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? Time saving or cool office tools?
- Smartphone and how you use it? Best smartphone apps?
- Voice recognition software? 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?