



2022 Mid-Year Meeting Agenda with Descriptions

This content is current as of **1 April 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 (Invitation Only)</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>			
11:30 – 12:50 pm	<p>First Time Attendee Luncheon (Invitation Only)</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>			
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, data must flow seamlessly from system to system and machine to machine. Matt Carstens of Landus Ag 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>TBA</p> <p><i>Facilitated by: Ann Vande Lune</i></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>AGIIS Education Session</p> <p><i>Presented by: AGIIS Product Manager Josh Wall</i></p>	
4:00 - 5:00 pm	<p>Ag Retail Meet Up</p> <p>TBA</p> <p><i>Facilitated by: Joe Tevis</i></p>		<p>Education Session – Wiki 101</p> <p><i>Presented by: AgGateway Member Services Program Manager Chris Crutchfield</i></p>	



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5:45 - 7:00 pm	Welcome Reception - Don't miss this opportunity to network with other members, vendors, customers, and staff! <i>Sponsored by our Silver Sponsors</i>
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Tuesday, June 14th				
Time	Session 1	Session 2	Session 3	Session 4
8:30 – 9:00 am	ADAPT Oversight Committee (Business) The session will provide an update on ADAPT ADM standardization and discussion on ADAPT usage and opportunities. <i>Facilitated by: Chair Dan Danford</i>	Crop Protection Meet Up TBA		
9:00 – 10:00 am			AGIIS Education Session <i>Presented by: AGIIS Product Manager Josh Wall</i>	
10:00 - 10:30 am	Break - Join us for some refreshments!			
10:30 - 12:00 pm	ADAPT Committee (Technical) TBA <i>Facilitated by: Chair Stuart Rhea</i>	Crop Nutrition Meet Up TBA	Member Advisory Panel TBA <i>Facilitated by: AgGateway Director of Member Relations Leslie Hedges</i>	
12:00 – 1:30 pm	Lunch (On Your Own)			
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>	Allied Providers Meet Up TBA	Education Session – MyAgGateway TBA <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!			



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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>		
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				
9:00 am – 3:00 pm	AgCIO Roundtable (Invitation Only)			