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**NOV 14-15, 2018**

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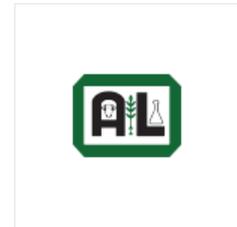
SASKATOON

## Speakers



**Nevin McDougall**  
President & Chief Commercial Officer  
A & L Canada Laboratories

**Topic:** Precision Soil & Agronomy



Nevin brings over 25 years of leadership experience and commercial success across the agriculture industry. He has worked in senior executive roles with leading companies like BASF, and La Coop fédérée in Canadian, US and international markets. Nevin has most recently been appointed as the President & Chief Commercial Officer at A & L Canada Laboratories.

He has a Bachelor of Science in Agriculture and a Masters in Business & Economics from the University of Guelph, Ontario.



**Ian Meier**  
Co-Founder & CEO  
Agrimatics



**Topic:** Ag Technology Showcase – New Companies, Products & Ideas

Ian Meier is the co-founder and CEO of Agrimatics, manufacturer of the popular grain cart weighing and data management system, Libra Cart. Ian grew up on a 3rd-generation grain farm north of Star City, SK and spent a lot of his youth on the tractor and hauling grain. He studied engineering and computer science at the University of Saskatchewan before starting his technology career in telecommunications, intelligent transportations systems and agriculture. Ian and his business partner started Agrimatics in 2012, leveraging smartphones and tablets to provide improved user experience and cloud connectivity to traditional industrial systems.



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**Andrew Elgersma**

Brand Manager of Digital Farming Solutions  
BASF Canada



**Topic:** Predictive Farming: The Role of Agriculture Models in Management Decisions Making & Maglis Innovation Learning Workshop

Andrew has a passion for digital farming and its potential for improving the lives of farmers and how they manage their crops. As Brand Manager of Digital Farming Solutions at BASF Canada, he is responsible for the development and commercialization of Maglis Farm Navigator. Maglis Farm Navigator is BASF's latest digital farming innovation designed to help growers make more confident crop application decisions through its unique ability to forecast crop stage and pest risks. Andrew holds a Bachelor of Science in Agriculture from the University of Guelph and farms near Guelph, ON.



**Shirley Janeczko**

Show Manager  
Canada's Farm Progress Show



**Topic:** Farm Progress Show Innovations Program

Shirley Janeczko is Show Manager for Canada's Farm Progress Show. She has more than 12 years' experience with Canada's Farm Progress Show and has a good sense of what needs to be done to continue to grow and improve. Shirley has been leading this show since 2014 and has a good understanding of how the trade show industry evolves.

Agriculture is in her roots. She was raised on a mixed farm in southern Saskatchewan. Shirley is a strategic thinker and is not afraid to roll up her sleeves and take the initiative to make sure the work gets done and done well.



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**Gary Csöff**  
Canadian Product Marketing Manager  
The Climate Corporation



**Topic:** From Cloud to Cab – Building a Platform that Works Where Farmers Work

Gary's farm roots began on his family tobacco farm on the sandy shores of Lake Erie in SW Ontario. With a passion for agriculture, he completed his undergraduate degree from the University of Guelph and moved to the Peace region of Alberta as an Agronomist. Continuing with a research focus, Gary moved south to Calgary and managed a research program with Monsanto working on corn, canola and soybean cropping systems. With this cross-Canada knowledge and experience of cropping systems, it is valuable in his current role of Product Marketing Manager for Climate FieldView. As a Product Marketing Manager, Gary is passionate about bringing the best possible experience to Canadian growers, enabling them to use the valuable data they collect.



**Trevor Thornton, P.AG, CCA**  
Ag Consultant  
Crop Care Consulting



**Topic:** Precision Soil Information: SoilOptix Mapping Case Studies

Trevor grew up on a farm near Oakville, MB. He graduated with a BSc(Ag) from the University of Manitoba with a crop protection major. Trevor worked for a consulting company in the Three Hills, AB, Area for four years after graduating. He moved back to Manitoba and worked for an Ag Retail before moving back into consulting in 2002 by starting Crop Care Consulting. His team works with potatoes and grain production in Manitoba, Saskatchewan, Alberta, and Northwestern Ontario. He has been doing variable rate work and research since the fall of 2002. He is constantly evaluating fertility programs by running field trials and trying new ideas and products. Crop Care is also the first company in Western Canada to be using the SoilOptix high-resolution topsoil mapping system.



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**Derek Rude**

Research & Development Manager & MAPS Technology Specialist  
CropPro Consulting



**Topic:** Introducing the SWAT Box – The World’s First Autonomous Soil Mapping

Derek is a dedicated, success driven project manager and leader with 19 years of experience supplying mechanical engineering research and development services to the agriculture and manufacturing industries. As the R & D Manager at CropPro, Derek has been managing the field development and commercialization of SWAT BOX; along with Stuart Hassall who has managed the CropRecords server interface.



**Stuart Hassall**

Senior Software & SWAT Box Developer  
CropRecords

**Topic:** Introducing the SWAT Box – The World’s First Autonomous Soil Mapping

Stu is a seasoned design & development engineer with over 24 years’ experience. Trained in military defense systems and earning a degree in Electronics, Stu then progressed into the Agricultural, Construction equipment and Automotive sectors writing software for real-time embedded systems.

In 2013 he dreamt of bigger things and moved to Canada which led him to the development of the award-winning SWAT Box. Now a fully-fledged Canadian citizen Stu lives in the Okanagan valley BC.



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**Norm Lamothe**

Co-Founder – Head, UAS Agriculture  
Deveron UAS



**Topic:** The Value of Precision Crop Imagery & On Farm Case Studies

Norm Lamothe is an entrepreneur with a diverse set of skills obtained through extensive industry experience in aviation and agriculture.

Previous positions include Director of Sales for an international import/export and sale of aircraft brokerage, General Manager of an International Flight Academy where he managed a large fleet of aircraft and students across multiple locations and most recently as an Account Executive in the Aviation Insurance Industry where he earned his Canadian Accredited Insurance Broker (CAIB) designation.

In addition to his role with Deveron, he lives on and manages his family's diverse, multi-generational 500-acre farm, located in eastern Ontario, Canada.

He sits on two local not-for-profit Boards, including the local Agricultural Society and is a past Professor with Durham College's Food and Farming Program. Norm is a graduate of the University of Ottawa's Telfer School of Business and is a licensed fixed-wing pilot.



**Andrew Carson**

Sales, Customer Service & Training Lead  
Draganfly Innovations Inc.

**Topic:** Drone Imaging of Crops for Plant Breeding & Agronomy Research

Andrew Carson joined Draganfly Innovations in January 2016 as Customer Service and Training Lead. He focusses his time on outreach campaigns, flight training, demos, business development, and program planning services. Prior to joining Draganfly, Andrew earned his Bachelor of Commerce degree with distinction from the University of Saskatchewan and founded his own aerial services company where he operated Unmanned Aircraft Systems (UAS) and gained valuable experience with Canadian flying regulations and program planning. Draganfly Innovations, established in 1998, is one of the world's longest operational UAS companies and the inventor of the world's first four-rotor remote-controlled helicopter in 2000. Draganfly has several world firsts, including the first UAS to save a person's life and the first North American, federally approved, commercially manufactured UAS legal for use by Emergency Services in North America.



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**Kris Kinnaird**  
Digital Ag Lead  
Farmers Edge



**Topic:** MoneyFarm – Getting More Mileage Out of Existing Resources

Kris Kinnaird's roots in agriculture intersect with his passion for technology. Based on his upbringing on his family farm in southwestern Manitoba, where he still farms with his brother and father, combined with a degree in Agribusiness, Kris understands the value that data integration and utilization of digital agronomic tools can have on a farm's profitability.

Kris obtained his BA in Agribusiness from the University of Manitoba and held various positions in the agriculture industry before finding the perfect fit for both his passion and expertise at Farmers Edge. He took an interest in on-farm data management and precision agriculture in its early stages, which drew him to Farmers Edge. As the company continued to disrupt traditional agriculture with the use of the Internet of Things (IoT) and machine learning, he moved up from Precision Technology Specialist to a training role, and later, a User Experience Tester.

His proficiency with Farmers Edge precision digital solutions led him to his current position as a Digital Ag Lead, where he is a critical member of the Digital Agronomy Team. In this role, he gets to spend time with growers in their fields helping them understand, analyze, and utilize data-driven insights from daily satellite imagery, field-centric weather, predictive modeling, and scouting tools.



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**Fred Wall**  
Vice President – Marketing  
Farm Credit Canada



**Topic:** Decoding Trust in Data Management in Canada

Fred Wall is a customer experience, insights, strategy, technology and communication executive with a proven track record of innovation and transformation. His background spans enterprise strategy, senior-level communications strategy, insights, analytics, model development, software development and marketing, operational analysis and strategy, organizational structure analysis, digital marketing, and customer experience strategy and measurement. He is passionate about transformative programs to drive business growth, exceptional customer experience, and organizational efficiency. His current portfolio at FCC includes Market Intelligence, Analytics, Digital Services, and the new AgExpert platform.



**Darcy Herauf**  
Director  
Farm Credit Canada Management Software



**Topic:** Farm Credit Canada AgExpert Software Workshop

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.



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**Perry Casson**

Chief Technology Officer, Farmer  
FarmTRX – Yield Monitors & Maps

**Topic:** Precision Harvest Data Collection – Introducing FarmTRX

Perry Casson grew up in rural Saskatchewan and has been involved in farming his entire life. He spent the past 25 years leading technology and mapping software companies; was responsible for a staff of 50 people while director of Software at Northwood, as well as acting as CTO for Troo Corp, and is now acting as the CTO for a new AgTech company - FarmTRX.

While running his family farm, Perry and his agronomist - Bennie Dunhin of Cavalier Agrow - searched for a yield monitor that could be affordably installed on any combine. They knew that an accurate yield map was the cornerstone to effective agronomy. Unable to find an affordable and simple solution, Perry drew on his lifetime of experiences in electronics, software and farming to build his own.

Several years later, after much development and testing, Perry and his former tech company (Troo) have launched FarmTRX - bringing to market a new type of yield monitor – designed by farmers, for farmers. Fortunately, Troo had already developed a web platform for its other mapping & tracking projects, which allowed them to take the data collected by Perry's yield monitor and automatically upload it, turn into yield maps, and make it easy to give agronomists the information they need.

The age of precision agriculture is here, and FarmTRX wants everyone to have access to the data they need to run a profitable farm.



**Joe Dales**

Vice President & Co-Founder  
Farms.com

**Topic:** Conference Opening & Welcome

**Farms.com**<sup>™</sup>

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 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 holds an Honours 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.



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**Matt Hesse**  
CEO  
FieldReveal



**Topic:** Time & Technology: How to Use Precision Ag to Show ROI for the Farmer

Matt Hesse is an agribusiness leader with 20 years of experience in ag retail and precision agriculture. He most recently served Winfield United as senior manager of the retail technology field team with responsibilities for strategic planning and sales management.

Prior to Winfield United, Hesse spent 10 years with Trimble in the Trimble Agriculture division. Hesse began at Trimble as a regional sales manager, moved to a business sales segment manager role for Trimble Worldwide, and then to director of sales for the North and South America segments of Trimble Agriculture.

Before joining Trimble, Hesse served four years in Global Technologies by AGCO, managing precision ag software programs. He started his career as an agronomy productions specialist with Agrilience in Sibley, Iowa, U.S., where he managed fertilizer, seed and chemical recommendations and implemented precision agriculture programs.

Hesse is a graduate of the Land O'Lakes Executive Agribusiness Program (LEAP) and has an ag-business associate degree from Ridgewater College in Willmar, Minnesota, U.S.



**Dennis Jansen**  
Territory Customer Support Manager  
John Deere Canada ULC



**Topic:** Let Us Help You Farm Better

Dennis is a Territory Customer Support Manager with John Deere Canada ULC covering southern Saskatchewan dealer partners. Dennis previously worked with John Deere as a Solutions Specialist to support dealers and customers with regards to optimization of agricultural equipment, precision farming technologies and data management solutions offered by John Deere. Dennis was raised on a farm in Southern Ontario and holds a B.Comm in Food and Agricultural Business from the University of Guelph.



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**Rick Pattison**  
President & CEO  
Pattison Liquid System

**Topic:** Precision Crop Protection: Introducing Pattison's DOT Compatible Spraying System

Pattison Liquids, a 38-year-old company, is a leading manufacturer of Liquid Fertilizer application and Crop Protection handling equipment, distributing Liquid handling parts both domestic and Internationally.

Pattison's has been at the forefront in the development of Liquid Fertilizer equipment and application methods in western Canada since 1980. Most recently, Pattison's has entered the autonomous farming world as a DOT implement partner, under the Name CONNECT Agriculture Inc. Mr. Pattison holds business interests in and out of the Agricultural field and has spoken throughout North America and internationally on plant nutrition and liquid fertilizer application. The Pattison Family operates a 6000-acre Grain Farm in Saskatchewan. In addition to many other awards, Pattison was a finalist in the 2004 ABEX awards in the Physical Environment category.

Mr. Pattison has held numerous positions on boards local, municipal, provincial, national and international.



**Heather Deobald**  
General Manager  
Quantum Genetix

**Topic:** Ag Technology Showcase – New Companies, New Products & Ideas

Heather Deobald is the General Manager at Quantum Genetix. She completed her Bachelor of Science in Agriculture with a major in Agronomy and a Master of Science in Animal Genetics, both from the University of Saskatchewan. Heather has a farming background and has worked as an agronomist and in agricultural sales before joining Quantum Genetix 15 years ago. Heather is passionate about all aspects of farming and agriculture. Heather's enthusiasm has led her to focus on bringing innovative and leading edge genetic products to the agriculture industry.



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**Steven Gillis**  
Ag Technology Sales  
RME Geomatics



**Topic:** Leveraging Technology to Mitigate Water Related Financial Losses In Western Canada

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.



**Leah Olson**  
CEO  
SeedMaster & DOT Technology Corp.



**Topic:** DOT Autonomous Agriculture: Future View of Farm Machinery

Leah Olson is an enthusiastic business leader with over 20 years' experience building and leading high performing teams in both the private and public sectors. Her diverse experience in agricultural, pharmaceutical and transportation industries has enabled her to live and work across Canada.

Leah is Chief Executive Officer (CEO) of SeedMaster and Dot Technology Corp., overseeing the operations of both companies. Building on the leadership of Norbert Beaujot, founder of both companies, her mandate is to work with farmers to increase their efficiency and profitability while overseeing the rapid expansion of DOT.

Leah is fluent in both French and English. She has an MBA from Queen's University and a master's degree in public policy and public administration from Concordia University.



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**Zachery Harmer**  
North American Sales Manager  
SoilOptix

**Topic:** Precision Soil Information: SoilOptix Mapping Case Studies



Zach Harmer is North American Sales Manager for SoilOptix Inc providing high definition soil nutrient and texture maps to growers and agronomists. Raised surrounding the agricultural industry and a graduate with a Bachelor of Science in physical geography from Brock University, Zach provides a fresh look into soil technology utilizing his strength in GIS and geostatistics. Zach started as a summer student with Practical Precision (Paul and Barry Raymer) and resumed his role last year under the SoilOptix Inc namesake. Zach and the SoilOptix Inc. team are committed to providing a new standard in the industry of high-definition soil data to assist the grower and agronomist for more profitable and sustainable management decisions on their field.



**Ryan Hutchinson**  
Integrated Solutions Manager  
South Country Equipment

**Topic:** Crop Intelligence: Trusting The Data



**Krista McLean**  
Vice President – Client Services  
Stratus Ag Research

**Topic:** The State of Precision Ag Technology Adoption – What are Farmers Doing?

Krista MacLean is the Vice President – Client Services with Stratus Ag Research. Stratus brings the real story to agri-business. Through research focused exclusively on agriculture, Stratus delivers strategic, objective insight about what farmers are thinking and doing – so clients can make better decisions. Krista's extensive experience as a marketing specialist in the Canadian ag retail and grain industry enables her to extract valuable insights from market research and help clients turn those insights into effective strategies for their agribusinesses. Krista has been studying trends in digital agriculture and software use since the first version of this report was produced in 2016. She has been quoted in several publications in both the US and Canada as a source of expertise on the use of software on farm.



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**Dr. Ray Asebedo**  
Lead Research Agronomist  
Topcon Agriculture



**Topic:** How to Integrate Sensor Technologies into Your System to Improve Profitability Through Nutrient Management

Dr. Ray Asebedo, former Agronomy faculty member at Kansas State University and now Topcon Agriculture Lead Research Agronomist.

His research focuses on the development of agronomic algorithms to drive the artificial intelligence (AI) of ground and aerial autonomous vehicles. Crops of his primary focus include winter wheat, corn, grain sorghum, soybeans, and cotton. Asebedo's emphasis is in developing refined nutrient recommendation algorithms to connect with general crop scouting AI framework being integrated into embedded systems. The primary goal of the program is increase to yield, efficiency, profit, and sustainability of agriculture with robotics.

Asebedo holds a Ph.D. in soil fertility from Kansas State University.



**Dr. Steve Shirliffe**  
Professor, Department of Plant Science  
University of Saskatchewan

**Topic:** Drone Imaging of Crops for Plant Breeding & Agronomy Research

Steve Shirliffe is a Professor in the Department of Plant Sciences at the University of Saskatchewan. Prof. Shirliffe's primary area of research is in field crop agronomy, about which he has been conducting field-based research for over 20 years, gaining extensive experience in small plot crop agronomy. His position involves teaching, research and outreach in the areas of agronomy and weed control. Prof. Shirliffe's past and current research projects have focused on the ecology and control of volunteer canola, cereal and pulse and oilseed agronomy, non-herbicidal weed control and agronomic applications of unmanned aerial vehicles (UAVs) or drones.



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**Aaron Breimer**  
Manager  
Veritas Farm Management

**Topic:** The Value of Precision Crop Imagery & On Farm Case Studies



Aaron Breimer was born and raised on a cash crop farm in northern Middlesex County close to the town of Ailsa Craig in Ontario. Aaron attended the University of Guelph where he obtained his Honours in Bachelors of Science Agriculture. Following university, Aaron worked in the ag retail industry for 10 years with a territory that included part of Essex and Kent Counties. For the last 4 years, he has been working with Veritas as an agronomist and sales agronomist out of the Parkhill office. Aaron continues to live in Chatham, ON where he enjoys his 2 main hobbies – playing rugby and scuba diving.



**Warren Bills, P.Ag**  
Business Development Manager  
xarvio – The Digital Farming Company



**Topic:** Exponential Farming: Growth Concepts, Technology Convergence, AI & Robotics

Warren Bills has gritty curiosity to make farming better. He has been involved in the Ag Technology space for over 10 years. His farm background and experience in agronomy, research, sales, and technology start-ups has accelerated his passion to offer insight into Digital Farming solutions for farms and ag-business. Warren is based out of Calgary, Alberta, and manages Business Development in Canada for xarvio - The Digital Farming Company.



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**Dr. Joseph Russo**

Founder & Head of Ag Research & Modelling  
ZedX (now part of the BASF Group)

**Topic:** Maglis Innovation Learning Workshop & Predictive Farming: The Role of Agriculture Models in Management Decision Making

Dr. Russo is the founder of ZedX, a leader in the development of digital agricultural intelligence, which was acquired by BASF in 2017. As Head of Ag Research and Modeling at ZedX, Dr. Russo's focus has been on developing and integrating crop and pest models into BASF's MAGLIS platform and supporting other BASF digital technologies and analytical products. He has a Masters in Meteorology from McGill University and a PhD in Agricultural Meteorology from Cornell University and resides close to Bellefonte, Pennsylvania where ZedX is headquartered.