2023 Annual Conference Agenda

Business	
Technical	
Education/Training	
Closed Session	

This content is current as of **10 November 2023**. Items may change, so check back prior to conference.

	Monday, November 13th			
Time	**Session 1**	**Session 2**	**Session 3**	**Session 4**
7:30 am	**Registration Desk Opens**			
7:30 – 8:30 am	**Grab and Go Breakfast**			
8:00 – 9:00 am	**AgGateway Essentials (Wiki 101 and MyAgGateway 101)** Recommended for new members and first-time attendees, but all are welcome to attend! This session will provide an introduction to AgGateway activities and how we operate. Your contributions to the AgGateway mission will be easier and less stressful when you understand how we use the two key tools of collaboration: the AgGateway Wiki and MyAgGateway. The Wiki houses all of the key organizational resources, and in the first half of this session you will learn how to find what you are looking for. This will include learning how to create meeting agendas, add meeting minutes, copy pages, view page history, import documents, link to documents, add dynamic content, and more. The second half of this session will focus on AgGateway's member management system, MyAgGateway. 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. *Presented by: AgGateway Member Services Program Manager Nikki Marshall and Director of Member Relations Leslie Hedges* **Sponsored by our Gold Sponsors: Bayer, Corteva, SSI**	**Field Boundary: GNSS Accuracy** Understanding the accuracy of the position data used to define a field boundary is growing more and more important. This WG24 working session will focus on digging into the technical details of what needs to be captured from a system when defining a boundary so anyone receiving a boundary will know what it is suitable to be used for. *Facilitated by: Zach Leiser*	**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 Annual Conference. *Facilitated by: AgGateway Director of Marketing & Communications Paul Schrimpf* **Sponsored by AgCIO Roundtable**	**Reserved for Quick Connect Meetings**
9:00 – 10:00 am			**Executive Committee (Closed)** Closed session to the Executive Committee	**Reserved for Quick Connect Meetings**
10:00 – 10:30 am	**Break** – Join us for some refreshments!			
10:30 – 11:30 am	**AGIIS 101** This education session will provide an overview of the AGIIS functionality and services provided. We will also discuss any new enhancements and modifications made in 2023. This session is recommended for individuals that are new to Ag Industry Identification System and are looking to increase their knowledge of entity and product identification. *Presented by: AGIIS Product Manager Chris Crutchfield* **Sponsored by DXC Technology**	**Facilitative Leader Basics** If you did not attend the Mid-Year Meeting or were not able to attend this session at Prairie Meadows, this introductory program provides important building blocks for the other sessions in this series. Attendees will learn the process and techniques to: • Prepare for a meeting • Start a meeting • Focus the group • Power of the pen • Create high energy • Close a meeting • Virtual meeting engagement *Presented by: Marilyn Hunter of Hunter Consulting*	**Executive Committee continued (Closed)** Closed session to the Executive Committee	**Reserved for Quick Connect Meetings**

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11:30 – 12:30 pm	**First Time Attendee Luncheon** Are you new to AgGateway, or a first-time attendee at the Annual Conference? This exclusive luncheon event provides you with the information and contacts you will need to make your first AgGateway Annual Conference a high-value experience. Please be sure to register as a first-time attendee so you will automatically receive an invitation. **Sponsored by our Gold Sponsors: Bayer, Corteva, SSI**	**Lunch (On Your Own)** - Enjoy lunch in the hotel or nearby restaurants See AgGateway's lunch recommendations in the event app!		
12:30 – 2:30 pm	**Opening General Session** Welcome and Organization Update - President and CEO Brent Kemp provides a review of 2023 organizational progress. **Keynote Presentation:** *Seismic Changes: How the AI Revolution Will Reshape the Industrial Fabric (and What You Can Do About It)* **Brooks Hamilton, Hamilton AI Strategy Advisors** **Sponsored by the AgCIO Roundtable** Brooks Hamilton's firm specializes in crafting AI strategies for Fortune 1000 companies and high growth startups, and has a deep understanding of both AI technology and business operations. Hamilton and his team enable organizations to successfully navigate the rapidly evolving AI landscape. In this session, Hamilton will: • Look beyond the headlines and into the historic nature of this transformative, broadly applicable technology. • Examine the set of opportunities and risks each organization faces as you begin your AI journey • Provide a guide to assembling an AI strategy for your organization including specific recommendations for first steps upon returning to the office as well as how to build an AI roadmap of projects and organizational capabilities. **Special Presentation:** *"I Could Be Wrong …"* Are you watching it happen or making it happen? Current trends among consumers, food companies, and government regulation should be pushing us to embrace interoperability to avoid getting left behind. Get ready for a cautionary presentation that will inspire you to get up and get involved. *Jeremy Wilson, AgGateway EVP/COO and North America Regional Director*			
2:30 – 3:00 pm	**Break** – Join us for some refreshments!			
3:00 – 4:00 pm	**AGIIS 201** This educations session takes attendees on a deeper dive of the AGIIS database, focusing on subscriber profile management, user management, tips and tricks for entity search, adds and updates, and best practices for a successful user experience. *Presented by: AGIIS Product Manager Chris Crutchfield*	**Facilitative Leader Session – Asking the Right Questions** One of the keys to running a high-value meeting is engaging the audience. How do effective meeting leaders do it? This session will focus on the various types of questions to help engage your participants, help focus participants and the process of gathering the right information. Attendees will learn:	**AgGateway Board of Directors (Closed)** The incoming 2024 Board of Directors will meet.	**Reserved for Quick Connect Meetings**
4:00 – 5:00 pm	**AGIIS 301** This session will focus on products in the AGIIS Directory. Attendees will learn how AGIIS supports product enumeration, industry visibility and data extraction. We will share best practices for adding and updating products and provide resources to help users maintain their product subset. *Presented by: AGIIS Product Manager Chris Crutchfield*	• How to use various types of questions • How to get people excited about participating in a solution process • How to keep people focused and engaged • How to ask questions that challenge without alienating • How to guide a team without overpowering it • How to ensure that you gain commitment • An opportunity for some attendees to lead or participate in a 10-15 minute role play "Information Gathering" session with a debrief afterwards *Presented by: Marilyn Hunter of Hunter Consulting*	**Animal Ag Roadmap & Collaboration Meet Up** Many AgGateway members have operations that cover not only row crops but also animal agriculture, and it turns out interoperability issues are not confined to just one segment of the industry. As a result, several areas of data exchange within the animal ag sector have been identified that could benefit from AgGateway's ability to bring multiple stakeholders together to address these issues. This session will review those areas at a high level, discuss potential organizations to collaborate with, and layout a high-level roadmap or priority list of topics to investigate and potentially spin up a working group around. *Facilitated by: AgGateway Portfolio Manager Ben Craker*	**Reserved for Quick Connect Meetings**

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Time	Session 1	Session 2	Session 3	Session 4
5:00 – 5:30 pm	**First Time Attendee Meet & Greet** (Invitation Only) This is a short session for first-time attendees and new members to have a small gathering prior to the large networking session. **Sponsored by our Gold Sponsors: Bayer, Corteva, SSI**	**Portfolio Management Center Update** This session will be an overview of all the recently completed, currently active, and upcoming working groups within AgGateway. There will also be time for Q&A from the audience to identify any gaps or potential topics to add to the list for future efforts. *Presented by: AgGateway Portfolio Manager Ben Craker*		
5:30 – 7:00 pm	**Welcome Reception** - Don't miss this opportunity to network with other members, vendors, customers, and staff!			

Tuesday, November 14th				
Time	**Session 1**	**Session 2**	**Session 3**	**Session 4**
7:00 am	**Registration Desk Opens**			
7:00 – 8:00 am	**Grab and Go Breakfast** - Sponsored by our Silver Sponsors: ACS, Ever.Ag Agribusiness, Growmark, Rosen's			
7:00 – 8:00 am		**Settlement Sheet Meet Up** Building on the Scale Ticket working group, the team identified a more streamlined system to help manage reconciling scale tickets against contracts as a logical next step. This session will focus on discussing the primary use cases and scoping the effort for the future working group. *Facilitated by: AgGateway Portfolio Manager Ben Craker*		
8:00 – 9:00 am	**Crop Nutrition Meet Up** The Crop Nutrition Meet Up will inform members on the state of current work; identify industry pinch points that can benefit from process improvement, standards implementation, or both; and offer an opportunity for idea generation and collaboration. Participants will benefit through increased understanding of industry capability and readiness to act; opportunity to offer input and provide direction on active and anticipated collaborative efforts. *Facilitated by: AgGateway President and CEO Brent Kemp*	**ADAPT** In this all things ADAPT session, we will start with an update on the state and adoption of the existing toolkit. Then we will get into a review of the initial output of the ADAPT Standard effort and Serialization working group. This will include discussion of base requirements considered, technical decisions, and how this effort fundamentally differs from the current toolkit. This will be followed by open Q&A and feedback from session participants. The session will conclude with planning how to create some needed semantic resources in coordination with other Agrisemantics efforts in AgGateway. *Facilitated by: Kelly Nelson and Stuart Rhea*	**Facilitative Leader Session – How to Address Dysfunctional Behavior** Any meeting of people is susceptible to dysfunction and distraction, from incessant cell phone and laptop use to that one person that hijacks the discussion. This session will focus on the types of dysfunctional behavior typical in meetings, and how to recognize and mitigate it before it escalates. The attendees will learn: • What is dysfunctional behavior • How to deal with people who drop out, dominate, or demonstrate other dysfunctional behaviors that can be disruptive • Opportunity for attendees to lead or participate in a 15-20 minute role-play to deal with dysfunction behavior *Presented by: Marilyn Hunter of Hunter Consulting*	
9:00 – 10:00 am	**Crop Protection Meet Up** The Crop Protection Meet Up will inform members on the state of digital label work at EPA; identify industry pinch points that can benefit from process improvement, standards implementation, or both; and offer an opportunity for idea generation and collaboration. Participants will benefit through increased understanding of industry capability and readiness to act; opportunity to offer input and provide direction on active and anticipated collaborative efforts.			

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	Business	Technical	Education/Training	Closed Session
	Facilitated by: AgGateway President and CEO Brent Kemp **Sponsored by AgVantage Software**			
10:00 – 10:30 am	**Break** – Join us for some refreshments!			
10:30 – 11:30 am	**Data Permissioning and Stewardship Meet Up** While AgGateway has made strides in how to efficiently transfer data from system to system, there remain open questions in the industry about who should have permission to access and transfer this data either within or between systems. It has been several years since the data use white paper was developed by AgGateway that was leveraged by several subsequent efforts. This meetup will focus on discussing the state of the industry and what AgGateway can contribute, for instance if an update to the data use whitepaper is in order. *Facilitated by: AgGateway Executive Vice President/COO Jeremy Wilson*	**Modus Working Group (WG04/WG11)** The WG04 and WG11 teams continue to make progress on lab test data standardization. During this session, the new Modus schema will be reviewed, as well as the updates and changes made to the soil method list. The soil list and schema will mark a significant milestone in the effort with discussion focused on how to drive adoption of this v2 package. Additionally, the group will discuss next plans for updating the next test matrix such as manure, water, nematodes, feed, etc. that were supported by method lists in the original Modus into the v2 structure. *Facilitated by: AgGateway Portfolio Manager Ben Craker*	**Facilitative Leader Session – Getting to Consensus** Conflict is almost inevitable in any meeting, and it can derail the process of gaining consensus if not effectively managed. This session will focus on how to address conflict and help your group to come to consensus (which doesn't necessarily mean 100% agreement). Attendees will learn: • Why do people disagree? • Questions to ask • Process to get to consensus *Presented by: Marilyn Hunter of Hunter Consulting*	**Reserved for Quick Connect Meetings**
11:30 – 1:00 pm	**Lunch (On Your Own)** - Enjoy lunch in the hotel or nearby restaurants. See AgGateway's lunch recommendations in the event app!		**Member Advisory Panel Luncheon** (Invitation Only)	**AgCIO Roundtable** (Invitation Only)
1:00 – 2:00 pm	**Seed Meet Up** The Seed Meet Up will begin with a guest presentation by *Betsy Hickman, Director of Anthesis Group: "Charting a Nature Positive Future for Food & Ag"* Nature is everyone's business with more than $44T of our global economy dependent on nature and its ecosystem services. Nature is at risk like never before, and there are a few sectors with greater dependence on nature than food and agriculture. With food demand growing by up to 50% by 2050, our food and agriculture system simultaneously offers the greatest potential to halt and reverse nature loss, while also contributing some of the most substantial impacts on nature. Whether providing nutrients, seeds or crop protectants, the agribusiness sector will find itself at a critical crossroads that will require the industry to reimagine how we produce, source, transport and consume agricultural products. Join us for an informative session on how developments like the Nature Action 100 investor initiative, Taskforce for Nature-Related Financial Disclosures and Science Based Targets for Nature will impact your business, determine data required from the agricultural value chain, and influence the sector's freedom to innovate. Following this presentation, participants will be informed on the	**PAIL Working Group (WG12)** With years of effort culminating in the work being done on the three-part draft ISO 7673 standard, the team will use this session to review the irrigation-flavored implementation of the AgGateway core documents: work order, work record, recommendation, as well as observation and measurements (O&M). The O&M document is of particular interest because it is applicable to many aspects of agrifood systems beyond irrigation. *Facilitated by: Andres Ferreyra*		
2:00 – 3:00 pm		**Autonomy Trends and Impact on Data Linking** Dr. Alex Thomasson will kick off the session with an overview of trends and advancements related to autonomy in agriculture and the implications of these changes on data collection, transfer, use, and overall management. This will lead to a discussion about the TRU and CTE concepts and business rules identified in WG20's work, both looking back at some of the harvest data PoC efforts and the relation to the recent harvest data standard released by ASABE. The group will wrap up with a discussion on the current work related to planting and review of the v1.0 Traceability API.	**Communications Committee** Weigh in on the 2024 communications plan and help prioritize messages, methods, and strategies for the year ahead. Bring your perspective on what we can do more effectively. *Facilitated by: AgGateway Director of Marketing & Communications Paul Schrimpf*	

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	results of pilots and new implementation of messages, and have the opportunity to ask questions. *Facilitated by: Ann Vande Lune* **Sponsored by Co-Alliance**	*Facilitated by: Dr. Alex Thomasson and AgGateway Portfolio Manager Ben Craker*		
3:00 – 3:30 pm	**Break** – Join us for some refreshments! **Sponsored by BASF**			
3:30 – 5:00 pm	**General Session and AgGateway Awards** AgGateway is pleased to honor members who have made consistent, substantial contributions to the work of digital connectivity in agriculture during this final general session of the Annual Conference. **Day 2 Keynote: Insights on Cybersecurity: Threats, Prevention, and Recovery** In this presentation, representatives from the Cybersecurity Infrastructure Security Agency (CISA) and the Federal Bureau of Investigation (FBI) team up to share information on the biggest threats to cybersecurity and how the community works together to protect against cyber incidents, and what to expect should your organization ever experience an attack.			
5:00 – 6:30 pm	**Networking Reception** - Don't miss this opportunity to network with other members, vendors, customers, and staff! **Sponsored by Proagrica**			
	Wednesday, November 15th			
Time	Session 1	Session 2	Session 3	Session 4
7:30 am	**Registration Desk Opens**			
7:30 – 8:30 am	**Grab and Go Breakfast**			
8:00 – 9:00 am	**Allied Providers Meet Up** The Crop Nutrition Meet Up will inform members on the state of current work; identify industry pinch points that can benefit from process improvement, standards implementation, or both; and offer an opportunity for idea generation and collaboration. Participants will benefit through increased understanding of industry capability and readiness to act; opportunity to offer input and provide direction on active and anticipated collaborative efforts. *Facilitated by: AGIIS Product Manager Chris Crutchfield*	**Weather and Forecast Data API Working Group** This will be the kickoff meeting for WG23 focused on weather and forecast data exchange. We will do a last review of the deliverables and scope, in addition to working out some of the logistics on when the group will meet. Following that, we will dive into capturing some of the relevant user stories and other initial tasks. *Facilitated by: AgGateway Portfolio Manager Ben Craker*	**Gateway to Ag Careers Student Presentations** Our Gateway to Ag Careers Student Delegates discuss their studies and professional pursuits and take your questions during this special session. **Sponsored by AgCIO Roundtable**	
9:00 – 10:00 am	**Dairy Feed and Ration Data Exchange** There are numerous aspects to consider when exchanging data related to dairy feed rations. This first working group will begin by documenting the user stories and use cases and developing process models to inform subsequent efforts. Additionally, this work has the potential to complement other efforts related to data standardization - we will review those to ensure the efforts are not redundant and identify how best to collaborate with these different groups. *Facilitated by: AgGateway Portfolio Manager Ben Craker*	**Agrisemantics PoC (WG00)** The team will present the crop definition model along with sample entries and API delivery, in the context of the primary use cases. Using this PoC and use cases, we will discuss what different applications look like and lay out the next steps for providing the resources at scale. The session will also interpret this work in light of recent ISO developments in international standardization. *Facilitated by: Andres Ferreyra and Smantha Murray*		
10:00 – 10:30 am	**Break** – Join us for some refreshments!			

![AgGateway logo]

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10:30 – 11:30 am	**Ag Retail Meet Up** The Ag Retail Meet Up will inform members on the state of current work; identify industry pinch points that can benefit from process improvement, standards implementation, or both; and offer an opportunity for idea generation and collaboration. Participants will benefit through increased understanding of industry capability and readiness to act; opportunity to offer input and provide direction on active and anticipated collaborative efforts. *Facilitated by: Charlie Will*	**AGIIS Directory Oversight Committee** The Directory Oversight Committee (DOC) 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 conduct our monthly meeting with the committee, but encourage anyone that has an interest in AGIIS or the Directory Oversight Committee to attend. *Facilitated by: Chair Matt Garcia* **Sponsored by DXC Technology**	**Quick Start Guide to AgGateway Resources** You're new to the B2B supply chain team and you've just been told by your manager that you need to integrate with a trading partner using AgGateway standards. Where do you start? What resources are available to you? Where do you go with questions or for advice? If this describes you or anyone in your organization, this session is for you. Come with your questions and your laptop for a hands-on workshop. We'll cover the resources and repositories for standards, guidelines, and reference data, and walk through the tools you need to connect for business efficiency. *Facilitated by: AgGateway President and CEO Brent Kemp*	**Reserved for Quick Connect Meetings**
11:30 – 1:00 pm	**Networking Lunch** - Come and network with others while enjoying lunch!			
1:00 – 2:00 pm	**Conference Committee** We will discuss plans and next steps for the 2024 Mid-Year Meeting in Altoona, Iowa and the 2024 Annual Conference in Austin, Texas. All individuals interested in helping to improve our face-to-face meetings are welcome to join us! *Facilitated by: Chair Scott Meredith*	**Architecture Committee & Standards and Guidelines** The Standards and Guidelines Committee will process any proposed digital resources. Any remaining time will be spent discussing Standards & Guidelines processes or reviewing architecture-related concerns that apply across two or more working group activities. *Facilitated by: AgGateway Portfolio Manager Ben Craker*		**Reserved for Quick Connect Meetings**
2:00 – 3:00 pm		**Agrisemantics Committee** This will be the first meeting of the Agrisemantics Committee. This standing committee will oversee the maintenance and stewardship of AgGateway managed semantic resources. The first actions will be surveying the current resources, identifying gaps, discussing interfaces and access patterns, as well as laying out a path forward for the committee aligned with the ISO data-driven agrifood systems standards development pipeline. *Facilitated by: Andres Ferreyra*	**North America Steering Committee (Closed)**	**Reserved for Quick Connect Meetings**
Thursday, November 16th				
Time	**Session 1**		**Session 2**	