

**Terry Aberhart, Chief Executive****Topic:** Precision Farmer Panel: What Have I Learned on Our Farm

From early childhood Terry has always had a passion for the farm, agriculture and entrepreneurial growth. He worked several years in the agriculture service industry, before returning to his family farm to manage both the farm operation and custom spraying business. Terry founded Sure Growth Technologies Inc. providing professional agronomy consulting affiliated with Agri-Trend and became an Agri-Coach in the fall of 2005. In 2009 Terry received the Business builder of the Year award, and in 2011 and 2012 was voted MVP Agri-Coach of the year from Agri-Trend. Terry has had a strong focus in the areas of precision agriculture, advancing agronomy and leveraging modern technologies. He has worked in the industry and extensively on his family farm, developing precision technologies, farm research, technology and data management. He is always very eager to push the boundaries of technology and agronomy, and innovation in the agriculture community. He loves agriculture, working with the farm team, and building a culture supported by family and community to continue to grow a sustainable farm future for the next generation. In 2017 Terry and his wife Lichelle were named one of the finalist nominees for the Saskatchewan Outstanding Young Farmers competition.

**Markus Braaten, CCA****Topic:** Driving Profitability Through Precision Decisions

Markus graduated from Montana State University with a Bachelor of Science, in Agriculture Education and Biology in 1998. He spent 6 years as an instructor of Agriculture Science. In 2000, Markus returned to his hometown of Kalispell where he continued teaching prior to starting his consulting business. Today, Markus works with large and small farmers, ranchers and landowners in Western Montana as an Agri-Coach and Certified Crop Advisor. He currently serves on the Rocky Mountain Regional CCA Board and Montana Agriculture Experiment Station State Advisory Council. Markus leads the Agri-Trend Knowledge Team which is responsible for the mentorship and training of new coaches, in addition to speaking as an advocate for Agri-Trend and sound agronomic practices around the country. Markus has a passion for education, continually striving to bridge the gap between academia, ag research and ag production. He makes the complex simple and assists growers to understand the science of our agricultural system and how to deploy that knowledge to make better decisions.



Chris Paterson, Digital Farming Lead - Canada



Topic: An Overview of Potentially Disruptive Trends in Ag Tech

Chris Paterson is the lead for Bayer's Digital Farming initiative in Canada. Before joining Bayer, Chris was immersed in the North America AgTech space for more than ten years. Chris relies on his background as a farmer, and ag retailer, a consulting agronomist, and a crop inputs marketer in several continents for insight into choosing the right technologies to best support the fundamentals of agronomy, business, and logistics. Outside of work, Chris has traveled through more than 30 countries, and especially likes to travel by motorcycle.



Colin Rush, Chief Operating Officer



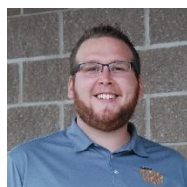
Topic: Financing Agriculture Innovations

Colin Rush is a senior operation leader with over 20 years of experience in the North American agriculture equipment industry. In 2017 after several years of being a senior advisor and Director of Clean Seed Capital, Colin Rush assumed the role of Chief Operating Officer for Clean Seed Agriculture Technologies, responsible for the manufacturing, distributing and sales of the CX-6 SMART Seeder. Colin has held senior positions with John Deere, Case IH and JCB Canada. In 2010 Colin assumed the role of Senior Director of Specialty Business, North America for Case IH. Case IH is one of the world's largest agriculture equipment manufacturers with significant planting and seeding equipment market share. During his tenure Colin significantly increased North American sales and market share for the company's nearly \$1B division of planting, seeding, tillage, and application product. Subsequent to Case IH, Colin became the head of Canadian operations for JCB, one of the world's largest manufacturers of construction and agricultural equipment. During his time leading JCB Canada, Colin doubled the number of agricultural dealers to deliver significant sales growth while increasing sales margin. Colin holds a Bachelor of Science in Mechanized Agriculture from the University of Saskatchewan and a Master of Business Administration in Agricultural Economics from the University of Guelph. Colin and his family have a small farm located near Grandora, Saskatchewan just west of Saskatoon.


John Jansen, North American Commercial Lead

Topic: Transformative Digital Technologies Are Shaping the Future of Farming

John is focused on sales & demand creation for Climate Agronomic Services, aimed at helping farmers increase yields and reduce risk through data science insights and decision tools delivered through the Climate FieldView platform. The Climate Corporation helps farmers around the world protect and improve their farming operations with uniquely powerful software and is a Silicon Valley based wholly owned subsidiary of Monsanto Company. John has enjoyed over 18 years in general management with Monsanto including sales, operations, marketing and strategy. John was raised in Muscatine, Iowa, USA and is twice a graduate of the University of Iowa with a BSE in Chemical Engineering and an MBA.


Gary Csoff, Canadian Product Marketing Manager

Topic: Plug n' Play: Getting started with Climate FieldView

Cory Willness, President

Topic: Variable-Rate Fertilizer & Seed "Doing it Right"

Cory is the President of CropPro Consulting. He received his BSA (Agronomy) in 1996 from the University of SK and has been an agronomist for 21 years. CropPro is an independent crop consulting company that provides Crop Management services and Variable-Rate Fertilizer/Seed services to Western Canadian farmers. Their unique, patented process for Variable-Rate is called Soil, Water and Topography MAPS (SWAT MAP). CropPro has an amazing staff of agronomists and precision ag specialists that also share Cory's passion of "Doing It Right" in an effort to deliver boots on the ground services to their farm clients.


Remi Schmaltz, CEO

Topic: How Retailers Are Delivering Greater Value to Growers

Remi has a love for agriculture, technology, and sales and marketing. When it comes to knowing the agriculture industry and its history, he has a proven track record of success. In 2006, Remi and his brother took over the family Ag-retail (DynAgra) business and started incubating the next technologies and launched Decisive Farming in 2011. Then in 2012 they sold the family business (DynAgra) to a fortune 500 company, CHS Inc.



Norm Lamothe, Co-Founder 

Topic: Precision Imagery – Unmanned Aerial Systems

Norm Lamothe is the Co-Founder of Deveron UAS, a drone data service company focused on agriculture. Norm is leading Deveron's growth as it builds North America's largest constellation of drones to bring a scalable solution to near, real-time, on-demand field level data collection. Working with Deveron allows farming's most important leader to focus on delivering insight from data rather than collecting it. Norm spent his early career in aviation and now manages his family's 500-acre farm in eastern Ontario.



David MacMillan, Co-Founder 

Topic: Financing Agriculture Innovations

David MacMillan is the Co-founder of Deveron UAS, a drone data service company focused on agriculture. He is a public venture capital entrepreneur that has successfully raised over \$30 million in debt and equity for early stage companies. Deveron is building North America's largest constellation of drones to bring a scalable solution to near, real-time, on-demand field level data collection. David holds a BA from McGill University and an MSc in Economics from the University of Glasgow.



Wade Barnes, President & CEO 

Topic: Digital Farming: Where We Are and Where We're Going

As one of the foremost agronomists in North America, Wade Barnes is a pioneer in the Precision Agriculture movement. Raised as grower in rural Manitoba, Canada, Wade founded Farmers Edge in 2005 and over the last decade has expanded both the company and the range of grower-based solutions Farmers Edge offer to encompass 4 continents and 5 countries. Leading a team of 300+ dedicated agronomists, technology innovators, and sustainability experts, Wade is focused on increasing sustainable farm yields to feed the world's 9B by 2050.



Joe Dales, Vice President & Co-Founder Farms.com™

Topic: Conference Opening & Welcome

Joe Dales comes from a business and marketing background with over 25 years of experience serving in various capacities including agri-marketing and management in the agriculture industry. Having worked for various leading multinational agri-business in North America including Pfizer, Syngenta Seeds, and Cyanamid Crop Protection, he has played a pivotal role in launching several biotechnology innovations including Herbicide Tolerant Canola. He is also an experienced relationship builder bringing producers and agr-business together. He holds an Honors Bachelors of Science and a Master's in Business Administration. With a keen interest in the internet for the agriculture sector he specializes in online agriculture trends, communications, and strategic leadership. With a zest for entrepreneurialism he has started and invested in over seven companies within the agriculture and food sector.



Darcy Herauf, Director FCC Farm Management Software



Topic: Farm Management Systems: Managing & Harvesting Results from Your Field Information & Data

Darcy Herauf is the Director of FCC farm management software where he leads the team responsible for the development, support and distribution of FCC's suite of farm management tools, namely FCC AgExpert and FCC Field Manager. He's been with FCC for 14 years in a variety of roles in Finance, Information technology and Marketing. Prior to joining FCC, he spent 4 plus years in program delivery for AAFC. Darcy was born and raised on a mixed farming operation in south-eastern Saskatchewan and is actively involved in the day-to-day operation of the family farm. He is passionate about agriculture and his practical and hands-on knowledge and experience give him unique insights into how Canadian farmers use software to make decisions on their operations. Darcy attended the University of Regina where he obtained his degree in Business Administration.



Eddy Roesch, Regional Sales Manager



Topic: Precision Agriculture Systems for Retailers & Agronomists

Eddy Roesch is a Regional Sales Manager with FieldReveal, an industry leading cloud based decision ag platform. Joining the FieldReveal team in 2016 and based in Sabin, MN he focuses on dealer development and support throughout the upper United States and Canada. Growing up on a farm in north central South Dakota, Eddy has always had a passion for agriculture. His dynamic 20-year career in the ag industry has been spent in sales and leadership roles, primarily in the precision ag and application segments.



Markus Weber, President

**Topic: Precision Imagery – Unmanned Aerial Systems**

Markus is co-founder of LandView drones. He grew up at Weyga Farming, a grain and cow-calf operations near Camrose, Alberta where he implemented precision farming technologies including early adoption of variable rate fertilizer and seed and RFID tracking in 2001. He holds agriculture, law and MBA degrees from the University of Alberta. After a career path in law and senior government management ending in 2011, he pursued his passion for agriculture to work with Serecon as an independent agriculture consultant and to establish LandView. He is a strong believer that farmers themselves have the best information and intuition required to manage at the sub-field level. LandView therefore sells complete unmanned systems for use directly by farmers and agronomists – with each package including sensors, drones software and all necessary accessories for a full crop year of imaging. LandView also provides training to use the UAV effectively and legally, through an Ag Drone School which Markus delivers across western Canada.



Lane Strockbrugger

**Topic: Precision Farm Panel: What Have I Learned on Our Farm?**

Lisa Prassack, President

**Topic: Precision Agriculture & Agriculture Innovation: “Where Are We Going & How**

Lisa Prassack has over 20 years of experience working with big data analytics. She specializes in working in tandem with innovators by providing critical market understanding with data-intensive solutions. She previously worked as the Trimble Agriculture Strategic Marketing director and was responsible for the precision farming strategy, planning and M&A, as well as global strategic partnerships with a number of agriculture companies.



Steven Gillis, Ag Technology Sales

**Topic: Precision Water Management: Important Lessons from Survey to Tiling**

Steve is an Ag Technology Sales Specialist with Rocky Mountain Equipment, Steve grew up on a farm in southwest Manitoba, and started in the precision farming industry in 2007. He has a strong focus on water management, and currently lives in Moosomin SK and focuses on water management for Rocky Mountain Equipment.



Trent Meyer, Executive Vice President SEED MASTER DOT FARMING REIMAGINED

Topic: DOT Autonomous Farm Technology – The Future of Farm Machinery

With experience in the equipment world, from agriculture to construction, manufacturing to dealership, and from operations through market development and executive leadership, Trent’s experience speaks for itself. In his most recent role as an Executive Vice President of both SeedMaster Mfg. and Dot Technology Corp., Trent is able to access his entire tool chest to build and grow these innovative companies.



Norbert Beaujot, P. Eng., President SEED MASTER DOT FARMING REIMAGINED

Topic: DOT Autonomous Farm Technology – The Future of Farm Machinery

In the early 90s, farmer and SeedMaster founder and president Norbert Beaujot, P.Eng. developed a simple but powerful concept: a terrain-following, dual-knife opener that revolutionized the no-till industry. In 2003, Norbert and his family opened SeedMaster in Emerald Park, SK and the company has continued to grow each year. Their market has now grown throughout North America, Australia, and Eastern Europe. Norbert continues to push the limits of seeding technology with the SeedMaster drill and plays an active role in R & D both in the manufacturing plant and in the field at SeedMaster’s 2000-acre Research farm near Langbank, SK. In addition to his work on the drill itself, he’s also committed to improving metering technology with the introduction of the UltraPro Canola Meter, and more recently, the Nova XP series of Smart Carts. SeedMaster’s continued evolution has resulted in over 20 patents and patents pending in his name.

His most recent concept - the DOT Power Platform - pushes agriculture forward into the realm of tractor-less, autonomous agriculture.



Paul Raymer, Precision Ag Specialist SOILOPTIX FIELD INTELLIGENCE

Topic: Precision Soil Systems: Introducing SoilOptix

Paul grew up on a dairy farm in Oxford Country, Ontario and is a Mechanical Engineer graduate. He has over 10 years of engineering experience with 7 of those being with John Deere Research & Development. In 2010 Paul partnered with his parents to form Practical Precision, primarily a re-seller of various precision agriculture lines like, Trimble & 360 Yield Center. Paul was key in placing GreenSeeker “on the map” in Ontario and first introduced Y-Drop to the Canadian market. Paul is currently on the enhanced development & education of the benefits of high resolution soil mapping technology called SoilOptix.

**Trevor Scherman, T. Scherman Acres Ltd.****Topic: Precision Farmer Panel: What Have I Learned on Our Farm**

He is a U of S Voc Ag grad 1999 who farms between Battleford and Wilkie, Saskatchewan with his wife Michelle. Trevor has worked in the Agriculture industry with a couple major companies while continuing to build up the farm since 2001. He loves traveling and seeing how farming practices are different from one location to another and how he can implement what others are doing into his operation. He is very passionate about technology as it relates to the agriculture industry. The goal on his farm is to produce the highest rate of return from a small land base and he enables many facets of technology and agronomy to help reach the goal. Trevor is also the Co-founder of ScherGain Solutions System with his father. This started out as another step in trying to maximize equipment and land efficiencies that turned into a business.