



AgVend

Enabling Opportunities

2023 Partner Summit

November 8-9, 2023 | Cedar Creek, TX



Enabling Opportunities

From finding opportunities yet to be discovered, to encouraging your teams to unlock opportunities in front of them today. Are you prepared for the road ahead? As new challenges present themselves, so do new opportunities. Digitally enabled businesses are unlocking opportunities to create transparency, find revenue gaps, advance as trusted advisors and build efficiencies to remain competitive and become a stronger, more unified agriculture industry.

Enabling opportunities for the industry, your business, your team, and yourself takes curiosity, intention, dedication, and grit. It's about evolving and changing, leading others, and challenging the norm. New opportunities stem from an evolving state of change and bright eyes that see the potential for greatness. Enable yourselves to become more successful than yesterday and prepared for the future that awaits.



A Note From Alexander & Eli

Hey y'all, welcome to Texas! Thank you for joining us at our annual Partner Summit.

Since launching our first Digital Enablement Platform three years ago, we've built a strong foundation and fostered an impressive network of strategically aligned partners that represent about 23% of North American agricultural retailers.

That is thanks to you. The spirit of mutually challenging each other, asking questions, and providing feedback has been a cornerstone for our shared success.

By collaborating with the best in the business, our goal is, and has always been, to create a more dynamic and efficient ag supply chain. We are committed to delivering value by bringing your teams and customers new opportunities and solutions to augment and enhance how you work together today.

Our current momentum is setting the stage for long-term, sustainable growth, exciting opportunities, and a future filled with even greater achievements and mutually assured success.

As the most innovative leaders in the industry gather, there is something extremely special and valuable about the people at this conference. We hope you enjoy the summit and learn from each other through the next few days and beyond. We look forward to walking alongside you on your journey to write the future of this industry and to win in that future.

Sincerely,

Alexander Reichert & Eli Rosenberg
Co-Founders, CEO & CPO

▶ Wednesday, November 8

Time	Agenda Item	Location
4:45 PM	Welcome Reception, Networking, & Mingling	LBJ Pavilion
5:00 - 6:00 PM	Opening Remarks <ul style="list-style-type: none">Alexander Reichert, CEO & Co-Founder, AgVend	LBJ Pavilion
6:00 - 7:00 PM	Keynote: Addressing Agricultural Labor Shortages with Technology <p>The agriculture industry is facing significant labor shortages that are expected to worsen in the coming years due to various factors such as an aging workforce and changing demographics. To overcome this challenge, new technology has the potential to provide support to agribusinesses and farmers alike.</p> <ul style="list-style-type: none">Tyler Hogrefe, Group Product Manager - Professional Solutions, John Deere	LBJ Pavilion
7:00 - 8:30 PM	Dinner	LBJ Pavilion



▶ Thursday, November 9

Time	Agenda Item	Location
7:00 AM - 8:00 AM	<p>Breakfast Come and go as you please.</p> <p>Sponsored by:  Upstream</p>	Pecan Court
8:15 - 9:30 AM	<p>Beyond Carbon - Opportunities in Sustainability & Traceability</p> <p>Consumer demand for sustainably produced food and traceability information is growing rapidly, creating opportunities for growers to capture premiums in downstream markets. However, to take advantage of these markets, growers need access to the right information and structured data. Ag retailers, as trusted advisors to growers, can play a key role in bridging this gap and helping growers access these markets.</p> <ul style="list-style-type: none">■ Tracy Linbo, Chief Commercial Office at AgVend■ Luke Petersen, Regenerative Agriculture Specialist at The Nature Conservancy■ Nelson Carter, Senior Intelligence Analyst & Fusion Leader at Aimpoint Research■ Carl Dickinson, President & CEO of Central Valley Ag Cooperative	Baron's Ballroom ABCD
9:30 - 10:30 AM	<p>Attracting, Retaining, & Maximizing Your Talent</p> <p>Attracting top talent and maximizing their output is essential to unlocking new opportunities. Agvend Partners will discuss their strategies for addressing labor challenges in the agricultural industry, including approaches to recruitment, process optimization, outsourcing, and innovative account management models. Learn how these companies are leveraging technology and best practices to attract top talent and drive efficiency in their businesses.</p> <ul style="list-style-type: none">■ Pat Sullivan, SVP of Partner Success at AgVend■ Angela Hudgins, VP of HR and Talent Management at Co-Alliance Cooperative■ Jeff Crissinger, VP of Agronomy Sales & Marketing at NuWay-K&H Cooperative■ Haylee VanScoy, Director of Grain Purchasing & Risk Management at Heritage Cooperative	Baron's Ballroom ABCD



▶ Thursday, November 9

Time	Agenda Item	Location
10:30 - 11:00 AM	Break	Baron's Ballroom Corridor
11:00 AM - 12:00 PM	<p>Enabling Sales Teams & Creating Opportunities</p> <p>How can you help your sales team sell more and create opportunities for growth? Panelists will share their insights into their approach to digital marketing, cross-selling, customer segmentation, and strategies for providing growers with the information they need to make informed purchasing decisions. Gain valuable insights into the power of targeted digital marketing to support sales teams and drive business growth.</p> <ul style="list-style-type: none"> ■ Lena Head, Director of Partnership Management at AgVend ■ Craig Patty, VP of Sales & Marketing at River Valley Cooperative ■ Greg Culp, VP of Sales & Marketing at Mercer Landmark ■ Cassandra Morari, Chief Operating Officer at The Rack 	Baron's Ballroom ABCD
12:00 - 1:15 PM	<p>Lunch - Product Discussion Forum (Marketing, CRM, eCommerce, Product Management, Grain, Energy)</p> <p>Sponsored by:</p>	Pecan Court





▶ Thursday, November 9

Time	Agenda Item	Location
	Unlocking the Future - Exploring the Factors Shaping Agriculture The agriculture industry is continuously evolving with technology advancements, changing regulations, and shifts in the global economy. As these changes occur, they will inevitably impact the business models of ag retailers and cooperatives.	Baron's Ballroom ABCD
1:15 - 2:15 PM	<p>This discussion will explore how the evolving agricultural landscape will impact ag retailers and cooperatives, and what they need to do to prepare for these changes.</p> <p>Topics include: Autonomy & Robotics, Traceability, Farm Consolidation, Supply Chain Consolidation, and Artificial Intelligence</p>	
	Leading Change: How to Prepare for Future Opportunities AgVend Partners will share how they are using change management practices to progress through their digital journey and learn how they are more quickly unlocking opportunities. They will discuss their experiences with change management principles that increase adoption for both internal teams and customers, and share insights into their digital transformation journey.	Baron's Ballroom ABCD
2:15 - 3:15 PM	<ul style="list-style-type: none">■ Kelly Miller, Director of Ag Tech at Compeer Financial■ Jarrod Fogal, Sr. Director, Agronomy and Digital Ag at Richardson International■ Drew Garretson, Chief Marketing Officer at Ceres Solutions Cooperative■ Dave Spears, Executive Vice President and Chief Marketing Officer at MKC (Mid Kansas Cooperative Association)	

▶ Thursday, November 9

Time	Agenda Item	Location
3:15 - 3:45 PM	Break	Baron's Ballroom Corridor
3:45 - 4:30 PM	AgVend Product Roadmap <ul style="list-style-type: none">■ Eli Rosenberg, Chief Product Officer & Co-Founder at AgVend	Baron's Ballroom ABCD
4:30 - 4:45 PM	Recap & Closing <ul style="list-style-type: none">■ Tracy Linbo, Chief Commercial Officer at AgVend	Baron's Ballroom ABCD
4:45 - 5:15 PM	Break	
5:15 - 7:30 PM	Lawn Party Yard games, appetizers, drinks, and live music by Aaron McDonnell	Backyard Lawn
7:30 - 9:00 PM	Dinner Sponsored by:	LBJ Pavilion





▶ Thank you to our sponsors!



Compeer Financial is a member-owned, Farm Credit cooperative serving and supporting agriculture and rural communities. We provide loans, leases, agtech solutions, risk management and other financial services in Illinois, Minnesota and Wisconsin. Offering specialized expertise and personalized service regardless of the size of the farm, the type of crop grown or the livestock raised, Compeer Financial exists to champion the hopes and dreams of rural America.

Compeer Financial regularly collaborates with others who are also dedicated to agriculture and rural America. Our in-house specialists participate in conversations that extend beyond our service area, providing formal and informal insight on topics pertinent to all industries, including dairy, swine, grain and renewable energy. With \$30.5 billion in total assets, Compeer Financial is one of the largest cooperatives in the Farm Credit System.

Compeer understands the importance of helping farmers with financing needs when and where they need it. By maximizing technology through our AgTech team and our partnerships with point of sale providers, we bring easy access to funding for real estate, real estate refinancing, operating and term loans. We are the bridge that connects farmers to fast and easy agricultural financing. Learn more at www.compeer.com.

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John Deere is a global leader of agricultural equipment and precision ag technology solutions. We help producers and businesses push the boundaries in the areas of efficiency and profitability. There's purpose behind everything we do so that our customers have the tools to tackle some of the world's biggest challenges. For nearly two centuries, John Deere has been committed to developing innovative solutions to help our customers be more productive. John Deere also provides financial services through John Deere Financial, within the agribusiness space.

John Deere Financial offers a wide range of ag retailer solutions designed to increase sales, improve working capital as well as reduce accounts receivable costs and the risk of bad debt. With buy now pay later HARVEST TERMS™ financing for crop inputs, your customers will enjoy the exclusive benefits of the Multi-Use Account™. We offer interest free or low-rate programs at no cost to you, that could save your customers thousands of dollars versus their operating line of credit at the bank. We understand agriculture and the demands it has on your business to grow, compete and to build even more customer loyalty. Learn more at www.JohnDeere.com.



Upstream Ag Professional is a weekly newsletter providing curated news and evergreen insights and analysis at the intersection of innovation and business in agriculture published by Shane Thomas, an agribusiness professional based in Calgary, Alberta, Canada.

The mission is to apply strategic frameworks to notable, novel and new events and trends throughout the agriculture industry that give you an advantage to take back to your business so you and your team can thrive.

Every Sunday morning, Upstream Ag Professional subscribers receive an email delivering essential research, insights and analysis from the world of agribusiness that they use to drive innovation within their businesses, make informed decisions, and seize emerging opportunities within the industry. Upstream Ag Professional subscribers are leaders within the industry, from executives of the largest agribusinesses, to elite venture capitalists, pioneering agtech founders to the most ambitious young professionals looking for an edge in their career.

Topics include agtech, ag retail, crop protection, seed, biologicals, business strategy, digital technology strategy, farm equipment and more.

The newsletter has more than 14,000 subscribers from over 100 countries and is read by agribusiness leaders from hundreds of agribusinesses including the most influential organizations. Learn more at www.upstream.ag.



▶ Meet Our Speakers



Tyler Hogrefe | Group Product Manager - Premium Digital at John Deere

Session: Keynote - Addressing Agricultural Labor Shortages with Technology

Tyler Hogrefe is currently a Group Product Manager for John Deere's Intelligent Solutions Group, responsible for the strategy and delivery of premium digital solutions for Deere's Ag & Turf and Construction & Forestry businesses, which includes products like Operations Center PRO. Tyler also has responsibility for Operations Center's Application Programming Interfaces (APIs), enabling data owners to share data with connected software companies of their choice.

Prior to this role, Tyler was the Business Insights Manager responsible for leading strategic initiatives and investor relations for John Deere's North American Ag & Turf business. As a Dealer Development Manager, Tyler was responsible for leading mergers & acquisitions and strategic business consulting for channel partners in twenty-eight states across the United States. Tyler's eight roles with John Deere have provided him experience in business optimization, strategic planning, leading technology development & delivery, and people leadership.



Carl Dickinson | President and Chief Executive Officer at Central Valley Ag (CVA) Cooperative

Session: Beyond Carbon - Opportunities in Sustainability & Traceability

Carl Dickinson is President and Chief Executive Officer of Central Valley Ag (CVA) cooperative. He has served in management positions for 29 years in three different states within the cooperative system giving him a unique perspective on the roles of the local and regional cooperatives. His career began in 1993 at Battle Creek Farmers Co-op. In 2009, Carl was named CEO of United Farmers Co-op in York, Neb., which unified with Central Valley Ag in 2014. Further unifications with FCC in Hinton, Iowa and Farmway Co-op in Beloit, Kansas followed. More recently acquiring Laurel, Neb. and unifying with Henderson Co-op in Henderson, Neb., and Farmers and Ranchers Co-op in Ainsworth, Neb. to bring CVA to what it is today.

In addition to serving as President/CEO of CVA, Carl also serves on the Land O' Lakes Board of Directors and has served on that board since 2020. Carl also serves on the Nebraska Cooperative Managers Association.

Carl grew up in Marquette, Neb. on a hog farm. He and his wife Dawn have two grown daughters, Cassie and Alexandra. His hobbies include enjoying time with his granddaughter, hunting, music, golf and fishing.

▶ Meet Our Speakers



Nelson Carter | Sr. Intelligence Analyst & Fusion Leader at Aimpoint Research
Session: Beyond Carbon - Opportunities in Sustainability & Traceability

Nelson Carter brings immense experience within the agriculture industry to his role as a Fusion Leader and Senior Intelligence Analyst at Aimpoint Research. Through growing up on a farm and then operating one himself in North Texas, Nelson brings expertise in crop production and direct-to-consumer business. Prior to joining Aimpoint Research, Nelson received a degree in journalism from Texas A&M University. He started his career as an agricultural reporter and then spent 15 years in telecommunications working throughout the United States, Europe, China, and Latin America.

Nelson then journeyed back to his farm upbringing by starting a direct-to-consumer operation in 2014 that focused on supplying the restaurant industry in the Dallas & Fort Worth markets. His operation consisted of five acres of vegetable production including a one-acre greenhouse, grass-fed lambs, eggs, and meat poultry, with a state-inspected poultry processing plant he owned and operated.

In his current role, he focuses on policy, technology, labor and economics. His expertise in the agri-food industry has supported client projects involving finance, insurance, agrichemical, and commodities.



Luke Petersen | Regenerative Agriculture Specialist at The Nature Conservancy

Session: Beyond Carbon - Opportunities in Sustainability & Traceability

Luke Petersen is The Nature Conservancy's Regenerative Agriculture Specialist, based out of Michigan. As part of the North America Agriculture team, he provides strategic and programmatic support to projects aimed at improving the resiliency and productivity of our working lands, and enhancing agriculture's role in addressing climate, water, and biodiversity threats. Partnering with trusted farmer advisors across the country, Luke's work primarily focuses on developing and implementing strategies to support the critical role of agribusiness in scaling up adoption of regenerative agriculture. He also supports TNC's dairy sustainability initiative. Previously, he has worked in several roles to advance sustainable agriculture, from providing on the ground conservation assistance to farmers and ranchers, to leading national programs to overcome barriers to widespread adoption. Luke holds an M.S. in Agroecology from University of California Davis. He also co-manages his family's farm in southwest Michigan.



▶ Meet Our Speakers



Angela Hudgins | VP of HR and Talent Management at Co-Alliance Cooperative

Session: *Attracting, Retaining, and Maximizing Talent*

Angela Hudgins has been an HR professional for over 25 years. She has experience developing, implementing, and administering all phases of Human Resources and Talent Management including compensation, benefits, training, development programs and organization development. Angela has worked in several different industries, including Retail, Oil and Gas, Waste Management, Construction and Agriculture. As the VP of HR and Talent Management, Angela currently leads the HR capability for Co-Alliance Cooperative, Inc. the third-largest farmer-owned agricultural cooperative in the United States.



Jeff Crissinger | Vice President of Agronomy Sales and Marketing at NuWay-K&H Cooperative

Session: *Attracting, Retaining, and Maximizing Talent*

Jeff Crissinger has been with NuWay-K&H Cooperative for 28 years and is currently the Vice President of Agronomy Sales and Marketing. Previous roles in the company include Custom Applicator, Assistant Location Manager, Site Specific Ag Lead, Sales Account Manager, and Agronomy Sales and Marketing Director. Having been with the same company in various agronomy roles throughout his career allows Jeff to have a unique perspective on how company and employee expectations have changed over time with regards to employee recruitment, satisfaction, and retention. Jeff lives in Fairmont, MN with his wife Leslie, and together they have three children - Taylor, Jacob, and Joey.

▶ Meet Our Speakers



Haylee VanScoy | Director of Grain Purchasing & Risk Management at Heritage Cooperative
Session: *Attracting, Retaining, and Maximizing Talent*

Haylee VanScoy is an agricultural professional, entrepreneur, farm wife, and dog mom of 2. Although an Ohio native that grew up around agriculture, Haylee's initial path after high school graduation was far from that. After chasing dreams out of state and around the world, she found the road that led her home and graduated with a bachelor's degree in Agribusiness and Applied Economics from The Ohio State University. Early on as a grain merchandiser, she developed a passion for assisting producers in the discovery and execution of grain marketing solutions that fit the individualized needs of their operations. In her current role, Haylee is the Director of Grain Purchasing & Risk Management at Heritage Cooperative. Her passion for people has now translated into creating high performing teams through the cultivation of clarity, collaboration, and alignment. Aside from supporting her internal team, Haylee also manages the hedge desk and digital developments for the grain division. In her personal life, Haylee farms alongside her husband on his family's farm in Ridgeway, OH, where they run a hay baling and marketing operation and manage a feeder-to-finish market hog barn. Together in all their spare time, Haylee and her husband also own and operate Copper Windmill Farms LLC, shipping their pasture-raised beef direct to consumer.



Craig Patty | VP of Sales and Marketing at River Valley Cooperative
Session: *Enabling Sales Teams and Creating Opportunities*

Craig Patty has served in the agriculture industry since his graduation from Illinois State University. Craig started his career in the grain business spending 22 years in various roles involving merchandising and management. Working for Cargill 17 of those years, he was introduced to sales management in 2000 leading a team of Farm Markers in northern Illinois who originated grain and provided risk management solutions to farmers. Desiring to expand his knowledge in Agronomy, Craig joined Pioneer in 2013 serving on the Encirca team working with the Pioneer sales force in Indiana, Illinois, and Missouri. Before joining River Valley Coop, Craig served as Agribusiness Sales Manager for DTN leading a sales team that provided business solutions to Agribusinesses in the U.S. and Canada. In 2018 Craig joined River Valley Coop and was named Vice President of Sales and Marketing in 2019. In this role today Craig leads the Agronomy, Energy, and Feed sales organizations and provides direction to the company's marketing efforts.



▶ Meet Our Speakers



Greg Culp | VP of Sales and Marketing at Mercer Landmark

Session: *Enabling Sales Teams and Creating Opportunities*

Greg has a passion for agriculture that started at an early age. He was raised on a grain farm in West Central Ohio where he helped on the family farm, raising corn, soybeans and cattle. He also participated in 4-H, showing hogs and enjoyed the challenge of competing in show stock competitions.

He graduated from The Ohio State University, with a major in Crop Science. He is also a proud alumni, and past president of Alpha Gamma Rho, Beta Chapter.

His past career experience with Corteva, Bayer and in agronomy sales prepared him for his role as VP of Agronomy Sales and Marketing at Mercer Landmark. He is responsible for leading a team of crop production advisors, precision ag and conservation agronomy specialists. He also manages procurement of crop protection and seed products as well as leading the agronomy marketing efforts at Mercer Landmark.

His most recent focus has been to have a unified customer approach to producers. This builds on the strengths of Mercer Landmark, allowing them to assist growers with their agronomy, grain, energy and feed needs with a creative approach to marketing and customer segmentation. Mercer Landmark Connect has allowed their multiple business units to share customer information while also allowing them to target specific growers, send relevant, timely information, promote specific products and services and grow their overall business.



Cassandra Morari | Chief Operating Officer at The Rack

Session: *Enabling Sales Teams and Creating Opportunities*

Cassandra is the Chief Operating Officer for The Rack, a total approach Saskatchewan-based independent agriculture retailer offering agronomy expertise, fuel, seed, fertilizer, crop protection and custom application, and proprietary products to growers in western Canada. She works with the leadership team on day to day operations providing leadership, management and strategic vision that aligns to the company's priorities and growth goals. She spent the earlier part of her career in Ag Finance & leadership roles at Farm Credit Canada and holds a B.Comm from the University of Saskatchewan. To ensure the legacy as a leader in agronomic knowledge, adopting new technologies and customer service focus was continued, Cassandra joined the family business in 2015 and works closely with the CEO (her father) as they transition the business, which is now entering its 40th year.

▶ Meet Our Speakers



Kelly Miller | Director of AgTech at Compeer Financial

Session: Leading Change: How to Prepare for Future Opportunities

Kelly Miller has been the Director of AgTech at Compeer Financial since 2020. Before that, she worked as the Strategy and Innovation Manager for nearly three years. Prior to joining Compeer Financial, she spent over 13 years at Farm Credit Services of America.

As the head of the AgTech business unit, she oversaw incredible growth in revenue in 2022, which increased by 2,000%. 2023 is also shaping up to be a year of significant growth.

With the shift toward digital focus, Miller not only led in terms of technology but also played a crucial role in managing the changes needed to meet the evolving needs of clients.



Drew Garretson | Chief Marketing Officer at Ceres Solutions Cooperative

Session: Leading Change: How to Prepare for Future Opportunities

Drew Garretson, Chief Marketing Officer at Ceres Solutions Cooperative, has spent 16 years in the cooperative system serving in roles for Land O'Lakes Inc. in both agricultural technology development and digital strategy, leading teams across the United States. He is currently working to build a digital business enablement and marketing strategy for Ceres Solutions, one of the largest farmer-owned cooperatives in the U.S.

Drew serves as a local leader for many organizations in his state and community including, past chairman of the Knox County Community Foundation, Pantheon Business and Innovation Board of Directors and Chairman of the ag technology committee, Knox County Economic Development Board, Indiana State Department of Agriculture advisory board, Purdue College of Ag Alumni Executive Board of Directors and local chapter President, and most recently he got elected to serve on the Purdue Alumni Board of Directors. He is a graduate of the Indiana AgriInstitute Leadership Program, past chairman of the board for the Agribusiness Council of Indiana, where he led the charge of Indiana adopting nutrient stewardship standards across the state. Drew has served on several committees for KCDC including the B R and E Taskforce, ROZI Taskforce, a member of the Knox County READI team, and is currently co-chairing the Rural Broadband Taskforce on behalf of the Pantheon.

Drew is passionate and committed to advocating for agriculture. He does this by telling a story focused on the value-added technology solutions for farmers and ag businesses and a significant appetite for volunteering.



▶ Meet Our Speakers



David Spears | Executive Vice President and Chief Marketing Officer at MKC

Session: *Leading Change: How to Prepare for Future Opportunities*

David D. Spears currently serves as Executive Vice President - Chief Marketing Officer of MKC (Mid Kansas Cooperative Association). He is a member of the executive management team guiding strategic vision, direction and growth of a \$1.2 Billion agribusiness providing grain, agronomy, energy, feed and risk management products and services. He has served in this role since 2009. Mr. Spears has a lifelong background and career in Agriculture with a mix of both private sector and public service experience. His professional career encompasses 10 years in the banking industry, 12 years of policy and regulatory work in Washington, D.C. including Ag Staff Director for Senator Bob Dole and Commissioner of the Commodity Futures Trading Commission, followed by 22 years of executive management of two agribusinesses.



Jarrod Fogal | Senior Director, Agronomy and Digital Ag at Richardson International

Session: *Leading Change: How to Prepare for Future Opportunities*

Jarrod started his career with Richardson Pioneer in 2016, working as a sales agronomist at both the Wheatland and Carseland Ag Business Centres, before being promoted to a provincial agronomist. He moved into progressive management roles within the company, with a special focus on digital agriculture. In 2023, he was promoted to Senior Director, Agronomy and Digital Ag, where he has responsibility for Richardson Pioneer's digital agriculture and associated sustainability strategy.

Prior to joining the company, Jarrod worked as an agronomist with Bayer CropScience. He was also a leading trait development agronomist, developing new varieties of InVigor® canola in Australia.

Jarrod has an agricultural chemistry degree from the University of Saskatchewan and earned his Master of Science in business administration at the European School of Management and Technology in Berlin, Germany.



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▶ Notes



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