

From the Editors of

PRECISION
FARMING DEALER

FARM
EQUIPMENT
Personalized Strategies for Dealers



96.4%
OF 2017
ATTENDEES
RECOMMEND
THE SUMMIT!

ROUTE TO:

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

PRECISION FARMING DEALER SUMMIT

BRIDGING THE PRECISION PROFITABILITY GAP

JANUARY 8-9, 2018 • LOUISVILLE, KY



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 8-9, 2018 • Louisville, KY

The Historic Galt House, Louisville's Waterfront Hotel



Innovative Precision Minds to Meet in Louisville January 8-9, 2018

The business of precision farming is in transition. A willingness to embrace change through collaborative learning from precision peers is essential. Today's technology dealers — iron, independent, co-operative and input retailers — are challenged to grow their precision business by bridging proven technologies of the past with progressive innovations of the future.

This is a shared responsibility among suppliers, dealers and farm customers. But as Arlin Sorensen, CEO and founder of HTS Ag told a SOLD OUT crowd at the 2017 Precision Farming Dealer Summit, "The real challenge with growth is leadership. We as dealers have to learn how to lead and grow people if we want to grow business."

Sorensen set the tone for the dealer-only Summit, analyzing the pitfalls of poor planning and challenging attendees to be industry mavericks, creatively "working on their precision farming business, not in the business," to connect past triumphs with future goals.

Building on the success of the first two precision-specific dealer

events, and responding to dealers' call for a continuing learning-intensive experience, the 2018 event is built around the theme of "Bridging the Precision Profitability Gap."

Embracing the same collaborative, dealer-to-dealer learning formula from our previous dealer-only summits — 97.1% of past attendees rated the Summit 3 or 4 stars for networking and knowledge sharing — this 2-day, knowledge-packed agenda at the historic Galt House in downtown Louisville 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 8-9, 2018 in Louisville for this exclusive, DEALER-ONLY event.

— Jack Zemlicka, Managing Editor, Precision Farming Dealer

Monday, January 8

1:00-2:00 p.m. Dealer-to-Dealer Panel: Adopting an Agronomic Mindset with Precision Sales & Service

There's no silver bullet solution to generating recurring revenue from agronomic services. Dealers continue to experiment and evolve their approaches, some by hiring staff agronomists and others collaborating with third-party data management service providers. But what is the most proven pathway to growing precision profits? And how can dealers seamlessly bridge the gap between hardware sales and agronomic services?

During a dealer-to-dealer panel discussion to kick-off the 2018 Precision Farming Dealer Summit, 3 precision farming managers detail the opportunities and obstacles they've encountered implementing data management and agronomic offerings as sources of recurring revenue.

Joel Kaczynski, Product Specialist Manager, RDO Equipment, Moorhead, Minn. (2010 Dealership of the Year) — With a 20-year career in precision farming and agronomy, including the last 13 with RDO Equipment, Kaczynski has drawn on his diverse experience to help launch and develop the 75-store dealer's information management service offerings. Hiring its first staff agronomist 6 years ago, the dealership's investment has contributed to a doubling of precision service revenue during the last 3 years. Coming from an agronomy background, Kaczynski was a recognizable and trusted face with customers to help the dealership evolve into the agronomic business across a diverse 10-state service area extending from the upper Midwest to the Southwest.



Joel Kaczynski
Product Specialist Manager
RDO Equipment

He details the dynamics of a profitable agronomic partnership and why getting a seat at a customer's table during the decision-making process is key to entering the agronomic market as collaborators, not competitors.

Chris Conway, Precision Ag Coordinator, Southern States Co-Op, Richmond, Va. (2017 Most Valuable Dealership) — Unlike traditional dealerships, Southern States doesn't sell hardware or machinery. Yet agronomy services account for near-

ly 50% of total annual revenue for the 200,000 member co-op. In fiscal year 2016, \$679 million of the company's \$1.6 billion in revenue came from its agronomy division. To meet revenue expectations along with the diverse support needs of customers from Delaware to Florida — and states in between — Conway has cultivated a precision culture rooted in training diversity, service flexibility and a proof vs. projection sales mentality.



Chris Conway
Precision Ag Coordinator
Southern States Co-Op

He discusses how banking on the agronomic origins of precision farming is the cornerstone of Southern States' "decision ag" business model that is modern and innovative, but also transparent and practical.

Paul Bruns, Owner, Precision Consulting Services, Canby, Minn. — Bruns has offered soil sampling services since he started the independent precision dealership in 2004. Using a proactive per-acre model for agronomic services, he gets as many of his customers on board with multi-year packages designed to be comprehensive data management programs. "There is stability in the cashflow," says Bruns. "If we had 50,000 acres under contract for 4 years and we have a set price, we can already know what the income over the next 3-4 years will be just with the existing customer base."



Paul Bruns
Owner
Precision Consulting Services

Bruns shares the value of establishing stable, yet flexible agronomic services and the importance of delivering on the Big Data promise long term, to increase predictability in costs for himself and customers.

3 Things You Will Learn from this Session

1. How to leverage a proactive sales approach that delivers bankable, reliable agronomic results
2. Why a "decision ag" mindset will connect the dots between hardware sales and data management service
3. How to earn an influential seat at the customer's table during the agronomic discussion

**"THE MOST ELITE GROUP
OF DEALERS SHARING INFORMATION..."**

— Tim Norris, Ag Info Tech, Mount Vernon, Ohio

2:15-3:15 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:

- Packaging, Pricing & Promoting Precision Service Plans
- Advancing Autonomous Vehicles in Ag: What's Next?
- Tech Troubleshooting: Tips, Tricks & Triumphs
- Reboot or Recycle? Strategies for Selling & Servicing Used Technology
- How to Organize & Execute a Successful Precision Field Day
- Turning Digital Ag Potential into Profit
- Technically Speaking, Where Can Suppliers Improve?

3:30-3:45 p.m. Roundtable 2-Minute Recaps – Straight from the Moderators

3:45-5:00 p.m. General Session: A People First Approach to Growing a Precision Farming Business

T.J. Stauffer, Precision Ag Recruiter & Consultant Agri-Search — With all the promising advancements technology is making, there is still one barrier that continues to hinder progress. People. No amount of automation and autonomy can erase the need for human interface, and therein lies technology's greatest obstacle, says T.J. Stauffer, veteran precision consultant and ag recruiter.

Born and raised on his family farm near Clinton, Ill., Stauffer's diverse 12-year career in the precision farming industry includes experience as a technology specialist at a dealership as well as field mapping and crop scouting with a seed retailer, bringing a unique insider's perspective on the people side of the precision industry. He says it's easy to let the bottom line be the sole measurement of success

or failure of a precision farming business. But after crunching the numbers, management needs to understand how they arrived at those sales and service figures. This starts with a realization that the greatest investment dealerships make in the profitability of their precision business is in their employees.

Stauffer shares his advice for maximizing performance, retention and stability within a precision business, challenging dealers to clearly define a pathway to success for employees.



T.J. Stauffer
Precision Ag Recruiter
Agri-Search

3 Things You Will Learn from this Session

1. Ways to ensure employees their potential in your dealership and methods for keeping your best precision talent
2. How to create an in-house training pipeline and establish a "precision university" to educate your staff
3. How to break the ceiling of minimum competency and how to expect overachievers

AT-A-GLANCE SUMMIT SCHEDULE

Monday, January 8, 2018

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

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

"Adopting an Agronomic Mindset with Precision Sales & Service"
• Joel Kaczynski, Product Specialist Manager, RDO Equipment
• David Swain, Precision Farming Manager, Southern States Co-Op
• Paul Bruns, Owner, Precision Consulting Services

2:15-3:15 p.m. Roundtable Discussions (1st Set)

Packaging, Pricing & Promoting Service Plans • Advancing Autonomous Vehicles in Ag: What's Next? • Tech Troubleshooting: Tips, Tricks & Triumphs • Reboot or Recycle? Strategies for Selling & Servicing Used Technology • How to Organize & Execute a Successful Precision Field Day • Turning Digital Ag Potential Into Profit • Technically Speaking, Where Can Suppliers Improve?

3:30-3:45 p.m. Roundtable 2-Minute Recaps

3:45-5:00 p.m. General Session

"A People First Approach to Growing a Precision Farming Business"
• T.J. Stauffer, Consultant & Precision Recruiter, Agri-Search

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

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

"Decoding the Digital Ag Mystery: Obstacles, Opportunities & Outliers"
• Kenneth Zuckerberg, F&A Farm Input Senior Analyst, RaboResearch

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

Tuesday, January 9, 2018

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

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

"Implementing Innovative & Effective Training to Accelerate Precision Growth"

• Layne Richins, Precision Farming Manager, Stotz Equipment
• Chris Finley, Vice President Parts & Service, Mazergroup
• Cody Searle, Precision Farming Manager, Agri-Service

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

Downsizing Big Data: Actionable Insights for Adding Agronomic Services
• Recruiting & Retention: Creating an "At the Ready" Precision Depth Chart
• Logging Into the Potential of Online Sales Opportunities
• What is the Real ROI Behind UAVs?
• Do I Need a CRM System for My Precision Business?
• Best Practices for Building My Precision Brand
• Packaging, Pricing & Promoting Service Plans

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

"Dissecting the Dynamics of a Profitable Precision Partnership"

• Adam Gittins, General Manager, HTS Ag
• Adam Fennig, Product Specialist, Fennig Equipment
• Brice Hennings, Precision Service Manager, Van Horn Precision Technologies

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

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

What is the Internet of Things & How Will It Change My Business?
• Tech Troubleshooting: Tips, Tricks & Triumphs
• Collaborators Not Competitors: Establishing an External Precision Support Network
• For Independent Precision Dealers Only
• Proving Product ROI: Show & Tell Solutions
• Aftermarket Opportunities: Best Bets & Busts
• Downsizing Big Data: Actionable Insights for Adding Agronomic Services

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

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

"Tracking Employee Efficiency, Inventory & Billable Hours: Secrets & Solutions"

• Mike Houghtaling, President, P&C Ag Solutions
• Shannon Norwood, Integrated Solutions Manager, TriGreen Equipment
• Keith Byerly, Advanced Cropping Systems Manager, Central Valley Ag

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

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

KEYNOTE PRESENTATION: Decoding the Digital Ag Mystery: Obstacles, Opportunities & Outliers

The last few years have seen some dramatic shifts in the ag technology landscape with companies adjusting objectives to accommodate farmers' spending habits. Increasing adoption of precision farming practices remains a priority within the industry and as suppliers pivot toward the future, there are lessons to be learned from the past.

A recent report, *Bungle in the Ag Tech Jungle – Cracking the Code on Precision Farming and Digital Agriculture*, co-authored by **Kenneth Zuckerberg, RaboResearch F&A Farm Input Senior Analyst**, reveals that the 4th and newest wave of innovation — digital agriculture — has enormous potential, and how data intensive farming methods will add real value to your farm customers.

Zuckerberg joined Rabobank Group, a global financial firm serving the ag industry, in 2014, and has more than 25 years of institutional investment research and asset management experience. He foresees a “day of reckoning” where standardization and streamlining will reshape and define digital agriculture.

“This idea of selling software to help produce unproven results to farmers who are undergoing 4 years of pressure on the row-crop cycle, is not a great idea,” he says. “Back-end service is where retailers can capitalize by selling higher value adds insights, analysis and actionable recommendations.”

Zuckerberg shares analysis on the profitable value of adopting a “software for free, premium support for a fee” precision business model, how more than \$6.5 million in venture capital investment is changing the precision landscape and why the Internet of Things (IoT) is more than an abstract trend in agriculture.



Kenneth Zuckerberg
Farm Input Senior Analyst
RaboResearch

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

Tuesday, January 9

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

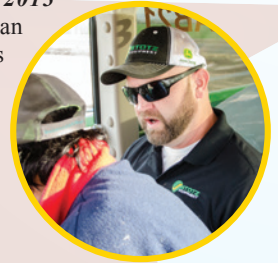
8:00-9:00 a.m. Dealer-to-Dealer Panel: Implementing Innovative & Effective Training to Accelerate Precision Growth

Technology training — both internal and external — can hold as much earning potential as it can headaches. But employee and customer training are essential investments for precision growth during the next 5 years, with more than 98% of dealers citing these areas as priorities in the 2017 *Precision Farming Dealer Benchmark Study*. Technical competency can be improved through annual training requirements, but dealers must develop the “soft skills” of their precision staff in connecting with customers to provide practical, reputable education.

During this progressive panel discussion (with Q&A time built in), 3 precision farming managers share their

strategies and stumbling blocks to bridging the precision knowledge gap for both their staff and farm customers.

Layne Richins, Precision Farming Manager, Stotz Equipment, Casa Grande, Ariz. (2013 Dealership of the Year) — Rather than maintain a separate Integrated Solutions department, the 25-location Stotz Equipment, chose to run its precision business through the service department. Starting in 2013, Richins, divided his responsibilities between being service manager at the dealership's Casa Grande, Ariz., location and the precision farming coordinator for all of Stotz's stores. The job required a streamlined, yet comprehensive communication strategy, training structure and measurable metrics from the top down to meet customer and dealership expectations. Today, Richins focuses solely on management all of the dealership's precision specialists at each location.



Layne Richins
Precision Farming Manager
Stotz Equipment



“GREAT PEOPLE. GREAT IDEAS. IT'S THE BEST COLORBLIND EVENT FOR PRECISION FARMING...”

– Heather Hardy, H&R Agri-Power, Brownsville, Tenn.

Call (262) 432-0388 to Register Today!

3 Things You Will Learn from this Session

1. How to avoid the “lone wolf” mentality: collaboration is critical to avoiding service lapses and missed sales opportunities
2. Why a “show” vs. “tell” mentality will accelerate the learning curve and integrate staff into the company culture
3. How to identify and cultivate your internal tech experts to be precision training leaders

Richins shares his managerial roadmap, and how he and Stotz bridged the demanding dual roles. This includes balancing profitability and progressiveness through collaborative troubleshooting and delegating, and lessons learned on how to sidestep communication land mines that can cripple productivity.

Chris Finley, Vice President Parts & Service, Mazergroup, Brandon, Manitoba — While technical education is an essential part of a precision department, collaborative training is an emphasis for Finley, who oversees everything from budgeting and marketing, to hiring and staff retention across the parts, service and precision departments. Since transitioning into his position nearly 3 years ago, Finley has worked to improve internal train-



Chris Finley
VP Parts & Service
Mazergroup

ing methods throughout the dealership’s 14 ag stores in central Canada, specifically setting attainable benchmarks and standards for the 11-person precision department.

Finley shares the growing pains behind establishing a structured training system to deliver a comprehensive and comfortable experience for customers, and how the early returns are contributing to \$2.5 million in annual hardware sales and a 30% increase in precision service revenue.

Cody Searle, Precision Farming Manager, Agri-Service Burley, Idaho (2012, 2014, 2016 Dealership of the Year, Best in Class)— Responsible for a 7-person precision staff covering 13 retail stores in Washington, Idaho, Oregon and Utah, Searle understands the value of proactive training, rather than reactive learning. To generate \$3 million in annual precision sales, 30% of which comes from service, meeting the expectation for timely, reliable service requires an “on call” mentality and a goal of leaving customers more informed and confident about their technology investments after every visit.



Cody Searle
Precision Farming Manager
Agri-Service

Searle talks through overcoming the “time factor” when delivering actionable precision training to both customers and staff, along with adopting a “quality without compromise” attitude to strengthen internal and external trust.

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:

- Downsizing Big Data: Actionable Insights for Adding Agronomic Services
- Logging Into the Potential of Online Sales Opportunities

- Recruiting & Retention: Creating an “At the Ready” Precision Depth Chart
- What is the Real ROI Behind UAVs?
- Do I Need a CRM System for My Precision Business?
- Best Practices for Building My Precision Brand
- Packaging, Pricing & Promoting Service Plans

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. Dissecting the Dynamics of a Profitable Precision Partnership

A quality product may get a customer in the door of your dealership, but it’s service after the sale that keeps them coming back. Exceeding support expectations is a lucrative — yet sometimes elusive — opportunity for precision dealers.

During this unique, moderated panel discussion, three dealers are **joined by their progressive precision customers** to dissect their business relationships, chronicling solutions to adoption pain points, prioritizing technology needs vs. wants and the value of building two-way trust.

Adam Gittins, General Manager, HTS Ag, Harlan, Iowa — Focus groups have long been a tool to measure company performance and customer satisfaction. But Gittins and HTS Ag have gone a step further, facilitating highly regimented grower peer groups linking innovative farmers with one another and strengthening business relationships. The initiative, launched 4 years ago, requires a financial commitment on the part of peer group members and encourages business



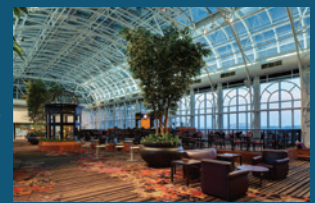
Adam Gittins
General Manager
HTS Ag

leaders from each operation to attend quarterly meetings.

Back by popular demand, Gittins shares the payback and promise of fostering closer, authentic relationships with customers and how to get “front row seats” to understand their real needs — to which precision services can be catered.

Reserve Your Room at The Galt House in Downtown Louisville

The Galt House hotel will be the host site for the 2018 event. Deluxe guestrooms are available for **\$104** per night in the Rive Tower or executive suites are available for **\$134** per night in the Suite Tower.



To reserve your room, please call 502-589-5200 and mention the “Precision Farming Dealer Summit” to get the special room rates.

www.PrecisionSummit.com

Adam Fennig, Product Specialist, Fennig Equipment, Coldwater, Ohio

— Fennig cut his teeth on precision technology through trial and error on the family farm. Today, he serves as the product specialist at Fennig Equipment, a shortline dealership in Western Ohio. With an emphasis on planting, application and tillage equipment, Fennig troubleshoots a wide range of precision systems, requiring deep mechanical and technical knowledge. From planter setups to sprayer calibrations, Fennig adopts a “practice what you preach” approach to standing behind equipment sales with reliable, ethical service.

Fennig shares both personal and professional experiences collaborating with others and customizing precision solutions through calculated experimentation.

Brice Hennings, precision service manager, Van Horn Precision Technologies — With background as both a precision specialist with an equipment dealership and now as the lead technology manager for an ag service retailer with more than 5,000 customers in central Illinois, Hennings understands the skill



**Adam Fennig
Product Specialist
Fennig Equipment**

sets required to build and maintain profitable business relationships. Though only a small portion of the 11-location retailer’s revenue flows from its precision business, Hennings is often the key customer touch point connecting seed, fertilizer, crop protection and technology sales and service.

Hennings discusses why preparation and performance are pathways to being a truly trusted advisor to customers.

- This first-ever format will bring you face-to-face with 3 top ag producers from Iowa, Illinois and Ohio for constructive learning.



**Brice Hennings
Precision Service Manager
Van Horn Precision Technologies**

3 Things You Will Learn from this Session

1. The value of connecting customers with each other to gain competitive advantages
2. What customers want in precision even if they can't easily articulate it
3. How to play to your strengths by over promising what you can

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 precision roundtables to voice your opinion, share your experience and ask those burning questions! Choose 1 of 7 concurrent roundtables for face-to-face dialogue on these important precision subjects:

- What is the Internet of Things & How Will It Change My Business?
- Tech Troubleshooting: Tips, Tricks & Triumphs

- Collaborators, Not Competitors: Establishing an External Precision Support Network
- For Independent Precision Dealers Only
- Proving Product ROI: Show & Tell Solutions
- Aftermarket Opportunities: Best Bets & Busts
- Downsizing Big Data: Actionable Insights for Adding Agronomic Services

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



“HEARING PERSPECTIVES BEYOND JUST THE OEM DEALERS PROVIDES A WIDE SPECTRUM FROM EVERYONE IN THE INDUSTRY OF WHAT IS WORKING AND WHAT ISN'T IN THE PRECISION BUSINESS...”

– Jason Pennycook, Johnson Tractor, Janesville, Wis.

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

Tracking Employee Efficiency, Inventory & Billable Hours: Secrets & Solutions

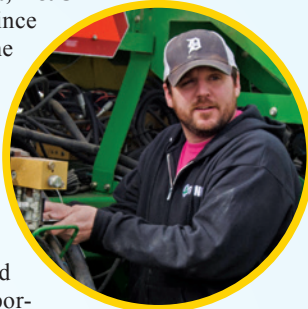
Structure and stability are cornerstones of a profitable precision business. Setting performance expectations of staff, consistently capturing service revenue and avoiding unnecessary inventory are key to black or red ink.

But knowing how to prioritize and organize these aspects of a precision business poses managerial pain points.

In this must-hear panel for management, 3 precision farming managers discuss the successes — and setbacks — they've encountered building a productive precision team.

Mike Houghtaling, President, P&C

Ag Solutions, Reese, Mich. — Since forming P&C Ag Solutions in the late 1990s as an independent technology service provider, Houghtaling has continuously evolved and, occasionally, reinvented the company to capitalize on untapped product and service needs. A willingness to experiment with niche product and service offerings brings both opportunities and challenges to carving out a lucrative corner of the precision business as a diverse independent dealer.



Mike Houghtaling
President
P&C Ag Solutions

Houghtaling shares his management strategies for stocking smart with technology parts, streamlining billing practices to increase efficiency and employee incentives to capture and retain precision revenue.

Shannon Norwood, Integrated Solutions Manager, TriGreen Equipment, Athens, Ala. — Overseeing a 4 person precision staff tasked with servicing the dealership's 19 locations in Alabama, Tennessee and Mississippi, Norwood knows logistics and communication are essential to an efficient, educated and effective precision department. Starting out as an AMS consultant in 2010, Norwood advanced to her role 6 years ago and more than doubled the dealership's precision revenue during the last 2 years.

Working with a diverse customer base, farming everything from corn and soybeans to peanuts and tobacco, Norwood shares her strategic secrets to delegation of duties, enforcing performance standards and trusting your precision team to own their roles and responsibilities.

Keith Byerly, Advanced Cropping Systems Manager, Central Valley Ag (CVA)

Randolph, Neb. — With 48 agronomy locations across eastern Nebraska, and parts of Iowa and Kansas, CVA's diverse and expansive customer base, requires a flexible core of precision advisors. Byerly joined CVA 15 years ago and now oversees 26 precision staff — including people dedicated to data management service, equipment side sales and 2-3 staff agronomists per location. Approaching the precision business with an "agronomy-first" objective, service accounts for 70% of the company's \$5.9 million in precision sales.



Shannon Norwood
Integrated Solutions Manager
TriGreen Equipment

Byerly shares how the retailer routinely delivers 2:1 returns on customers' agronomic service investments and maintains a 90% customer retention rate for its precision business.



Keith Byerly
Advanced Cropping Systems Manager
Central Valley Ag

100% Satisfaction Guaranteed

Lessiter Media has hosted national ag industry events for each of the last 33 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 2018 Precision Farming Dealer Summit in Louisville!



Founder Frank Lessiter (I) and Mike Lessiter, President

Frank Lessiter Mike Lessiter

3 Things You Will Learn from this Session

1. The benefits of having a "point person" to coordinate and track billing, invoicing and payroll
2. How to implement a uniform method for billing precision service — consistency is key to capturing revenue
3. How to hold staff accountable for their time and measure their tangible and intangible value

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

Extend Your Precision Learning at the 2018 National No-Tillage Conference

Continue your educational investment and join us at the 26th Annual National No-Tillage Conference for 4 days of diverse learning and networking opportunities with the most innovative farmers. **Precision Farming Dealer Summit attendees are eligible for a special rate of only \$295 — an \$84 savings off the full NNTC rate.** Call 262-432-0388 to register or follow the instructions that will be emailed to you after you complete your Summit registration.

Precision-focused sessions on the agenda include:

- Taking a More Precise, Records Based Approach to No-Tilling
- Bolstering the Bottom Line with Variable-Rate Fertility
- Conquering Confusion with Precision Ag
- How Drones Can Give Your Farm a No-Till Lift



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

FREE WITH ATTENDANCE BONUS MATERIALS VALUED AT \$1,675.00!

1. Precision Farming Dealer Annual Benchmark Study
2. 1-Year Subscription to Ag Equipment Intelligence
3. 1-Year Subscription to Dealer Sentiments & Business Conditions Update
4. 2018 Dealer Business Outlook & Trends Farm Equipment Forecast
5. 2018 Big Dealer Report
6. Free Ticket to Welcome Reception at the 26th Annual National No-Tillage Conference Immediately Following the Summit



CONTINUE LEARNING AFTER THE SUMMIT!

REGISTER BY NOVEMBER 30 TO GET EXCLUSIVE ACCESS TO VIDEO REPLAYS OF THE 2018 SUMMIT KEYNOTE PRESENTATION, GENERAL SESSIONS AND PANEL PRESENTATIONS. A \$99.00 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 individual Early Bird registration rate is \$469 (Regular rate is \$499 after 11/30/17). If you are registering 2 or more individuals, you are eligible for the group rate of \$439 per person (Regular group rate is \$469 after 11/30/17).

Register by 11/30/17 to get free access to video replays of the 2018 Summit keynote presentation, general sessions and panel presentations.

1 Conference Registration \$ _____

Or _____ x Conference Registrations = \$ _____

Add _____ Presentation Video Replay Packages x \$99 = \$ _____

Registrant Information:

Name: _____

Title: _____

Company: _____

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City: _____ State: _____

Zip/Postal Code: _____ Country: _____

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Email (required for confirmation): _____

1. What is your title:

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

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

- A. Retail Dealer of Tractors, Implements And/Or Related Machinery For The Farm
 B. Seed, Fertilizer or Chemical Retailer Providing Precision Ag Sales & Service
 C. Precision Hardware/Software & Service Dealer Only
 D. Other _____

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Additional Registrant*

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Email (required for confirmation): _____

*Please attach additional forms for any additional attendees

For hotel reservations contact:

Galt House Hotel
 140 N. 4th St., Louisville, KY 40202
 Phone: 1-502-589-5200

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

*Hotel room cut-off is December 17, 2017 or until allocated rooms are sold out.