-packed product demos. The industry's leading precision suppliers explain and demo their newest product via a quick "product crash course" that gives you and your store a head start on evaluating the newest technologies for 2026. You'll be armed with knowledge of new technology solutions you can offer — and also what you'll be competing against.

Classroom 6: Rethinking Precision Assumptions with Brand-New Data

What is the true environmental value of precision technology on today's farms? Find out in this session as **Nick Tindall** from the

Association of Equipment Manufacturers (AEM) reveals the top takeaways from a new study on the benefits of precision ag in the U.S. Whether you're working with early adopters or those on the fence, this classroom arms you with the evidence and messaging needed to support and expand technology adoption in your market.



Nick Tindall
AEM

You'll Learn:

Key precision technology adoption trends & data showcasing the environmental impact of new tech on your customers' farms.

100% Satisfaction Guaranteed

Lessiter Media has hosted more than 60 national ag industry events, including the first Dealer Summit in 2013. We've refined a unique content-driven formula that delivers knowledge you and your team can act on immediately.

That's why if — after attending the 2026 Precision Farming Dealer Summit in St. Louis — you don't feel the event is everything we promise, write to us and we'll send you a full 100% refund of your registration. And you can take up to 6 months to decide so you can personally measure the return on your learning experience.

Since 1969, 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, dealer-to-dealer panels, meals and peer-to-peer networking — is another way to expand your knowledge toolkit. We hope you find the program and the 100% guarantee worthy of your trust and attendance of the 2026 Precision Farming Dealer Summit.



Founder Frank Lessiter (l) and President Mike Lessiter (r)

Frank Lessiter
Mike Lessiter

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Help me estimate labour hours and any variance related to this feeder house chain replacement job on the CR 9.90.

Answer From Vi

Using the **New Holland CR9.90** (also leveraged CR8.90/CR10.90 CR-series documents where the feeder system and procedure are shared). If you meant the small external "feeder drive chain" (on the side), see the separate estimate below—most customers measure the main feeder conveyor chain inside the feeder house.

Estimate – main feeder conveyor chain (inside feeder house)

- Typical chain-only R&R (no feeder removal, no top shaft/bearing work): 2.0 hours based on prior jobs; observed range 1.5–2.5 hours.
- If sprockets and top shaft bearings are also replaced: 10–12 hours total is typical (includes chain R&R plus shaft/bearing sprocket work and setup).

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11th Anniversary Lecture — Autonomy in Action: How Farmers are Using Smart Systems in the Field

John Fulton, a professor in the food, agriculture and biological engineering department at the Ohio State Univ., works with dealers, consultants and farmers every day to help integrate precision technologies in their operations. The former president of the International Society of Precision Agriculture shares new insights on how autonomy, AI and other cutting-edge technologies are transforming the way your customers farm.

Fulton dives into real-world applications, from drones to autonomous machinery, to show how intelligent systems are driving efficiency, sustainability and profitability in precision ag. Don't miss your chance to learn from and network with one of the leading researchers in the precision farming industry!



John Fulton
Ohio State University

You'll Learn:

Insights from one of the top experts on autonomy, how to prepare your dealership for an autonomous future & real-world examples of how your customers are integrating "smart systems" into their farming operations.

"The networking alone is wonderful to be able to connect with all these industry professionals and learn about what they are doing & maybe some things they are doing differently that we can adopt within our organization."

— Tony Kramer, Planting Technology Product Manager, RDO Equipment

Discussing the Biggest Barriers to Autonomy

Nick Guetterman, a farmer from Bucyrus, Kan., who farms 16,000 acres, and John Fulton, a professor at the Ohio State Univ. and former president of the International Society of Precision Agriculture, spoke on a panel about emerging technology in ag during the EMDA & FEMA Fall Convention in November 2023. Following the panel, they continued their conversation about the realities they see in the field.

Nick Guetterman: When I think of autonomy, a drone might be the first thing we would adopt on our farm, but for us, they're limited when it comes to fungicide applications. In my opinion, they don't use enough water to carry the fungicide or insecticide into the canopy like our ground rig does. But I think that'd be the first thing we'd adopt, more so than an autonomous tractor because our field shape and size is so odd.

We have a lot of small and irregular shaped fields and a lot of terraces where we don't do tillage, and tillage is the first task I'd put an autonomous tractor on. I'm not ready to put an autonomous tractor on a corn planter.

John Fulton: Well, that is the important pass, right? That sets the ground for the rest of the season. It's just too important. You can't mess it up.

Guetterman: I've seen pictures, but I haven't seen one in person, of a smaller, self-propelled, battery-powered autonomous planter. That's got my eye more so than trying to put autonomy on the current machine, instead making a machine around autonomy lighter weight. Preventing compaction is near and dear to me.

Fulton: We've got a lot of growers doing 40-400 acres, and they need a tool that delivers cover crops. The latter part of the season gets them seeded in the time frame needed to get growth prior to frost these days. Drones have become an option for them to get cover crops out where they didn't really have a tool, where they would have to get with someone who either has a plane or a high-clearance machine, and that just wasn't working.

The other thing I would add on autonomy, when you're in the harvest operation, it's a busy time of year. You've got combines, grain carts and semis or wagons running. Typically, growers will have another operation they want to complete during that period, whether it's sowing wheat or tillage. I know some of our growers in Ohio can't do all that concurrently and sustain it because of labor challenges.

I do think there'll be some autonomy options in certain conditions. It may not be those small fields, but conditions where the autonomous tractor can be performing an operation while you have the manpower on the harvest operation. It really depends. If you talk about sowing wheat, they start to talk about having an autonomous tractor to do some tillage while they're harvesting.

The big thing I get concerned about is whether the growers have the tractors that are ready for autonomy. We talked back in the day, was your tractor guidance ready? Remember those days?

Guetterman: Cost is probably the biggest obstacle to autonomy for me.

Fulton: Cost is always on top of mind for any grower, right? That's first. But if you take that off, I really think connectivity's going to be a continuous challenge. We're spending quite a bit of money here in the U.S. to bring rural broadband to all these communities, but it isn't 100% coverage. It can't just be connectivity. It's going to have to have the bandwidth. It's got to be 4G LTE or a 5G scenario to run some of this technology. It's not one machine — it's going to be 3 machines out there.

And so if I did want to invest in and adopt autonomous machinery, is the bandwidth there? I think that's a hurdle we are very much challenged with to give the opportunities to growers to choose.

We are really good at talking about download speeds because we want to watch things like Netflix and Prime. But in order to make a lot of this autonomy work, you need to have that upload speed. So we talk about symmetry, meaning that I might need 50 down, 50 up in order for that technology to work, or 100 by 100, or 100 by 50 download/upload type scenarios.

For the American farmers across this nation to be competitive in the future, we've got to ensure that's there for them to be able to adopt the technology. Europe's doing it, and they're ahead. For my farmers in Ohio not to be able to adopt some of these technologies, that's a concern.

Who You Can Expect to Learn From at the Summit

Dealer attendees of the last 2 Precision Farming Dealer Summits

- 21st Century Equipment
- Ag Technologies Inc.
- Ag Technology Solutions Group
- AgRevolution
- Agriteer
- Apple Farm Service
- Arnold Companies Inc.
- Atlantic Tractor
- Baker Precision Planter Works
- Bane Welker Equipment
- Birkey's Farm Store
- Bodensteiner Implement Company
- Boeck Farm Outfitters
- Bottom Line Solutions
- Buckeye Ag Supply

- Burks Tractor
- Cascade Ag
- Castongia Tractor
- Central Valley Ag
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- Crop IMS
- Crown Power & Equipment
- Crystal Valley Co-op
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- DKF Mapping LLC
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- Eldridge Supply Co
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- Geneva Implement
- Grosshans International Inc
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- HTS Ag
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- Jenner Ag
- Johnson Tractor
- Linco Precision
- Lone Star AGRonomics



- McCullough Implement
- Mitchell Equipment
- Nebraska Harvest Center
- New Holland Rochester
- O'Neil's Farm Equipment
- Parallel Ag
- PLANTIUM SA
- Precision Agri Services Inc.
- Premier Technologies
- Ramsey Bros.
- RDO Equipment
- Redline Equipment
- Ritchie Implement
- Rocky Mountain Equipment
- Rooted Agri Services
- Scott Power & Equipment
- Scott Supply Co.
- Solid Rock Ag Solutions
- Stoller International
- Swiderski Equipment
- Titan Machinery
- Torgerson's Equipment
- Town & Country Implement
- Truss Services
- United Ag & Turf
- Vetter Equipment
- West Central Equipment

"We use the Summit to generate new ideas for services and it's a great team-building opportunity outside of the dealership."

— Jeremy Bullington, Precision Ag Support Center Manager, Greenway Equipment

Dealer-to-Dealer Roundtable Discussions

7. Service Stress Alleviation: Tips for Preventing Burnout & Boosting Morale
8. 20/20 Hindsight: Precision Business Decisions I'd Rethink & Why
9. Exploring Additional Revenue Streams
10. For Independent Precision Dealers Only
11. How to Sell & Service New Tech: Obstacles & Keys to Success
12. Biggest Challenges for 2026 & Potential Solutions



Networking Lunch (Included)

Most Valuable Dealership Presentation — Going the Extra Mile to Build Customer Trust & Loyalty

Minster, Ohio-based Precision Agri Services has been on the cutting-edge of precision technology and equipment since 1994. During this insightful presentation, founder **Bill Lehmkuhl** shares the keys to success that helped his team take home *Precision Farming Dealer's* 2026 Most Valuable Dealership Award.

"We've been offering independent and unbiased crop consulting, agronomy and planter services — and now ag data consulting — for more than two decades," Lehmkuhl says. "And in that time, we've stayed true to one simple principle — you don't need the 'product of the day,' you need high-quality analysis and consulting that will earn customers the best return on their investment."

Lehmkuhl reveals proven strategies for going beyond the sale to build credibility, and details his dealership's unique approach to crop consulting, agronomy services, planter clinics, digital demonstrations and more!

You'll Learn:

Actionable tips from one of the top precision dealers in the U.S., ideas to implement now for profitable results next year, insights on data management services & how to prove ROI to farmers.



Bill Lehmkuhl
Precision Agri Services



General Session — How Dealers are Using AI to Improve Efficiency & Service

Robert Saik, CEO of T1 Technology Corp., shares how artificial intelligence (AI) is reshaping farm equipment dealerships and precision agriculture. The veteran ag tech entrepreneur draws on real-world deployments of visorPRO.ai and AGvisorPRO to demonstrate how AI helps dealerships unlock knowledge from service manuals, work orders and internal systems to reduce downtime, accelerate service and strengthen customer relationships.

Saik, a member of the AI-Driven Leadership program, also shows how AI-powered platforms can improve agronomic decision-making, connect experts with farmers and streamline customer support.



Robert Saik
T1 Technology Corp.

You'll Learn:

How AI is being applied today inside dealerships & on farms, and how to leverage AI at your dealership to drive efficiency, profitability & customer trust.

General Session — Beyond the Boom: Exploring the Future of Sprayer Tech

Theo Leeb, managing director of Horsch Leeb Application Systems, takes the PFDS stage for the first time ever to discuss the evolution of sprayer technology in recent years and the game-changing innovations shaping how farmers manage and apply their inputs. Leeb, who started building self-propelled sprayers in Bavaria, Germany in 2001, also dives into the latest trends, data and observations from the field in this comprehensive look at the evolving landscape of precision spraying.



Theo Leeb
Horsch Leeb
Application Systems

You'll Learn:

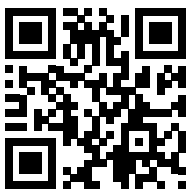
The latest sprayer technology trends your team should know about, how to stay ahead of the curve with sprayer innovations coming down the pipe & their potential impact on your customers' operations.

Summit Adjourns at 3:30 p.m.

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