



2022 Mid-Year Meeting Agenda with Descriptions

This content is current as of **12 May 2022**. Items may change, so check back prior to conference.

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

Monday, June 13th				
Time	Session 1	Session 2	Session 3	Session 4
9:00 – 10:30 am	<p>Pre-Conference Workshop: Tackling Adoption Barriers Beyond Technology</p> <p>While the potential benefits of retail automation such as seed and crop protection e-fulfillment are clear, adoption among medium and large retail operations still often falters. Rather than the technology itself, a lack of value understanding by key leadership, poor buy-in from the top, and misalignment of B2B opportunities with current processes often scuttle adoption. In this special workshop, Land O'Lakes managers share their experiences on the front lines, and provide advice and insight on how to move the needle on B2B technical implementation. Workshop participants will have the opportunity to share their own challenges and successes and gain insight from peers on how they are working through these issues.</p> <p><i>Facilitated by: Land O'Lakes</i></p>	<p>AEF AgGateway Meet Up</p> <p>Opportunity to get updated on AEF activities as they relate to AgGateway; next steps for AgIN project.</p>	<p>Executive Committee (<u>Invitation Only</u>)</p> <p>Closed session to the Executive Committee.</p>	
10:30 – 11:30 am	<p>AgGateway 101</p> <p>Recommended for new members and first-time attendees, but all are welcome to attend! This session provides an introduction to AgGateway activities and how we operate.</p> <p><i>Presented by: AgGateway Member Services Program Manager Chris Crutchfield</i></p>			
11:30 – 12:50 pm	<p>First Time Attendee Luncheon (<u>Invitation Only</u>)</p> <p>New to the Mid-Year Meeting? Get ready to hit the ground running! This exclusive luncheon event provides you with the information and contacts you will need to make your first AgGateway Mid-Year Meeting a high-value experience. Please be sure to register as a first-time attendee so you will automatically receive an invitation.</p> <p>Sponsored by our Silver Sponsors</p>			
1:00 - 2:30 pm	<p>Opening General Session – Welcome to the first Mid-Year Meeting in two years! This session will provide an overview of existing, evolving, and planned future projects for AgGateway, and lay out expectations for our three days of work ahead.</p> <p>Also, take in the featured opening keynote Presentation: The Transformative Power of Connected Data in Ag Retail</p> <p>Speaker: Matt Carstens, President and CEO, Landus Ag</p> <p>To realize the full value of innovation, and express that value to farmer-customers, we must unlock the full potential of ag data. Matt Carstens of Landus shares his perspective on the opportunity costs retailers are experiencing, and how progressive thinking and collaboration with trusted partners can help build streamlined, high-functioning retail organizations.</p>			
2:30 - 3:00 pm	<p>Break - Join us for some refreshments!</p>			
3:00 - 4:00 pm	<p>Seed Meet-Up</p> <p>Hear the latest about Seed Connectivity messages and implementation successes. This is also a designated time to hear pain points related to seed and discuss what would be most helpful in the next 18 months to further</p>	<p>Data Linking Subcommittee</p> <p>The subcommittee will review its work on Metadata models and use cases focused on tracing harvested commodities back through the ag value chain. Attendees may suggest other use cases.</p>	<p>How to Best Utilize Ag Industry Identification System for B2B Integrations</p> <p>Many AgGateway members are considering or involved in a B2B integration to streamline their business operations. Unique identifiers play a key role in having a</p>	



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	<p>connectivity and make processes more efficient related to seed. Come and bring your connectivity questions and your pain points!</p> <p><i>Facilitated by: Ann Vande Lune</i></p> <p>Sponsored by AgVantage Software</p>	<p><i>Facilitated by: Joe Tevis</i></p>	<p>successful B2B integration. During this session, the AGIIS Team will provide an overview of the tools available to AgGateway members and AGIIS Subscribers that can assist with B2B integrations. They will address questions such as: How to obtain Industry Identifiers? How to keep identifiers updated and current? How to stay synchronized with trading partners? And much more! If you are considering embarking on a B2B Project soon, this is the session you do not want to miss.</p> <p><i>Presented by: AGIIS Product Manager Josh Wall</i></p> <p>Sponsored by DXC Technology</p>	
4:00 - 5:00 pm	<p>Ag Retail Meet Up Join this interactive group to brainstorm what challenges Ag Retail faces today and help drive what we want to start working on tomorrow. Open to all member organizations not just Ag Retailers. Come join the discussion!</p> <p><i>Facilitated by: Natasha Lilly</i></p> <p>Sponsored by The Equity</p>		<p>Wiki 101 Learn how we collaborate in AgGateway using the AgGateway Wiki! In this session you will learn the basics to not only find AgGateway resources, but also create them yourself! You will learn how to create meeting agendas, add meeting minutes, copy pages, view page history, import documents, link to documents, add dynamic content and more!</p> <p><i>Presented by: AgGateway Member Services Program Manager Chris Crutchfield</i></p>	
5:45 - 7:00 pm	<p>Welcome Reception - Don't miss this opportunity to network with other members, vendors, customers, and staff! Sponsored by our Silver Sponsors</p>			

Tuesday, June 14th				
Time	Session 1	Session 2	Session 3	Session 4
8:30 – 9:00 am	<p>ADAPT Oversight Committee (Business)</p>	<p>Crop Protection Meet Up TBA</p>		
9:00 – 10:00 am	<p>The session will provide an update on ADAPT ADM standardization and discussion on ADAPT usage and opportunities.</p> <p><i>Facilitated by: Chair Dan Danford</i></p> <p>Sponsored by Proagrica</p>		<p>AGIIS – What's New? This session will cover recent Ag Industry Identification System (AGIIS) enhancements and initiatives. The session will cover how AGIIS Subscribers can submit enhancement requests to the AGIIS Directory Oversight Committee. There will also be time for open discussion for AGIIS Subscribers to ask questions or brainstorm new ideas. We look forward to seeing you there.</p> <p><i>Presented by: AGIIS Product Manager Josh Wall</i></p>	
10:00 - 10:30 am	<p>Break - Join us for some refreshments!</p>			
10:30 - 12:00 pm	<p>ADAPT Committee (Technical) TBA</p> <p><i>Facilitated by: Chair Stuart Rhea</i></p>	<p>Crop Nutrition Meet Up TBA</p>	<p>Member Advisory Panel All members are encouraged to participate in this session that will focus on how AgGateway can better engage and communicate with its members.</p> <p><i>Facilitated by: AgGateway Director of Member Relations Leslie Hedges</i></p>	
12:00 – 1:30 pm	<p>Lunch (On Your Own)</p>			



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1:30 - 3:00 pm	Field Boundaries Working Group Member volunteers have been developing user stories and use cases on this topic. This working session will review the results and define new working groups to move forward. <i>Facilitated by: AgGateway EVP/COO Jeremy Wilson</i> Sponsored by EFC Systems	Allied Providers Meet Up TBA	Education Session – MyAgGateway Bring your laptops and come learn about AgGateway’s new member management system. Topics covered will include how to access the member directory, how to update your profile, how to review and pay an open invoice, and much more! <i>Presented by: AgGateway Director of Member Relations Leslie Hedges</i>	
3:00 – 3:30 pm	Break - Join us for some refreshments!			
3:30 - 4:30 pm	North America Steering Committee (Closed)	Communications Committee Review first half communications activities and build out plan for the remainder of 2022, including promotion of Annual Conference. <i>Facilitated by: AgGateway Director of Marketing and Communications Paul Schrimpf</i>		
5:45 - 7:00 pm	Networking Reception - Don't miss this opportunity to network with other members, vendors, customers, and staff!			

Wednesday, June 15th				
Time	Session 1	Session 2	Session 3	Session 4
8:30 – 9:00 am		Quick Connect Task Force This meet-up is for members to share ideas and start planning for the next Quick Connect, which will be held at the 2022 Annual Conference, November 14-16 in Clearwater, Florida.	Feed/Animal Nutrition Meet Up TBA	AgGateway Board of Directors (Closed)
9:00 - 10:00 am	Product Catalog Working Group This session will review the background and latest version of the catalog. The team will show the latest Digital Resource Public Page, as well as the GitHub repository. The team will review how the Product Catalog can aid the Closed Loop Spray project. The session will conclude with a call to action. <i>Presented by: Mike Altman</i>			
10:00 – 10:30 am	Break - Join us for some refreshments!			
10:30 - 11:30 am	AGIS Directory Oversight Committee This is a regular meeting of the Directory Oversight Committee (DOC). <i>Facilitated by: Chair Darlene Gibson</i>		In-Field Product Identification (working session) The working group will review the results of its Spring pilot program to load shipped product instance information into a tractor display at time of field operation. The session will identify connections with other working groups and next targets <i>Facilitated by: Scott Nieman</i>	CONTINUED AgGateway Board of Directors (Closed)
11:30 - 1:00 pm	Networking Lunch - Come and network with others while enjoying lunch!			
1:00 – 2:00 pm	Standards and Guidelines Committee Participants will review and approve digital resources produced by Working Groups. <i>Facilitated by: Chair Charles Hillyer</i>	Conference Committee We will discuss plans and next steps for the 2022 Annual Conference in Clearwater, Florida. All individuals interested in helping to improve our face-to-face meetings, please join us! <i>Facilitated by: Chair Scott Meredith</i>		



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2:00 – 3:00 pm	Architecture Committee Participants will list and then prioritize architecture-related issues facing the agriculture industry and plan a face-to-face meeting to discuss them. <i>Facilitated by: AgGateway CTO Jim Wilson</i>			
3:00 – 3:30 pm				
3:30 – 4:30 pm				
4:30 – 5:30 pm				
Thursday, June 16th				
8:00 am – 3:00 pm	AgCIO Roundtable (Invitation Only)			