

**NAICC & WAPAC**  
present



**FOCUS ON**  
***PRECISION***

February 27 & 28

**MADISON 2018**

# CONFERENCE SCHEDULE

## Tuesday, February 27

7:30	Registration Opens
7:30–8:45	Breakfast in Exhibit Hall
8:45–9:00	Welcome and Introduction <i>Bill Stangel</i>
9:00–10:00	Making Satellite Imagery A Routine Part of Your Services <i>Jon Gibson, Crop Quest</i>
10:00–10:15	Break
10:15–11:00	Artificial Intelligence in the Future of Scouting <i>Zach Fiene, Rapid Imagery Tech</i>
11:00–12:00	Obtaining Your FAA License to Operate a UAV for Commercial Use <i>Matt Brugger, Tilth Agronomy</i>
	How We Use a Drone in Our Crop Consulting Business <i>Matt Brugger, Tilth Agronomy</i>
12:00–1:30	Lunch and Exhibit Visits
1:30–2:30	Precision Ag and the Struggle for Value <i>Jeremy Wilson, Crop IMS</i>
2:30–4:30	Precision Ag Round Table Sessions
4:30–6:00	Mixer in Exhibit Hall
6:00	Dinner on Your Own

# CONFERENCE SCHEDULE

## Wednesday, February 28

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| 7:30–8:45   | Registration and<br>Breakfast in Exhibit Area  |
| 8:30–9:30   | Management of Nitrogen Fertilizer<br>in Corn with NDVI and other Remote<br>Sensing Products Based on Satellites,<br>Airplanes, and Drones<br><i>Dr. David Mulla, University Of Minnesota</i> |
| 9:30–10:30  | Creating Partnerships To Create a<br>Precision Ag Profit Center<br><i>Panel Discussion:</i><br><i>Joe Sinkula, Reisterer and Schnell,</i><br><i>Chad Willer &amp; Jason Fussy, Centrol</i>   |
| 10:30–10:45 | Break  |
| 10:45–11:45 | Remote Sensing as a Tool to Manage<br>Nitrogen in Irrigated Potatoes<br><i>Dr. David Mulla, University Of Minnesota</i>  |
| 11:45–12:45 | Lunch and Exhibit Visits   |
| 12:45–2:00  | WAPAC Annual Business Meeting<br><i>or</i><br>Apps for Consultants   |
| 2:00–3:00   | Peeking Into the Black Box of Nitrogen<br>Recommendations<br><i>Brian Arnall, Oklahoma State University</i>  |

# REGISTRATION INFO

## Pre-register by February 14

Members	Non-Members*	Student
Two days: \$180	Two days: \$240	Two days: \$130
One day: \$90	One day: \$120	One day: \$65

### Register online at

[naicc.org/meetings/2018-focus-on-precision/](http://naicc.org/meetings/2018-focus-on-precision/)

## On-site registration

Members	Non-Members*	Student
Two days: \$240	Two days: \$300	Must
One day: \$120	One day: \$150	pre-register

\*You are considered to be a member if you are a member of NAICC or your home state consultant's group if that group is a member of NAICC.

Academics, Extension Specialists and County Extension Agents pay the member rate.

## Exhibitors

Table top exhibit \$360

Includes one registration and meals.

Additional passes at the member rate.

## Sponsors

Sponsorship levels of \$250, \$500, \$1000 and \$2500.

Sponsors at the \$500 level and above receive a table top exhibit space, one complimentary registration and recognition at the conference

# HOTEL ACCOMMODATIONS

## Sheraton Madison Hotel

706 John Nolen Drive  
Madison, WI 53713  
608- 251-2300

Group rate rooms \$114 per night. *Please make your reservation before 2/12/18 at 5:00 pm.*

If you prefer to call directly to make reservations you can call 1-800-325-3535 and identify yourself as a member of the "WAPAC/NAICC Focus on Precision" block to receive the discounted, group rate before the cutoff date.

**Or book a room online at:**

<https://www.starwoodmeeting.com/events/start.action?id=1712059079&key=EE31184>

## PRESENTED BY

The National Alliance of Independent  
Crop Consultants &  
The Wisconsin Association of Professional  
Agricultural Consultants

