2020 AgGateway Annual Conference

16-19 November

	Duration	US Central Time - Chicago Zone		
Day 1 - Monday, 16 November				
Opening General Session: "Create, Engage, Grow!"	110 minutes	10:00 AM		Join us as AgGateway President & CEO Wendy Smith and Board Chair Jeremy W. Wilson outline AgGateway's 5-year strategic plan, and 2021 annual plan, with thoughts on AgGateway's continuing role in the industry's transition to digital agriculture. We will also recognize exceptional leaders and preview some new communications tools.
Virtual Expo Hall	50 minutes	12:00 PM		Come visit our Virtual Expo Hall! AgGateway conference sponsors provide booths and links to content geared to AgGateway attendees, including some live content about relevant services, connectivity capabilities, and much more. Check it out!
Member Advisory Panel Kick-Off	30 minutes	1:00 PM		All are welcome to come share thoughts on the AgGateway member experience to help inform orientation, onboarding and other aspects of membership.
Retail and Energy Meet Up	90 minutes	1:00 PM	Concurrent	Retail and Energy segment interests overlap, and this is the session to discuss needs, successes and opportunities!
Internet of Things - Part 1	90 minutes	1:00 PM	Concurrent	Join us for two sessions that discuss the use of IoT agriculture field data, and challenges and business opportunities for successful application. Open discussion of pinch points and the challenges organizations are facing. This session gives and educational overview. Featuring Michael Finegan, Associate Vice President IoT Business Development for MultiTech, who provides a business/market overview of IoT and agriculture; and Dr. Wan Du, assistant professor in the Department of Computer Science and Engineering at the University of California, Merced, who provides a deeper look at some of the research going on to address problem areas as well as potential use cases.
State of the CIO	60 minutes	2:00 PM		Listen in on this discussion covering the challenges and opportunities facing agricultural CIOs (chief information officers) in today's environment. Panelists include Ernie Chappell, President of EFC Systems; Dan Willey, CIO of Wilbur-Ellis; and Doug Farrington, Regional Digital Officer, BASF.
Day 2 - Tuesday, 17 November				
Virtual Expo Hall	90 minutes	8:00 AM	Concurrent	Come visit our Virtual Expo Hall! AgGateway conference sponsors provide booths and links to content geared to AgGateway attendees, including some live content about relevant services, connectivity capabilities, and much more. Check it out!
AgGateway in Europe Meet Up 1: Linking External Data Repositories for Crop Protection Products	50 minutes	8:00 AM	Concurrent	A presentation on the resource description framework proof-of-concept for linking external reference data repositories, focused on crop protection products. Derek Scuffell, Agrimetrics UK, gives an overview of the proof of concept, implementing the "resource description framework" technique to link applications in a dynamic way to external data sources.
AgGateway in Europe Meet Up 2: Precision Ag Interoperability in Europe	50 minutes	9:00 AM		Hara Spathi, of the Agricultural Industry Electronics Foundation (AEF), will report on the ATLAS Project, which is focused on precision farming interoperability efforts in Europe. The session includes a review of pilots and results of the EU ATLAS initiative.
General Session - Keynote Speaker: Iain Lennon, Proagrica	75 minutes	10:00 AM		Iain Lennon, Director of Product Management for Proagrica. Lennon leads product strategy and R&D for Proagrica, and will speak to data and analytics solutions that combine data from agronomic, enterprise and supply chain systems.

General Session - Dan Kelly, The Negotiator Guru	75 minutes	11:30 AM		Dan Kelly, founder of The Negotiator Guru. Kelly is a global thought leader in advanced negotiation and IT strategic sourcing. His State of the CIO podcast is a platform for global IT leaders to discuss the changing role of technology in the business world.
Purdue OATS Center: Making Sense of Sensors & LoRa Implementation	60 minutes	1:00 PM		Join Andrew Balmos of Purdue's Open Ag Technology and Systems (OATS) Center for two quick sessions on topics related to field operations and Internet of Things in agriculture. Each presentation will be approximately 20 minutes long with time for Q&A.
Day 3 - Wednesday, 18 November				
Purdue OATS Center: Build a Better Spreadsheet	60 minutes	9:00 AM		An educational session on how to build better, more intuitive and more user-friendly spreadsheets for data collection, to enable improved use in data analytics. Includes a YouTube video and self-directed hands-on packet to supplement a learner's experience. The OATS Center recommends reviewing the online content prior to attending. If you or your company has need for spreadsheet implementations of sales reporting, field data collection, or other critical business processes, take advantage of this one-hour workshop!
Crop Protection Unique Identification	75 minutes	10:00 AM	Concurrent	This session will focus on gathering requirements for developing a central product reference table for crop protection products. Preliminary planning is for the cross-reference table to be provided by distributors; ag retailers would be the consumers of the information. We welcome crop protection distributors and ag retailers to participate, in order to indicate interest from distributors in loading product cross-references, and to define data elements that would be included in the cross-reference table.
Internet Of Things Ideation Session	75 minutes	10:00 AM	Concurrent	Part two in a discussion of the use of IoT agriculture field data, and challenges and business opportunities for successful application. Join us for a facilitated ideation session reviewing key points from Monday's session, identifying pinch points in processes and technology, and documenting interest in AgGateway working groups. Featuring Michael Finegan, Associate Vice President IoT Business Development for MultiTech, who provides a business/market overview of IoT and agriculture; and Dr. Wan Du, assistant professor in the Department of Computer Science and Engineering at the University of California, Merced, who provides a deeper look at some of the research going on to address problem areas as well as potential use cases.
Latin America Meet Up	75 minutes	10:00 AM	Concurrent	A presentation by EMBRAPA's Ronaldo Pereira De Oliveira on soil and laboratory testing as implemented in Brazil.
Agrisemantics Workshop	55 minutes	12:00 PM		Join us for an overview of work being done in the Agrisemantics working group to prepare systems and process guidelines for interoperability initiatives in agriculture.
Virtual Expo Hall	60 minutes	1:00 PM	Concurrent	Come visit our Virtual Expo Hall! AgGateway conference sponsors provide booths and links to content geared to AgGateway attendees, including some live content about relevant services, connectivity capabilities, and much more. Check it out!
Interactive Networking Event	60 minutes	2:00 PM		Come on out for AgGateway trivia! Team up to answer questions and get to know each other during this hour-long interactive trivia contest. Teams will be assigned dynamically and the highest scoring teams will win prizes!

Seed Messaging Working Group Session	90 minutes	3:00 PM		Focus on messages from AgGateway's Seed Connectivity Projects, and the implementation of new messages developed in 2019, with reports from those who are moving ahead, and information for those who want to make implementation a reality!
AgGateway Portfolio Update	90 minutes	3:00 PM		Get caught up on the latest in AgGateway working groups. Hear from group leaders on work done this year, where there is still work to be done, and opportunities for 2021.
Day 4 - Thursday, 19 November				
General Session: Andrew Kennedy, FDA: "New Era of Smarter Food Safety"	75 minutes	10:00 AM		Andrew Kennedy is the New Era Technology Team Leader for the New Era of Smarter Food Safety program at the U.S. Food and Drug Administration (FDA). He will speak on the New Era as a concept, the Food Safety Modernization Act (FSMA) Section 204 proposed rule, implications for AgGateway members, and ways to get involved in the public comment process.
AGIIS Data Privacy Working Group	60 minutes	11:30 AM	Concurrent	The AGIIS Data Privacy Working Group will discuss the status and next steps in their exploration of how data privacy issues impact AgGateway's Ag Industry Identification System (AGIIS), the directory of unique identifiers used in the industry.
Towards Ontology-based Data Integration for Grain Traceability through the Supply Chain	60 minutes	11:30 AM	Concurrent	AgGateway's Data Linking Working Group will explore an 'over-arching' Modular Ontology model for traceability across the supply chain, and a road map to get there. Increasing regulatory and consumer pressure suggests that the agricultural industry must do better with food traceability. In this session, Kansas State University and Texas State University co-present the next generation of ontologies and knowledge graph/visualization capabilities to help with track and trace challenges – efforts funded by the National Institute of Standards and Technology. Leveraging existing AgGateway assets helps build the foundation from which these future capabilities can grow, yet there is a "call for action" to our members for more connectivity, improved standards and guidelines, and broader participation.
Gateway to Ag Careers Presentations	60 minutes	1:00 PM		AgGateway's "Gateway to Ag Careers" students present their areas of interest, study program, or other related topics.
Virtual Expo Hall	90 minutes	2:00 PM	Concurrent	Come visit our Virtual Expo Hall! AgGateway conference sponsors provide booths and links to content geared to AgGateway attendees, including some live content about relevant services, connectivity capabilities, and much more. Check it out!