

The **InfoAg** *Conference*

The Premier Event in Precision Agriculture!

July 29-31, 2014 • Union Station • St. Louis, Missouri



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to you by*



IPNI
INTERNATIONAL
PLANT NUTRITION
INSTITUTE

Name Badges & Registration

Registration is required to enter all InfoAg 2014 program sessions and exhibit hall. Official conference name badges should be worn at all times.

The registration desk is open:

July 28	12:00pm - 6:00pm
July 29	7:00am - 6:00pm
July 30	7:00am - 6:00pm
July 31	7:00am - 12:00pm

Hotel

All sessions and exhibits for InfoAg 2014 are at:

St. Louis Union Station Hotel

1820 Market St. One Union Station

St Louis, MO 63103

Phone: (314) 621-5262

Email: info@stlouisunionstation.com

Receptions

PrecisionAg Tech Center Reception

July 29 - 5:30pm - 7:30pm

PrecisionAg Tech Center Reception

July 30 - 5:00pm - 7:00pm

Registration includes

- Registration packet
- Tuesday and Wednesday lunch
- Wednesday and Thursday breakfasts
- Refreshment breaks
- Exhibit hall reception Tuesday & Wednesday evenings

Exhibits

Exhibits for InfoAg 2014 are in the PrecisionAg Tech Center.

The exhibit hall is open during session breaks, breakfasts, lunches, and receptions.

Exhibit hall will open to attendees Tuesday at 11:00am.

Exhibit hall will close Thursday at 9:00 am.

Website & App

InfoAg.org features additional details including presentation descriptions, speaker bios, and contact information for speakers and exhibitors. Access the complete InfoAg conference overview, create and manage your personal conference itinerary, and easily search speakers, exhibitors, and presentations with the InfoAg Conference App.



Certified Crop Adviser CEU Credits

Attendees may earn a possible sixteen CEUs through the program, four additional CEUs may be available through the tour; all CEUs have been submitted for approval by the International CCA Board.

Sign-in sheets will be available at each session.

Proceedings Online

Conference proceedings in the form of PDF slide sets from participating speakers will be posted to the website after the conference. Proceedings are not available in print or on CD.

If you have specific questions, contact: info@infoag.org

Pre-Conference Tour

The pre-conference tour will be Monday, July 28. The tour will leave Union Station at 9:00am and return by 5:00pm. The tour will visit three locations. Bus transportation, lunch, and beverages will be provided.

Stop 1: Donald Danforth Plant Science Center

Stop 2: Sydenstricker, John Deere dealership in Moscow Mills, Mo

Stop 3: UAV Demonstrations

SCHEDULE

At-A-Glance

Tuesday, July 29

7:00am – 6:00pm	Registration Open
9:00am – 11:00am	Opening Plenary Session <i>Regency Ballroom ABC</i> <i>sponsored by IPNI</i>
11:00am – 1:00pm	Lunch and <i>PrecisionAg Tech Center</i>
1:00pm – 2:50pm	Concurrent Sessions
3:30pm – 5:20pm	Concurrent Sessions
5:30pm – 7:30pm	Reception in the <i>PrecisionAg Tech Center</i>

Wednesday, July 30

7:00am – 6:00pm	Registration Open
7:00am – 8:00am	Breakfast and <i>PrecisionAg Tech Center</i>
8:00am – 9:50pm	Concurrent Sessions
10:30am – 11:30am	PrecisionAg Plenary Session <i>Regency Ballroom ABC</i>
11:30am – 12:30pm	PrecisionAg Luncheon <i>Grand Ballroom DEF</i> <i>sponsored by SST Software & Raven</i>
12:30pm – 2:20pm	Concurrent Sessions
3:00pm – 4:50pm	Concurrent Sessions
5:00pm – 7:00pm	Reception, <i>PrecisionAg Tech Center</i>

Thursday, July 31

7:00am – 12:00pm	Registration Open
7:00am – 9:00am	Breakfast, <i>PrecisionAg Tech Center</i>
9:00am – 10:50am	Concurrent Sessions
11:00am – 12:00pm	Closing Plenary Session <i>Regency Ballroom ABC</i> <i>sponsored by IPNI</i>

Hands-On WORKSHOPS

These workshops are great sessions for digging into software and getting first-hand assistance with ag apps, new wearable computing, on-farm research, and hiring and training precision people.

Bring your computer to the workshops to get help installing and using cool tools for precision ag. Check out the workshop offerings on the website to learn more about each, including recommended pre-conference downloads.

There is no additional fee to attend InfoAg workshops. No reservations are needed, but seating may be limited. **Workshops will be located at just off the exhibit hall in the Midway Suites (behind the IPNI booth).**

WORKSHOPS:

- ✓ Hands-on Ag Apps
- ✓ Scouting Apps
- ✓ Wearable Technology
- ✓ On-Farm Research
- ✓ Hiring and Employee Onboarding
- ✓ Precision Certification

Workshop Schedule on page 7.

TUESDAY, JULY 29, 2014

9:00am to 11:00am **Opening Plenary Session**
Welcome to InfoAg 2014
Steve Phillips
Award of Excellence Presentations
Paul Schrimpf
Big Data: The Future of Precision Agriculture
Scott Shearer

11:00am to 1:00pm **Lunch and Exhibits**
Grand Ballroom DEF & Midway
sponsored by IPNI



1:00pm to 1:50pm **Concurrent Sessions**
Grand Ballroom A
AUVSI Panel Session
UAS for Agricultural Research
Jamey Jacob, Michael Sama, Ajay Sharda
Grand Ballroom B
Potassium Soil Tests
Importance of Good Soil Potassium Test Calibration
Nathan Slaton
Assessing Potassium Needs
Robert Miller
Grand Ballroom C
Award of Excellence Winners
Educator/Researcher
Matthew Darr
Crop Adviser/Entrepreneur
Chris Fennig
Farmer
Tony Alameda
Legacy
Scott Shearer, Joe Tevis

Regency AB
SST Software Showcase
Foundations for Moving the Precision Ag Industry Forward
Matt Waits

Midway Suites
Workshop: Hands-on Ag Apps
Ag Apps: Right Apps for Right End Users (2 R's)
Ignacio Ciampitti

2:00pm to 2:50pm **Concurrent Sessions**
Grand Ballroom A
AUVSI: Unmanned on the Farm
Unmanned on the Farm: User Insights to Help You Get Started with UAS
Clay Mitchell
The UAS Learning Curve
Dale Cowan

Grand Ballroom B

Grand Ballroom C

Regency AB

Midway Suites

2:50pm to 3:30pm

3:30pm to 4:20pm

Grand Ballroom A

Grand Ballroom B

Grand Ballroom C

Regency AB

Midway Suites

Precision K Management

Spatial & Temporal Potassium Management
Robert Mullen

Potassium Soil Stratification
Robert Miller

GoogleGlass, & OnFarm Wi-Fi
Changing the Idea of Work Through Technology; Going Google and Smart Wi-Fi
Craig Ganssle

Wearable Technology on the Farm of the Future: Google Glass and Beyond
Bruce Rasa

John Deere Showcase

Enabling the Next Generation of Precision Agriculture
Charles Schleusner

Workshop: Ag Apps (continued)

Ag Apps: Right Apps for Right End Users (2 R's)
Ignacio Ciampitti

Break in PrecisionAg Tech Center

Concurrent Sessions

Repeat: AUVSI Panel Session

UAS for Agricultural Research Applications
Jamey Jacob, Michael Sama, Ajay Sharda

Repeat: Potassium Soil Tests

Importance of Good Soil Potassium Test Calibration
Nathan Slaton

Assessing Potassium Needs
Robert Miller

Measuring Soil Properties

Managing Zones through Field Fusion
Tyler Lund

Putting Precision Back into Precision Soil Sampling
Jeff Burton, Shannon Gomes

MapShots Showcase

Automated Data Capture: Making Data Integration Easy
Ted Macy

Workshop: Scouting Apps

Scouting Apps
Brian Arnall

4:30pm to 5:20pm

Grand Ballroom A

Concurrent Sessions

Repeat: Unmanned on the Farm

Unmanned on the Farm: User Insights to Help You Get Started With UAS

Clay Mitchell

The UAS Learning Curve

Dale Cowan

Grand Ballroom B

Repeat: Precision K Management

Spatial & Temporal Potassium Management

Robert Mullen

Potassium Soil Stratification

Robert Miller

Grand Ballroom C

Robotics in Agriculture

Autonomous Vehicles in Crop Production Systems

Scott Shearer

Regency AB

Gold Sponsor Showcase

The Future of Data Management

Nish Majarian

AgWorks Unified Agronomy Software and

Off-line Sync- The Keys to Efficiency

Greg Duhachek

Midway Suites

Workshop: Scouting Apps (continued)

Tools: Bringing Collaboration from the Cloud to the Farm

Craig Ganssle

5:30pm to 7:30pm

Reception in PrecisionAg Tech Center

WEDNESDAY, JULY 30, 2014

7:00am to 8:00am

Continental Breakfast

8:00am to 8:50am

Concurrent Sessions

Grand Ballroom A

Nitrogen Rate Trials

KIC N-Rate Studies

Daniel Schaefer

Grand Ballroom B

Economics of PA

Measuring How Precision Ag Pays

Chris Hudson

Overview of Technology In Action: Discussion of Technology Utilization at A. L. Baucom Family Farms, Inc.

Allan Baucom

Grand Ballroom C

On-Farm Research

How to Use Precision Tools to Improve Your Farming Operation Through On-Farm Research

Chad Godsey

Regency AB

Gold Sponsor Showcase

Preparing for the 'I Agree' Button

Don Bierman

MyWay RTK

Barry Bewley, David Swain

Midway Suites

Workshop: Wearable Technology

Google Glass

Bruce Rasa

9:00am to 9:50am

Concurrent Sessions

Grand Ballroom A

VR Prescriptions

Precision Management of Nutrients, Water, & Seeds: A Holistic Approach

Raj Khosla

Grand Ballroom B

Measuring Return on Technology

Evaluating Precision Ag at the Dealership

Rich Wildman

I Bought the Gadgets, Where's the Payback?

Dale Bartholomew

Grand Ballroom C

When Can We Use UAVs in Ag?

Understanding UAS Operations in the National Airspace for Precision Agriculture Applications

Gretchen West

Regency AB

Raven Showcase

What's New From Raven

Paul Welbig

Midway Suites

Workshop: Wearable Technology (continued)

Google Glass

Bruce Rasa

9:50am to 10:30am

Break in PrecisionAg Tech Center

10:30am to 11:30am

PrecisionAg Plenary Session

Regency ABC

The Food Futurist

Christophe Pelletier

11:30am to 12:30pm

PrecisionAg Luncheon

Grand Ballroom DEF

sponsored by SST Software & Raven



WEDNESDAY, JULY 30, 2014 *continued*

12:30pm to 1:20pm

Concurrent Sessions

Grand Ballroom A

Repeat: VR Prescriptions

Precision Management of Nutrients, Water, & Seeds: A Holistic Approach

Raj Khosla

Grand Ballroom B

Repeat: Economics of PA

Measuring How Precision Ag Pays

Chris Hudson

Overview of Technology In Action: Discussion of Technology Utilization at A.L. Baucom Family Farms, Inc.

Allan Baucom

Grand Ballroom C

Precision People

Hiring Precision People

Mark Waschek

Precision Certification

Terry Brase

Regency AB

Trimble Showcase

Connected Farm Agronomic Services: Transforming Information into Knowledge

Dan Rooney

Midway Suites

Workshop: Planning On-Farm Research

On-Farm Research: Getting the Most Out of Your Data

Chad Godsey

1:30pm to 2:20pm

Concurrent Sessions

Grand Ballroom A

Repeat: N Rate Trials

KIC N-Rate Studies

Daniel Schaefer

Grand Ballroom B

Repeat: Measuring Return on Technology

Evaluating Precision Ag at the Dealership

Rich Wildman

I Bought the Gadgets, Where's the Payback?

Dale Bartholomew

Grand Ballroom C

Big Data: Farmer Point of View

Integrating Data Management and Technology a the Farm Level

John Fulton

Regency AB

Gold Sponsor Showcase

I.F.A.R.M. Managing the Precision Ag Cycle

Gary Fisher

Geringhoff Showcase

Midway Suites

Workshop: Analyzing On-Farm Research (continued)

On-Farm Research: Getting the Most Out of Your Data

Chat Godsey

2:20pm to 3:00pm

Break in PrecisionAg Tech Center

3:00pm to 3:50pm

Concurrent Sessions

Grand Ballroom A

AgGateway

AgGateway: 8 Years of Enabling eBusiness

Joe Tevis, Jim Wilson

Grand Ballroom B

Precision P Management

Precision Phosphorus Application for the Lake Erie Watershed

Tom Bruulsema

Grand Ballroom C

Precision Irrigation: Western US

Precision Irrigation in the West: Bringing Technology Together for VRI

Chad Higgins

Regency AB

DuPont-Pioneer Showcase

EncircaSM Services Nitrogen Management Service: Getting Variable Fields to Maximum Yields

Justin Welch

Midway Suites

Workshop: Hiring

Interview Process

Mike Smith, Mark Waschek

4:00pm to 4:50pm

Concurrent Sessions

Grand Ballroom A

OADA

Open Ag Data Alliance: An Open Project for Farmer-Focused Data Privacy, Interoperability and Security

Aaron Ault

Grand Ballroom B

VR Seeding

The Future of Multi-Hybrid Corn Planting

Jason Webster

Variable Rate Seeding- Solving a Problem Requires Preparation

John McGuire

Grand Ballroom C

Precision Irrigation: Southern US

Precision Irrigation in the Southeastern U.S. from Beginning to Application

Wes Porter

Regency AB

GEOSYS Showcase

Building Your Remote Sensing Strategy for Precision Agriculture

David Scott

Midway Suites

Workshop: Employee Onboarding

Employee Onboarding

Mike Smith, Mark Waschek

5:00pm to 7:00pm

Reception in PrecisionAg Tech Center

THURSDAY, JULY 31, 2014

7:00am to 9:00am	Breakfast in PrecisionAg Tech Center
9:00am to 9:50am	Concurrent Sessions
<i>Grand Ballroom A</i>	<u>Repeat: AgGateway</u> AgGateway: 8 Years of Enabling eBusiness <i>Joe Tevis, Jim Wilson</i>
<i>Grand Ballroom B</i>	<u>Repeat: Precision P Management</u> Precision Phosphorus Application for the Lake Erie Watershed <i>Tom Bruulsema</i>
<i>Grand Ballroom C</i>	<u>Big Data Perspective</u> A Unique Vantage Point on Big Data <i>Thomas Krill</i>
<i>Regency AB</i>	<u>AGCO Showcase</u> Rural Broadband Internet and Its Impact on New Technologies <i>Michael Englert, Jason O'Flanagan, Nick Tindall</i>
<i>Midway Suites</i>	<u>Workshop: Precision Certification</u> Industry Education Workshop <i>Terry Brase</i>
10:00am to 10:50am	Concurrent Sessions
<i>Grand Ballroom A</i>	<u>Repeat: OADA</u> Open Ag Data Alliance: An Open Project for Farmer-Focused Data Privacy, Interoperability, and Security <i>Aaron Ault</i>

Grand Ballroom B

Grand Ballroom C

Regency AB

Midway Suites

11:00am to 12:00pm

<u>Repeat: VR Seeding</u> The Future of Multi-Hybrid Corn Planting <i>Jason Webster</i>
Variable Rate Seeding: Solving a Problem Requires Preparation <i>John McGuire</i>
<u>Practical Data Standards in Action</u> Modus <i>Dave Nerpel</i>
SPADE Conversion Toolbox <i>Patrick Sanders</i>
<u>Gold Sponsor Showcase</u> How to be Analytically Awesome: Beyond Precision Agriculture, Understanding Added Spatial Analysis Practices <i>Charlie Magruder</i>
AgFiniti: Ag Leader's New Cloud-Based Platform <i>Luke James</i>
<u>Workshop: Precision Certification</u> AgrowKnowledge/ PrecisionAg Institute Educators Meeting <i>Terry Brase</i>
11:00am to 12:00pm <u>Closing Plenary Session</u> <i>sponsored by IPNI</i> Big Data Has The Answers: Now All We Need Are the Questions <i>Steve Sonka</i>



Hands-On Workshops

TUESDAY, JULY 29, 2014

WEDNESDAY, JULY 30, 2014

THURSDAY, JULY 31, 2014

1:00pm to 2:50pm	Hands-on Ag Apps <i>Ignacio Ciampitti</i>	8:00am to 9:50am	Wearable Technology <i>Bruce Rasa</i>	9:00am to 9:50am	Precision Certification <i>Terry Brase</i>
3:30pm to 4:20pm	Scouting Apps <i>Brian Arnall</i>	12:30pm to 1:20pm	On-Farm Research <i>Chad Godsey</i>	10:00am to 10:50am	Precision Certification (continued) <i>Terry Brase</i>
4:30pm to 5:20pm	Scouting Apps (continued) <i>Craig Ganssle</i>	3:00pm to 3:50pm	Hiring <i>Mike Smith, Mark Waschek</i>		
		4:00pm to 4:50pm	Employee Onboarding <i>Mike Smith, Mark Waschek</i>		

Scott Shearer - Sponsored by IPNI

Tuesday, July 29, 2014 • 9:00am



Dr. Scott A. Shearer received formal training in agricultural engineering from The Ohio State University and was awarded B.S., M.S. and Ph.D. degrees in 81, 83 and 86. Currently, he serves as Professor and Chair of the Food, Agricultural and Biological Engineering at The Ohio State University. Prior to OSU he was on a faculty member and then Chair of Biosystems and Agricultural Engineering at the University of Kentucky. During his 28-years in academia his research efforts have focused on spectral and spatial image processing for the extraction of features for classifying agricultural settings; and controls and methodologies for metering and distribution of inputs (e.g., seed, fertilizer and chemicals) in grain crop production systems. His current research activities include autonomous multi-vehicle field production systems and unmanned aerial systems for remote sensing. He has lead or cooperated in research supported by more than \$8M in grants; authored or coauthored more than 170+ refereed journal articles, conference proceedings, and technical publications; and has made numerous invited presentations at extension meetings, workshops, farmer forums, and outreach events.

Christophe Pelletier - Sponsored by PrecisionAg

Wednesday, July 30, 2014 • 10:30am

Christophe Pelletier is one of the worlds experts on the future of food and agriculture. During his studies and his career, he has been active in Beef, Dairy, Animal Feed, Nutrition, Pork, Poultry and Seafood. Christophe Pelletier combines extensive knowledge with practical hands-on business experience. He is a versatile individual who is just as comfortable wearing a suit in a boardroom as he is wearing overalls and wooden shoes in a livestock pen or a hard hat and a white coat in a food plant. He has actually produced and sold food and agricultural products. He has filled a wide diversity of positions in Scientific and Technical support, Planning, Supply Chain, Procurement, Quality Control, Traceability, Food Safety, Sales & Marketing, Plant Management and Senior Executive level. He has conducted business internationally, on four continents, and negotiated multimillion deals with farmers, traders, wholesalers, leading retailers and food processors. Thanks to his strategic and leadership abilities, he successfully has turned around lagging operations into profitable and viable activities within very short periods of time. He has lived in three countries and he speaks five languages. He is a citizen of both Canada and the EU.



Steve Sonka - Sponsored by IPNI

Thursday, July 31, 2014 • 11:00am



Steve Sonka is Emeritus Chaired Professor of Agricultural Strategy at the University of Illinois and Research Professor at the ADM Institute for the Prevention of Postharvest Loss. At the University of Illinois, he was the first faculty member to hold the Soybean Industry Chair in Agricultural Strategy. His prior administrative responsibilities include serving as the Vice Chancellor for Public Engagement for the campus as well as being the founding Director of both the National Soybean Research Laboratory and the ADM Institute. A co-founder of the Centrec Consulting Group, LLC, in Savoy, Illinois, he was a partner there for more than 25 years.

An economist reared on an Iowa family farm, his scholarship emphasizes strategic change and decision making. In 1983, he authored Computers in Farming, the first text devoted to computer use in the sector. An author or coauthor of over 220 publications, his international experiences include consulting and lecturing on every continent except Antarctica.

Sponsor Showcase Sessions

TUESDAY, JULY 29, 2014

- 1:00pm to 1:50pm** **SST Software Showcase**
Foundations for Moving the Precision Ag Industry Forward
Matt Waits
- 2:00pm to 2:50pm** **John Deere Showcase**
Enabling the Next Generation of Precision Agriculture
Charles Schleusner
- 3:30pm to 4:20pm** **MapShots Showcase**
Automated Data Capture: Making Data Integration Easy
Ted Macy
- 4:30pm to 5:20pm** **Gold Sponsor Showcase**
The Future of Data Management
Nish Majarian
AgWorks Unified Agronomy Software and Off-line Sync:
The Keys to Efficiency
Greg Duhachek



WEDNESDAY, JULY 30, 2014

- 8:00am to 8:50am** **Gold Sponsor Showcase**
Preparing for the 'I Agree' Button
Don Bierman
MyWay RTK
Barry Bewley, David Swain
- 9:00am to 9:50am** **Raven Showcase**
What's New From Raven
Paul Welbig
- 12:30pm to 1:20pm** **Trimble Showcase**
Connected Farm Agronomic Services: Transforming Information
into Knowledge
Dan Rooney
- 1:30pm to 2:20pm** **Gold Sponsor Showcase**
I.F.A.R.M. - Managing the Precision Ag Cycle
Gary Fisher
Geringhoff Showcase
- 3:00pm to 3:50pm** **DuPont-Pioneer Showcase**
EncircSM Services Nitrogen Management Service:
Getting Variable Fields to Maximum Yields
Justin Welch
- 4:00pm to 4:50pm** **GEOSYS Showcase**
Building Your Remote Sensing Strategy for Precision Agriculture
David Scott



THURSDAY, JULY 31, 2014

- 9:00am to 9:50am** **AGCO Showcase**
Rural Broadband Internet and its Impact on New Technologies
Michael Engiert, Jason O'Flanagan, Nick Tindall
- 10:00am to 10:50am** **Gold Sponsor Showcase**
How to be Analytically Awesome; Beyond Precision Agriculture,
Understanding Added Spatial Analysis Practices
Charlie Magruder
AgFiniti: Ag Leader's New Cloud-Based Platform
Luke James





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