

# RAISING YOUR FARM TO THE NEXT LEVEL



THROUGH **INTEGRATION, NETWORKING**  
**AND KNOWLEDGE.**

## ***FBS 2014 User Conference***

August 27-28, 2014  
River's Bend Conference Center  
Stoney Creek Inn  
Moline, IL

# *FBS 2014 User Conference Agenda*

## Wednesday, August 27

- 9:00 a.m. .... **General Registration.** (Salon C)
- 9:30 a.m. .... **Software Upgrades.** Norm Brown
- 10:30 a.m. .... **On a Growth Path or Treadmill?** Norm Brown
- 11:00 a.m. .... **New User/Experienced User Forum.** Everyone
- 12:00 p.m. .... **Lunch** (Backwater Jacks)
- 1:00 p.m. .... **Integration's Next Logical Steps.** Eric Jackson
- 1:30 p.m. .... **Networking with Champions.** Julie DiNatale  
Blake Hollis
- 2:15 p.m. .... **Networking with Numbers (Crop Cost Benchmarks).** John McNutt  
Moe Russell
- 3:00 p.m. .... **Break.**
- 3:15 p.m. .... **Knowledge Breakthrough Panel.**  
• Transforming Our Farm from Good to Great  
• What a Controller /CFO Brings to Your Business.  
• The Entrepreneurial Operating System.  
Brian Furrer  
Steve McWilliams  
Alan Richardson
- 5:00 p.m. .... **Adjourn.**
- 6:00 p.m. .... **Prime Rib Dinner Cruise.** (Celebration Belle)

## Thursday, August 28

### Concurrent Breakout Training Sessions

Time	John Deere Room	Salon C
8:00 am	<b>“FBS Essentials”</b> (Standard Operating Procedures that save time and reduce errors) – Sarah Dixon	<b>“Controller’s Corner”</b> Controllers and CFOs using FBS Software exchange their challenges and best practices.
9:00 am	<b>“The Ultra-Efficient Office”</b> (Scanners, electronic banking, cloud computing, to-do lists, AP-AR ) – Sarah Dixon & Cheryl Brown	<b>“Management Accounting Fundamentals and How FBS E.CLIPSE Works”</b> (Overview of the Farm Financial Standards Council’s recommendations and how FBS automates the process.) -- Paul Neiffer & Norm Brown
10:45 am	<b>“Customizing FBS”</b> (Screens, colors, keystrokes, preferences, financial statements, cost analysis and User-Defined Reports) – Sarah Dixon	<b>“Trouble-Shooting and Data-Mining Management Accounting”</b> (Real-life case studies that stretch, but don’t break FBS E.CLIPSE management accounting.) – Norm Brown
12:00 pm	<b>Lunch</b>	
1:00 pm	<b>“Crop Audit Start to Finish”</b> (From Pre-pay inputs to marketing) – Sarah Dixon & Doug Ball	<b>“Pork Cost of Production Benchmarks”</b> (2013 actual costs and what it’s going to take to be competitive in the shadow of PEDv) – John McNutt
2:30 pm	<b>“Importing/Exporting Data in FBS”</b> (How to pull and push anything into FBS.) – Sean Hughes, Sarah Dixon & Doug Ball	<b>“Hogistics”</b> (Get a first look at a dynamic, data-driven predictive analytic model that predicts market hog weight, weight distribution and mortality by week on feed that links with FBS.) – Chad Grouwinkel, Zoetis
3:00 pm	<b>“Payroll Issues and Tips”</b> (Integrating Centerpoint Payroll with FBS) – Cheryl Brown	<b>“View Your Data with New Clarity”</b> (New dashboard technology driven from FBS.) -- Norm Brown
4:00 pm	<b>Adjourn</b>	

# Guest Speakers



## Paul Neiffer, C.P.A.

Agribusiness adviser with [CliftonLarsonAllenLLP Agribusiness Group](#), Paul is best known as "[TheFarm CPA](#)" with [Farm Journal Top Producer](#), but also serves on the Tech Committee of the [Farm Financial Standards Council](#). Paul will be conducting the pre-session **Hedge Accounting Workshop** on Tuesday and presenting the **Management Accounting Fundamentals** breakout session on Thursday.



## Sean Hughes

Serving as Vice President of Product Development for, [Conservis Corporation](#), Sean previously helped develop the APEX crop software for John Deere and will share his knowledge and vision in the "**Integration's Next Logical Steps**" general session.



## Julie DiNatale

**Operations Manager of Farm Journal's Top Producer Executive Network (TPEN)**, a peer-to-peer **network** that provides leading producers with a group of peers to serve as a reciprocal advisory board, providing continual improvement in their **operations**. Julie will explain how TPEN works and what participants are learning in the "**Networking With Champions**" general session..



## Blake Hollis, M.B.A.

Blake's a Northeast Iowa corn, soybean and hog producer at [Lanehaven Farms](#), which embraces leading edge practices and technology to systematically standardize, flawlessly execute and continuously improve processes. Blake will share how his operation is changing as a result of participating in the TPEN peer network.



## Moe Russell, M.B.A.

President of [Russell Consulting Group](#), specializing in risk management, H.R. management, business planning and feasibility analysis. Moe will be covering 2013 **Crop Cost of Production Benchmarks** and projections for 2014 in the "**Networking with Numbers**" general session.



## John McNutt, M.B.A.

Past president of the National Pork Producers Council, John is a business analyst and consultant with the CPA firm [Latta, Harris, Hanon & Penningroth, LLP](#), specializing in M.I.S. implementation and training. John will be presenting the **Crop and Pork Cost of Production Benchmarks** sessions.



## Brian Furrer

President of [Bio Town Ag](#), a new breed of emerging farming operations with a new model of agricultural production, Brian will share his vision, operation and results in the "**Transforming Our Farm from Good to Great**" in the **Knowledge Breakthrough** panel.



## Steve McWilliams, M.S.

Steve has held professional positions in agricultural finance, swine production companies and agribusiness consulting and is serving as a "partial" chief financial officer for growing family operations. He will answer the question, "**What a Controller/CFO Brings to Your Business**" in the **Knowledge Breakthroughs** panel.



### **Alan Richardson, M.B.A.**

Alan is Chief Operating Officer and Business Advisor for [Transition Point Business Advisors](#). As a Certified Implementer of the [Entrepreneurial Operating System \(EOS\)](#), Alan helps companies understand and communicate their vision, get traction in implementing their vision, and build healthy leadership teams. Alan will provide an overview of EOS in the **Knowledge Breakthrough** panel.



### **Chad Grouwinkel.**

Chad serves as Swine Analytics Consultant with **Zoetis**, focusing on value added services for customer production and marketing data. Chad will present their **Hogistics**, a dynamic, data-driven analytic model that predicts market hog weight and weight distribution.