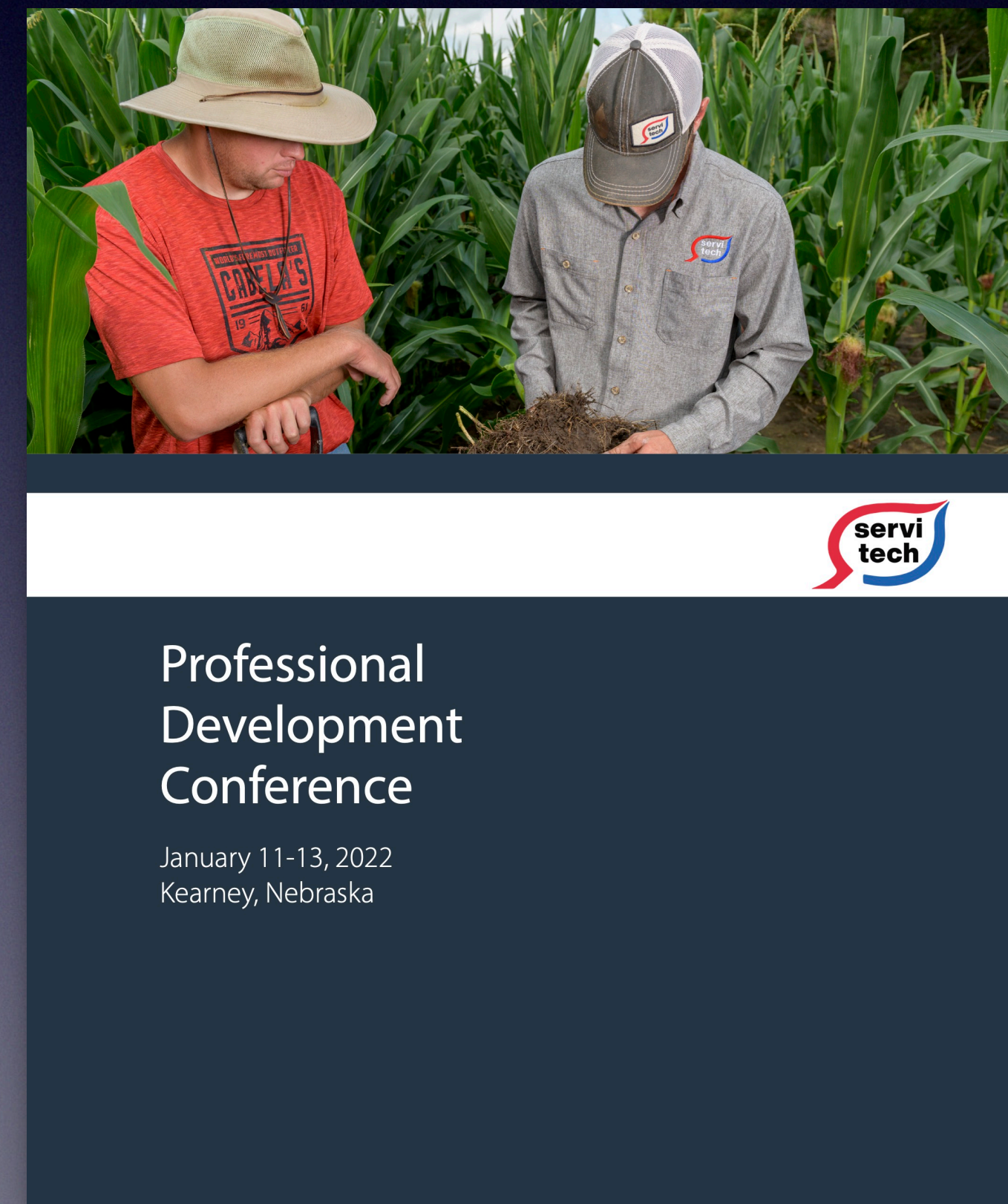


ServiTech, Inc. Professional Development Conference Program

Dan Morgan



Project Overview



My role:

As the Design Manager, I was responsible for overseeing the print and digital designs for marketing and software.



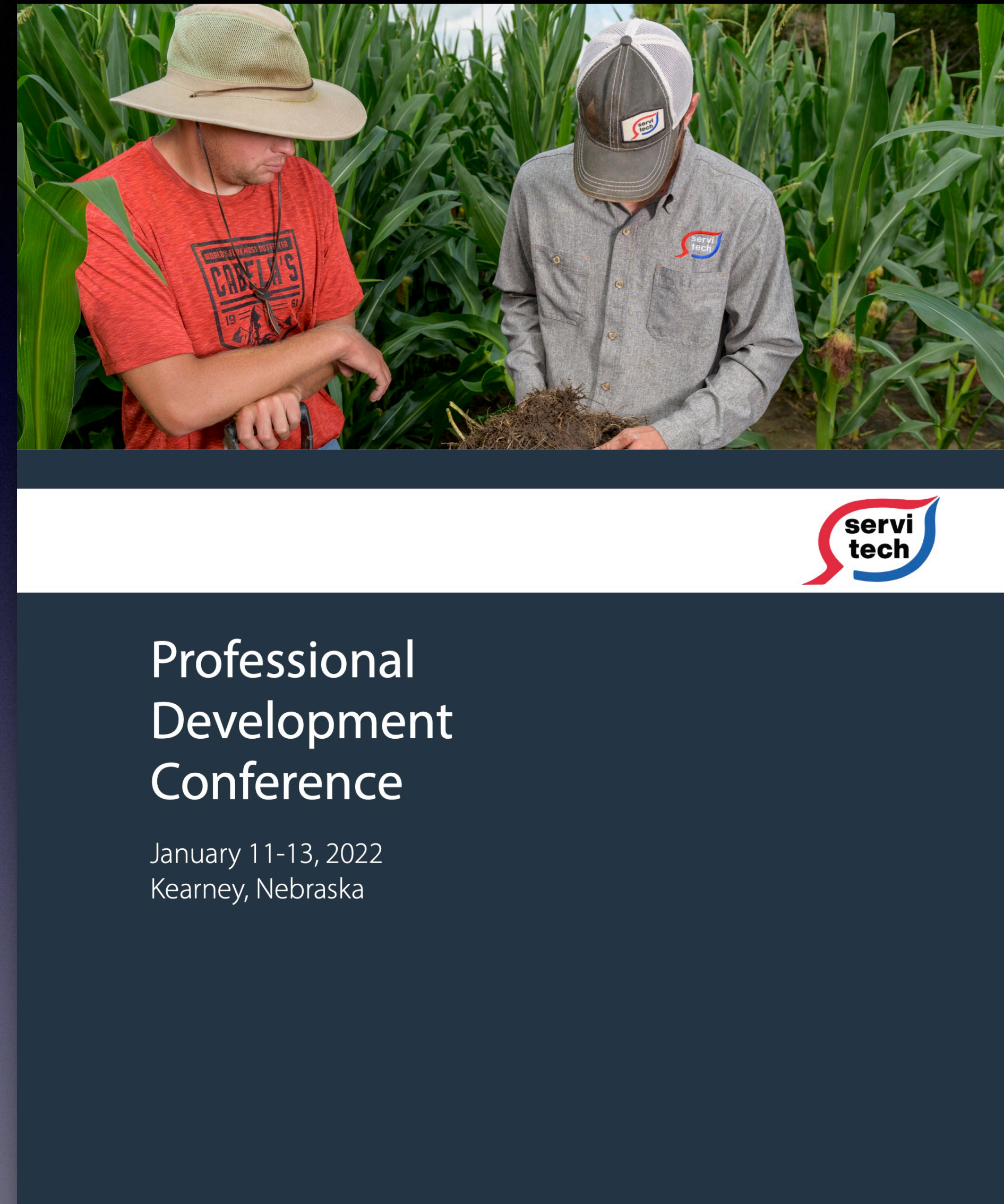
Responsibilities:

During a time of staff attrition and shortages, I helped produce advertising, catalogs, and a quarterly magazine distributed to the company's shareholders.

Project Overview



The ServiTech Professional Development Conference (PDC) is an internal training and team building conference held yearly for all ServiTech agronomists and territory leaders.



Tuesday

- Noon–5:00 PM**Check in
- 1:00–5:00 PM**.....Technical question and answer session (Steve Bryan and APS members answer questions about mapping, technology, etc.)
- 5:30–10:00 PM**Vendor open house & social night at the Big Apple (Food, bowling, pool, bar, food, prizes, etc.)

The Big Apple is only a few blocks away from the hotel but there will be a bus to shuttle folks back and forth starting at 5:00 PM. We will share the facility with a bowling league, but the sports bar will be all ours. Laser Tag will start at 8:00 PM.

Wednesday

- 7:00 AM**Breakfast
- 8:00–8:10 AM**Welcome from Rod Schroeder, interim CEO
- 8:10–9:00 AM***Clarity in Crop Service*, Ryan Hassebrook
- 9:05–9:35 AM***Employee Engagement*, Julie Darling, ProValue
- 9:40–10:35 AM**.....Sentera presentation
- 10:35–10:50 AM**Break
- 10:50–11:50 AM***Tar Spot in Corn & Other New Diseases*, Tamra Jackson-Seims - UNL
- 11:50–12:10 PM**Years-of-service recognition, beginning of the lunch period.
- Noon–1:00 PM**Lunch
- 1:00–5:00 PM**.....Breakout sessions

Time	Stateroom D	Stateroom E	Ballroom 1
1:00–1:50 PM	<i>Irrigation Scheduling Using Moisture Probes</i> Mark Morten	<i>Supply Chain Update</i> Fred Raisch - CHS	<i>Precision N Application Work</i> Laila Puntel - UNL
2:00–2:50 PM	<i>Wind Effects on Corn Production and Plant Development</i> John Mick - Pioneer	<i>Reading Imagery in Scouting</i> Dallas Ford - Sentera	<i>Precision N Application Work</i> Laila Puntel - UNL
3:10–4:00 PM	<i>Wind Effects on Corn Production and Plant Development</i> John Mick - Pioneer	<i>Data Management</i> Matt Wildman	<i>401k 40 and Under Review</i> Dustin L. Kuhn - Merill Lynch Gary Geringer - Merill Lynch
4:10–5:00 PM	<i>C is for Carbon!</i> Fred Vocasek	<i>Data Management</i> Matt Wildman	<i>401k Review 40 Plus</i> Dustin L. Kuhn - Merill Lynch Gary Geringer - Merill Lynch

Wednesday Eve

- 6:00–6:30 PM**.....Photos and social
- 6:30–9:00 PM**.....Banquet
- 6:30–7:30 PM**.....Keynote speaker: Holly Hoffman
- 9:00 PM**Annual awards

Thursday

- 7:00 AM**Breakfast
- 8:00–11:00 AM**.....Breakout sessions

Time	Stateroom D	Stateroom E	Ballroom 1
8:00–8:50 AM	<i>Managing White Mold in Soybeans</i> Jason Gibson - Corteva	<i>Tissue sampling and testing</i> Travis Kinnison	<i>ServiTech Plots and Why They're Important</i> Clark Poppert
9:00–9:50 AM	<i>Managing White Mold in Soybeans</i> Jason Gibson - Corteva	<i>Tissue sampling and testing</i> Travis Kinnison	<i>Feed Testing for Your Agronomy Customers</i> Robin Cox
10:10–11:00 AM	-	-	<i>Keys to Success</i> Dave Green

- 11:00–11:30 AM**ServiTech board Q&A session
- 11:30–Noon**Final wrap up

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