2019- Annual Conference Agenda with Descriptions

AgGateway

This content is current as of **30 Oct 2019** Items may change, so check back prior to conference.

Legend:

	Room is not available
	Room is available for a session
	Closed session (talk to leader if you would like an invite)
	Tentative

Monday, November 4th					
Time Slot	**Session 1**	**Session 2**	**Session 3**	**Session 4**	**Session 5**
8:00 am - 12:00 pm					**CHS Grain Handling Facility Pre-Conference Tour** (open to the first 50 people) Here is an opportunity to tour the CHS Myrtle Grove grain and export facility. *Coffee available in Royal A at 7:30 am. Meet in Front Lobby by 7:55 & walk to 637 Canal St to bus.*
8:30 am - 9:55 am	(Available Session)	(Available Session)	(Available Session)	**Gateway to Ag Careers Orientation** - This session is for the students that were selected for the Gateway to Ag Careers (GTAC). This session will provide them with a background on AgGateway and the conference.	
10:00 am - 11:45 am	**Executive Committee -** Closed session to the Executive Committee. The Executive Committee will review staff role descriptions and contracts for 2020, progress on AgGateway 2020 implementation and the implementation plan for the remainder of 2019 and 2020.	(Available Session)	(Available Session)	**AgGateway 101** (for new members and attendees)This session provides the strategy and structure of AgGateway and how it operates. This session will focus on AgGateway 2020 new structure and strategy. Anyone is invited to attend this session.	
12:00 am - 1:15 pm	(Available Session)	(Available Session)	(Available Session)	**First Time Attendees Luncheon** (invitation only) This luncheon is for all first-time attendees to the AgGateway Annual Conference. Please be sure to register as a first-time attendee, so that you will receive your invitation. This session provides an overview of the Conference and opportunity to get to know some of the other first-time attendees.	
Noon - 1:15 pm	**Lunch on your own** - Enjoy lunch in the hotel or nearby restaurants.				
1:30 pm - 3:00 pm	**AgGateway Business Meeting** (General Session) - Learn more about the AgGateway, where we are today and where we're headed - how we did in 2019 and what we plan to do in 2020 including an update on progress towards AgGateway's organizational transformation. We will announce our new leaders serving on the 2020 AgGateway Board of Directors and the election results for the leaders on our 2020 North American Steering Committee. We will also recognize outstanding volunteer efforts in forwarding AgGateway's mission and vision.				
3:00 pm- 3:30 pm	Break - Join us for some refreshments! Please thank our **sponsor AgVantage**				

3:30 pm - 4:25 pm	**Featured Speaker - Jake Appleberr**y (General Session) - Jake Appleberry is a fourth generation farmer of A & A Farms located in Tillar, Arkansas. Founded in 1941, A & A Farms currently produces both corn and soybeans on 3000 acres. In previous years, the farm also produced cotton and rice. Appleberry currently serves as president of Desha County Farm Bureau and is the governor- appointed president of the Arkansas Corn and Grain Sorghum Board. He also serves as the chairman of the Wheat and Feed Grains Commodity Division of the Arkansas Farm Bureau and as a board member of the 18th Drainage District. Appleberry currently resides in McGehee, Arkansas, with his wife and daughter. Come and learn how A&A Farms is using technology to farm better and smarter.	
4:30 pm - 5:30 pm	**AgGateway Regional Forum** - Come and learn what is going on in the various regions within AgGateway. Ask questions and learn how the regions will be working together in the consolidate AgGateway in 2020.	
5:45 pm - 6:15 pm	**Meet & Greet** (Invitation Only) This is a short session for the 1st time attendees and new members since 11/2018, to have a small gathering prior to the large networking session	
5:45 pm - 7:00 pm	**Opening Networking Reception** - Don't miss this opportunity to network with other members, vendors, customers and staff! We have great food and drinks! Please thank our **sponsor for this event, Proagrica**	

Tuesday, November 5th					
Time Slot	**Session 1**	**Session 2**	**Session 3**	**Session 4**	**Session 5**
8:00 am - 9:00 am	**Ag Retail Council** - This will be the final meeting for the Ag Retail Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Crop Nutrition Council** - This will be the final meeting for the Crop Nutrition Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Grain & Feed Council** - This will be the final meeting for the Grain & Feed Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Crop Protection Council -** This will be the final meeting for the Crop Protection Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	
9:10 am - 10:10 am	**Seed Council -** This will be the final meeting for the Seed Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Specialty Chemical Council** - This will be the final meeting for the Specialty Chemical Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Allied Provider Council -** This will be the final meeting for the Allied Providers Council. We will be discussing the transition to communities and meet-ups to complete or start new issues.	**Precision Ag Council -** This will be the final meeting of the Precision Ag Council. We will present our PAC AgGateway in Action award, highlight broad accomplishments from our working groups and projects, and discuss the full transition to communities and meet-ups to complete or start new work. You'll leave knowing where to find the work that used to happen under PAC, how to stay engaged, and how to get YOUR pain points discussed or resolved through meet-ups and new working groups. Want to voice your needs immediately and help identify potential Q1 2020 topical meet-ups? Please join the Tuesday afternoon Precision Ag Planning Meet-Up!	
10:10 am - 10:30 am	**Break -** Join us for some refreshments! Please thank our **sponsor GROWMARK**				
10:30 am - 11:30 pm	**Featured Speaker - John Reifsteck** (General Session) John Reifsteck became Chairman of the Board and President of GROWMARK, Inc. on August 28, 2013. He operates a grain farm in western Champaign County, Illinois. Reifsteck has served on the GROWMARK Board since 1993. Throughout his career, Reifsteck has served on the boards of numerous agricultural organizations. He is a past president of the Illini FS Board of Directors and the Champaign County Farm Bureau, and is a current participant in the University of Illinois Chinese Leadership Program. He is a recipient of the University of Illinois 2018 College of Agricultural, Consumer and Environmental Sciences (ACES) Alumni Association Award of Merit. Reifsteck has been honored as Director of the Year by the National Council of Farmer Cooperatives, Master Farmer by Prairie Farmer magazine, and Farm Leader of the Year by the Champaign-Urbana News Gazette. John and his wife Nancy have two grown sons				
11:30 pm - 12:55 pm	**Lunch on your own** - Enjoy lunch in the hotel or nearby restaurants.				

Time					
1:00 pm - 2:00 pm	• **ADAPT Committee** - Refinements on ADAPT as a tool for interoperability in field operations. Joint working session of ADAPT business & technical teams as we review the current state of ADAPT and discuss future plans.	**Membership Advisory Panel** (by Invitation)- This will be the first meeting of the Membership Advisory Panel. Organizing and determining how it will operate.	**Package Product Identification Meet Up** - The Crop Protection Council has heard that there is a need to move to GTIN (Global Trade Item Number) identifiers within the messaging of their products. However, at their council meetings, there hasn't been anyone to articulate the "why" this is an important "need" to the industry. This meet-up is to discuss and articulate the "What", the "Why" and share the "hurdles to implement" within the CP segment the desire for package and/or formulation level identification that seems to be needed throughout the supply & food chain (Traceability). If this is something that interests you, please join us for this discussion!	**Quick Connect Task Force** - We are planning a Quick Connect session for 2020. Quick Connect is a session where trading partners can sit down with each other and set up a timeline for connectivity. This task force will be talking about the best ways to get others involved that are not AgGateway members and the format. If you are interested in being involved? Join us!!	
2:10 pm - 3:20 pm		**Mix Ticket Working Group -** Provide an update and review of the "Dispensing Work Order/Record" messages. These messages are intended for mixing applications; both agricultural and for general use. Discuss release of v1.1, and future direction. Please join us, we'd like to have your input and ideas for our future direction!	**GLN Synchronization Task Force** - The Task Force is working on proposing a recommendation for GLN to License Number Synchronization. The purpose of the recommendation is to add consistency and efficiency to the current Industry GLN/Seed License Synchronization process. During the Annual Conference the Task Force will continue to discuss and review the work of the Task Force. Any individual that has interest in this topic is welcome to sit in on the discussion.	**Purdue OATS Education Series - Data Analytics** - Presented by Prof. James V. Krogmeier. We will present a case study of analysis of multiple machine wheat harvest tracks using Python tools. Code and data will be made available on github.	
3:20 pm - 3:40 pm	**Break -** Join us for some refreshments! Please thank our **sponsor RiceTec**				

Time Slot	Session 1	Session 2	Session 3	Session 4	Session 5
3:45 pm - 4:45 pm	**GS1-GLN & GTIN in Agriculture** - You may have heard about GLN and GTIN in other AgGateway meetings. Want to know how these unique identifiers are being used, today, in real business scenarios? Want to know how they are being evaluated for use in future data capture processes? Then this is your session. Join special guest Michele Southall for a look at how globally unique identifiers can be leveraged beyond how we currently use them.	**Precision Ag Planning Meet-Up -** Without Councils and working groups under Councils, how do we spin up new work? How do we host discussions? Meet-Ups are a new mechanism! By the end of the meeting, we should have: 1) A list of your prioritized Meet-Ups to schedule in Q1 with potential discussion leaders identified. 2) A list of pain points to send to the new Portfolio Management Center, identifying what those pain points are, when work to resolve is needed, and key Subject Matter Experts (SMEs). Don't let the "Precision Ag" title fool you, we know that "precision ag" is more often than not just "agriculture" and we welcome everyone to join us in identifying needs and Q1 Meet-Ups.	**Purdue OATS Education Series - Networking Solutions for Ag's Data Problems** - Led by Andrew Balmos. In this session we consider one way that Agriculture could embrace distributed and decentralized networking concepts, and enable new, highly flexible methods of accessing and sharing IoT style data. The network promises to provide elements of connectivity, even when traditional infrastructure is unavailable, unreliable, or otherwise unsuitable.	**Operational Board (Closed) -** The Operational Management Board will meet in closed session to review working group progress, share status on council wind down activities, recognize leadership, and review the financial status of the organization. For information on the board or for questions about participation, please contact Brent Kemp, EVP/COO.	
4:50 pm - 5:50 pm	**Standards & Guidelines Committee -** Meeting of a critically-important AgGateway committee: Standards & Guidelines is the "gatekeeper" that manages the publication and release of AgGateway standards and implementation guidelines. Join us to see the committee in action as it conducts business. You may find that this is an activity you want to contribute to moving forward!	(Session Available)	**Membership Committee -** This will be the final Membership Committee meeting. This committee is transforming into a Member Advisory Panel with a more global aspect.		
6:00 pm - 7:30 pm	**Networking Reception** - Don't miss this opportunity to network with other members, vendors, customers and staff! We have great food and drinks! **Sponsored by Bayer Crop Science**				
Wednesday, November 6th					
Time Slot	**Session 1**	**Session 2**	**Session 3**	**Session 4**	**Session 5**

Time				
8:00 am - 9:00 am	**Conference Committee -** Conference committee plans and executes the two annual membership meetings (Mid-Year Meeting & Annual Conference). We will be doing a debrief of the MYM and discussions on the plans and next steps for the annual conference in Austin, TX. All interested in helping to improve our F2F meetings, please join us!	**Portfolio Management Center 101** - AgGateway is implementing a Portfolio Management Center in 2020 to improve visibility in to AgGateway Working Groups and their activities. This session will introduce key concepts in the operation and structure of the Center, share tools that will be used by the Portfolio Management Team and AgGateway members, and answer any questions you may have about how Working Group activities will be communicated on, reported against, and supported form an organizational level.	**WG01: In-Field Product Identification (Working Group members only)** Modern crop input application systems are equipped with technologies capable of creating work records with very accurate positioning and, when properly calibrated, accurate application rates. However, the product identification in work records is generally far below the quality required for value-add processes such as crop performance analysis and big data predictive analytics. This session is the "kick-off" of the In-Field Product Identification Working Group whose objective is to improve product identification in application work records. Initially the WG will focus on seeds but will later be expanding to both crop protection and fertilizer products The group will leverage recent developments in the crop input supply chain including electronic messaging and AIDC for seed products.	**AgGateway Board of Directors** (Closed) - The AgGateway North American Strategic Board of Directors and the incoming 2020 AgGateway BOD will meet to review the proposed AgGateway By-Laws and Policies and Procedures for the consolidated organization as well as review AgGateway 2020 Implementation, Next Steps and set the 2020 meeting schedule.
9:10 am - 10:10 am	**AGIIS Directory Oversight Committee -** **The Directory Oversight Committee** is charged with establishing policies and procedures in the operation of AGIIS, the industry recognized repository of common entity and product information. This includes evaluating, prioritizing and executing enhancements; responding to subscriber and project requests; and overseeing the maintenance and care of the data in the directory. At this meeting, we will review the status of the directory, hi-lite enhancements made over the last year and make plans for the committee as we move toward AgGateway 2020. With the new structure, it is important that we make sure our policies and procedures are in line with the changes and that all segments and levels of the industry are represented. If you feel it is important that your segment and level of the industry have a voice in the direction of the directory, you should attend!	**Blockchain Meet-Up -** Wondering what's going on with blockchain in the industry? Wondering how blockchain can be used in ag? Join us for this discussion and update from Land O'Lakes/Winfield United on blockchain.		
10:20 am - 10:40 am	**Break** - Join us for some refreshments! Please thank our **sponsor Wilbur-Ellis Company**			

Time					
10:45 am - 11:45 am	**Traceability Working Group** - Past AgGateway Projects such as SPADE and PAIL have focused on detail data and standards requirements for single field operations. However comprehensive consumer facing traceability solutions will require that these "islands of integration" be "linked" to provide the complete history of the commodity or product. This session will review some of the existing "islands of integration" such as seeding and harvesting and discuss new and innovative methods to link them in standard repeatable ways the cross both domains and business entities. Examples include WC3 RDF (Resource Description Frameworks) and AgriSemantics. These discussions will potentially become the foundation for a new "Linked Data" Working Group.	**Digital Resource Center 101** - In this session Jim Wilson will provide an overview of AgGateway's Digital Resource Center, which goes into effect on 1 January, 2020.	(Session Available)	**AgGateway Board of Directors** (closed)	
12:00 pm - 1:30 pm	**Networking Lunch** - Come and network with others while enjoying lunch!				
1:45 pm - 2:45 pm	**Purdue OATS Education Series - Understanding Blockchain and Oblivious Smart Contracts** - Presenter: Aaron Ault - Blockchain discussions all too often are long on hype and short on knowledge. We will walk though a simple explanation the components of building a blockchain in your own web browser, highlighting the things blockchain does well, the things it does not do, and the conditions under which it breaks. We will also cover a related new invention from the OATS Center at Purdue, Oblivious Smart Contracts, for automating certifications while protecting privacy and sovereignty.	**Energy Segment Meet-up -** A meet-up to determine if there is interest in some of the current members to also include Energy digital connectivity.	**Communications Committee -** Interested in what our message is and how we get our message out? The Communications Committee is the place for you! The team will be identifying content for the upcoming newsletters, reviewing the communications plan and marketing program. Special focus will be on the communications strategy and tactics. This is an open session and we would love to see new faces!	**Controlled Vocabularies Working Group -** The Controlled Vocabularies Working Group within the Standards and Guidelines Committee was created to address an important problem in field operations work: the communication of meaning (semantics) among farm management information systems, and equipment such as farm machinery, sensors, and other connected devices. This scope is being extended to the whole of AgGateway, and includes developing, implementing and maintaining infrastructure to provide the industry with controlled vocabularies, variable-type registries and other tools seeking to enable the communication and preservation of the meaning of agricultural data as it is exchanged among different actors in the industry. This session will review the status of the team, present the initial problems put in its scope, and include planning of next steps.	

Time					
2:50 - 3:50 pm	**Purdue OATS Education Series - Data Analytics** (*repeat session)* -Presented by Prof. James V. Krogmeier. We will present a case study of analysis of multiple machine wheat harvest tracks using Python tools. Code and data will be made available on github.	**Product Catalog Working Group POC Report Out -** Product Catalog is a report out of the Proof of Concept and discussion on next steps. Karen Oerter with Land O'Lakes is tentatively leading the session.	**GLN Synchronization Task Force 2** - The Task Force is working on proposing a recommendation for GLN to License Number Synchronization. The purpose of the recommendation is to add consistency and efficiency to the current Industry GLN/Seed License Synchronization process. During the Annual Conference the Task Force will continue to discuss and review the work of the Task Force. Any individual that has interest in this topic is welcome to sit in on the discussion.		
4:00 pm - 4:25 pm	**Break** - Join us for some refreshments!				
4:30 pm - 5:45 pm	**Closing Session - Fireside Chat (Bill McGough and John Smith, Bayer Crop Science) Digital Enterprise Perspective for Realizing Commercial Value** Bill McGough is Vice President and Head of North America Commercial Digital Transformation and John Smith is the vice president of Strategic Accounts and is a member of the U.S. Leadership Team for Bayer Crop Science. These gentlemen will be discussing Bayer's digital transformation and how AgGateway plays a role in that transformation as well as in the industry.				
Thursday, November 7th					
9:00 am - 3:00 pm	**AgCIO Roundtable** (by invitation only)				