

Conversation Starters for NAICC Roundtable Discussion

Session I - 30 Minutes - Sampling, Fertility, Maps

Introductions: Name, Location, Focus of Business, Years in Business

Sampling & Soil Fertility

How do you soil sample? *Grid, smart, zone, probe truck, four wheeler, etc*

What kind of equipment do you use? *Automated, manual, GPS software, etc*

Computer software and /or guidelines you use in making fertilizer recommendations? *Sufficiency levels, crop removal, N requirement per bushel, etc*

Special products or mixes that work well for you?

Favorite methods of fertilizer application?

Problems with fertilizer application?

Yield Maps

How many clients yield map?

Do they get maps to you?

Is data good?

How do you use the information?

Session II - 30 Minutes - Mobile & Office Technology

In Field Data Recording

Software used? Has it made your day more productive?

Hardware used? How long does hardware last? Protective skins for hardware? Tablets vs Computers?

Handheld data recording devices?

Computer / Office

Best agronomic websites?

Smartphone and how you use it?

Voice recognition software?

Time saving or cool office tools?

Best smartphone apps?

Voice recording devices?

We will upset the fruit basket after session II and mix people up to give them the opportunity to meet and converse with a new group.

Session III - 30 Minutes - Equipment / Fleet Management

Introductions: Name, Location, Focus of Business, Years in Business

Equipment / Fleet Management

Pickups? What model using and why? How equipped? Diesel or gas?
How often do you trade? How do you know if you made a fair trade?

Four Wheelers?

What model are you using and why?

ATV Tires?

How often do you trade? How do you know if you made a fair trade?

Pull trailer or load ATV in pickup?

Best pickup ramp?

Favorite trailer brands?

Session IV - 30 Minutes - Business, Employee, Customer Relations

Business / Personal Development

What is the best thing you have done for your business within the past five years?

What is the best recommendation you have made for your clients in past 1-2 years?

What is the best thing you have done for yourself personally in the past year?

Employee Relations

Tools / tricks for training of part time / new employees

Tricks for keeping interns focused

Ideas for compensation formulas for long term employees

Partnerships???

Customer Relations

Off season visits? How often?

Client Meetings? Coffee Shop?

Communication in season? Written reports? Summaries? Email? Text?

Use of Facebook, Twitter, Linked In and other social media to promote business?