



AgGateway 2020 Leadership Webinar

Tuesday, March 19, 2019



AgGateway Antitrust Policy

- *Do not discuss with competitors your own, or a competitors', prices; do not discuss anything that might affect prices, such as costs, discounts, terms of sale, profit margins or any other competitively sensitive information. Do not discuss capacity or output.*
- *Do not stay at a meeting where any such talk occurs.*
- *Do not make general announcements or statements at AgGateway meetings about your business secrets, such as sales strategies, new product development, capacity expansion or restrictions, or any such intended activity.*
- *Do not talk about what your company plans to do in specific markets, or with certain classes of customers, or with regard to types of products.*
- The full policy can be found [on the AgGateway website](#)

Agenda



- **Welcome**
- **Review Goals of AgGateway 2020**
- **Organizational Structure**
 - High-level recommendations
 - Draft org chart
 - AgGateway Regions
 - Board and Executive Committee
 - Communities
 - Committees
 - Working Groups
 - Digital Resource Center
 - Portfolio Management Center
 - Centers of Activity
- **April Face-to-Face Meeting**
- **Next Steps**

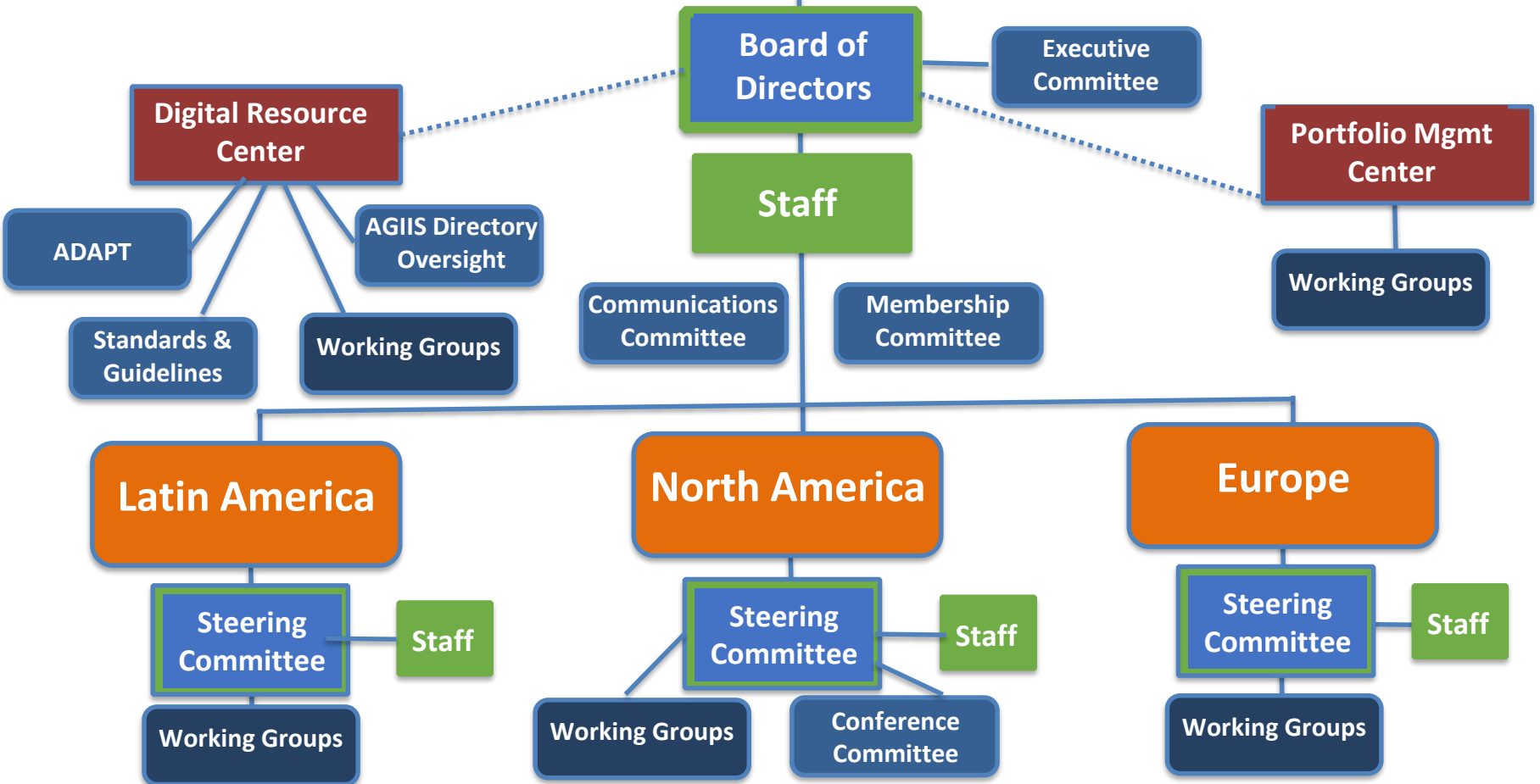
Goals for AgGateway 2020

2020

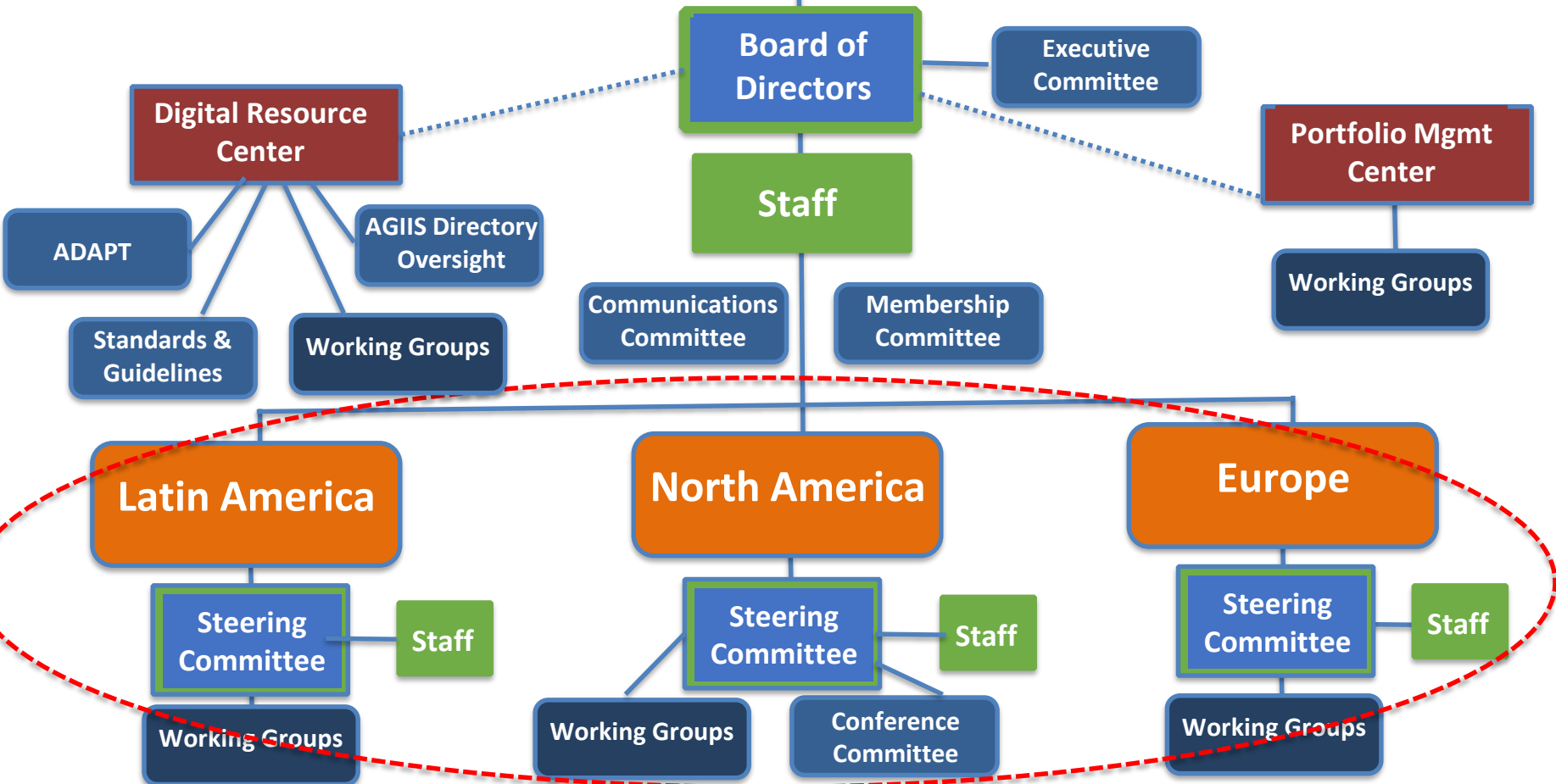
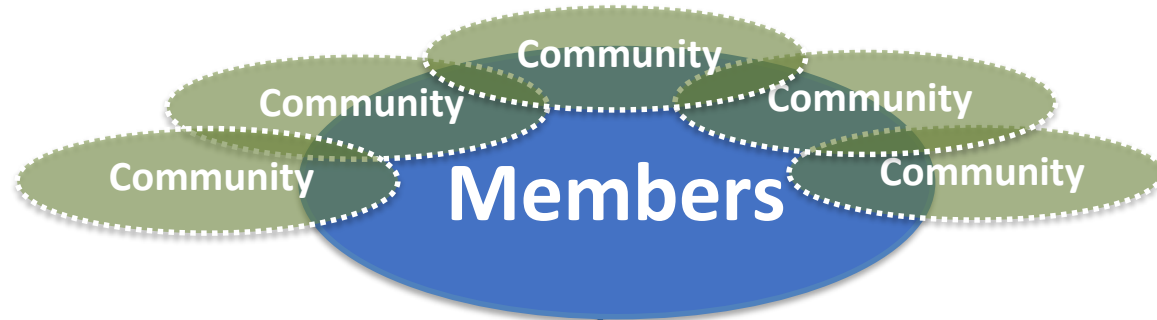
AgGateway needs to:

- Foster initiatives across sectors
- Engage more executive-level leaders
- Facilitate better use of time and resources
- Maintain collaborative approach, create solutions more quickly
- Be more nimble
- Position AgGateway as digital ag leader

AgGateway 2020



AgGateway 2020



Regions

- Initially 3 Regions:
 - North America (U.S. & Canada)
 - Latin America (South & Central America)
 - Europe
 - Potential regions (e.g. New Zealand/Australia)
- Each Region
 - Regional autonomy
 - Steering Committee/Regional Board
 - Exec. Director/Regional President: AgGateway Staff Member
 - Working Groups, Committees



AgGateway 2020



Board

- Composed of voting members representing AgGateway Regions, plus Treasurer, CEO
- No more than one member/company
- Elected by/ accountable to membership
- Provides direction, manages the organization
- Governed by statute and by-laws

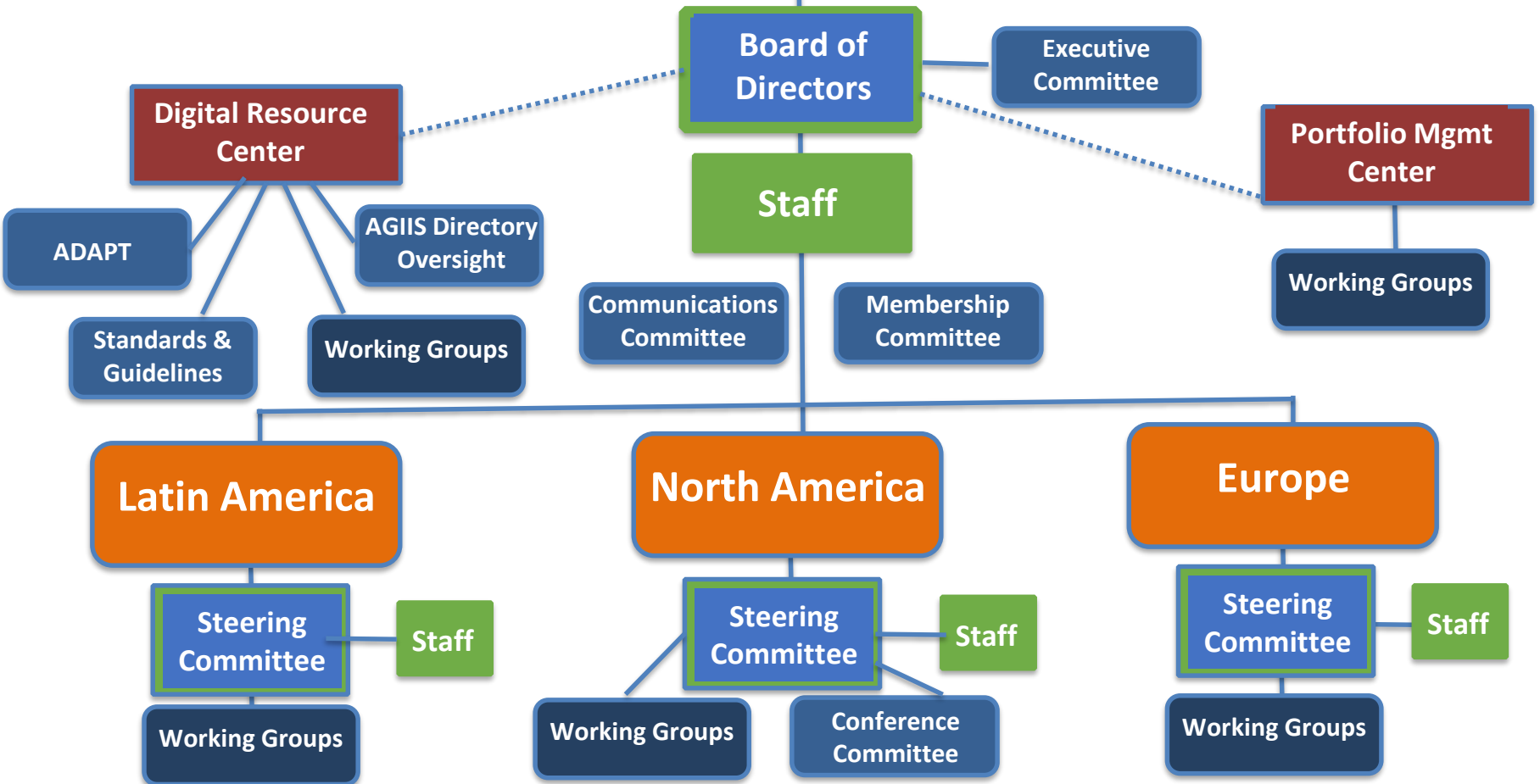
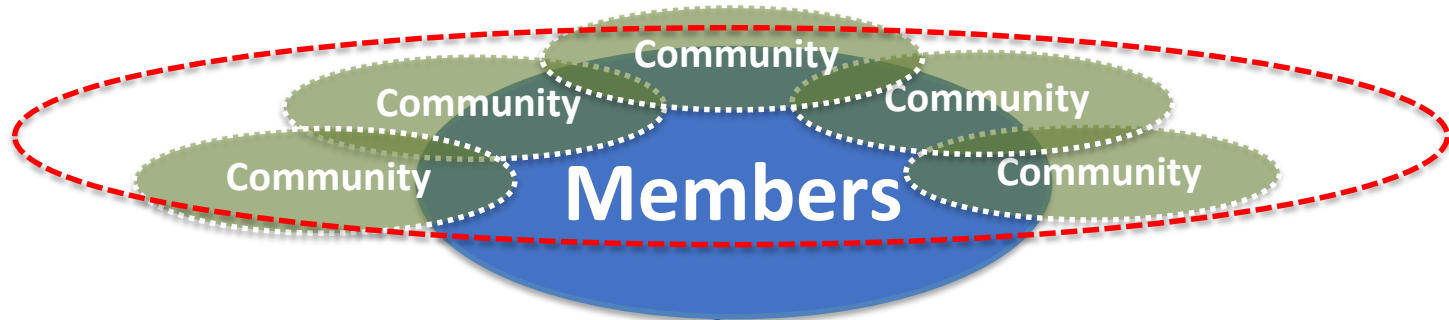


Board: Executive Committee

- Past Board Chair, Board Chair, Board Vice Chair, President/CEO, Exec VP/COO, Treasurer
- Reviews financials, budgets, policies, personnel, dues, etc.; reco's to Board
- Nominating Committee for Board candidates
- Compensation Committee



AgGateway 2020



Communities

- **Description:** Members with common business interests and goals meet to discuss pain points, generate ideas, network
- **2019/2020:** Facilitated quarterly meetings, volunteer-led
- **2021:** Facilitated “Meet-Up” sessions at meetings
- **How members engage:** Working Groups, Committees, Centers (Digital Resource and Portfolio Management)



AgGateway 2020

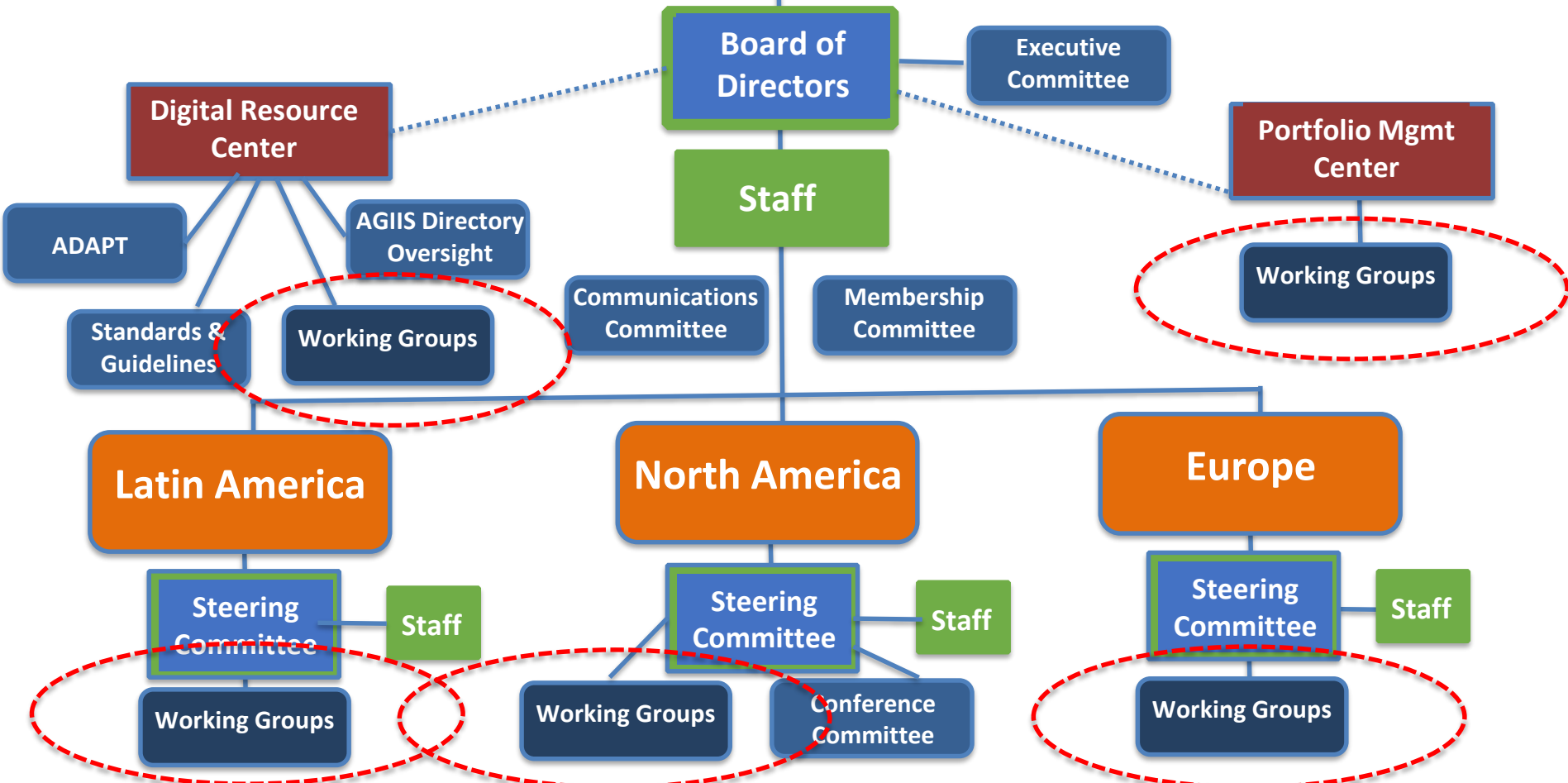


Committees

- **Definition:** Operational group of member volunteers that supports AgGateway operations or digital resources.
- **Purpose:** Charter; consider, investigate, act on, or report on matters relevant to the organization
- **Global;** may have regional counterparts: Communication, Conference, Membership
- **Under Digital Resource Center:** ADAPT Oversight, AGIIS Directory Oversight; Standards & Guidelines



AgGateway 2020

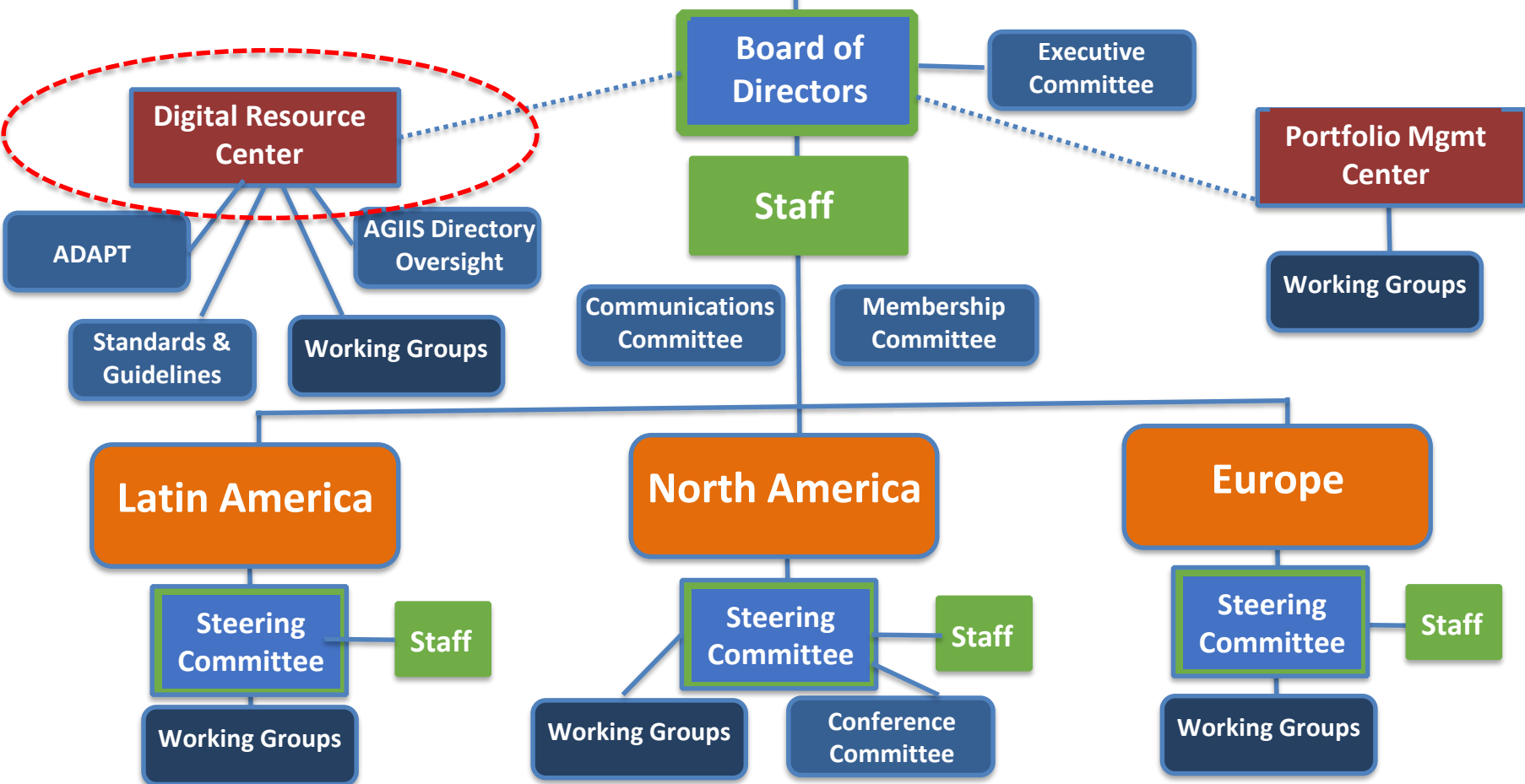


Working Groups

- **Definition:** Organizational unit that produces digital resources.
 - E.g.: Traceability initiatives, MIX Ticket, CART
- **Digital resources:** Digital content developed to assist companies with implementing eConnectivity between systems and devices within their own company, and between companies.



AgGateway 2020

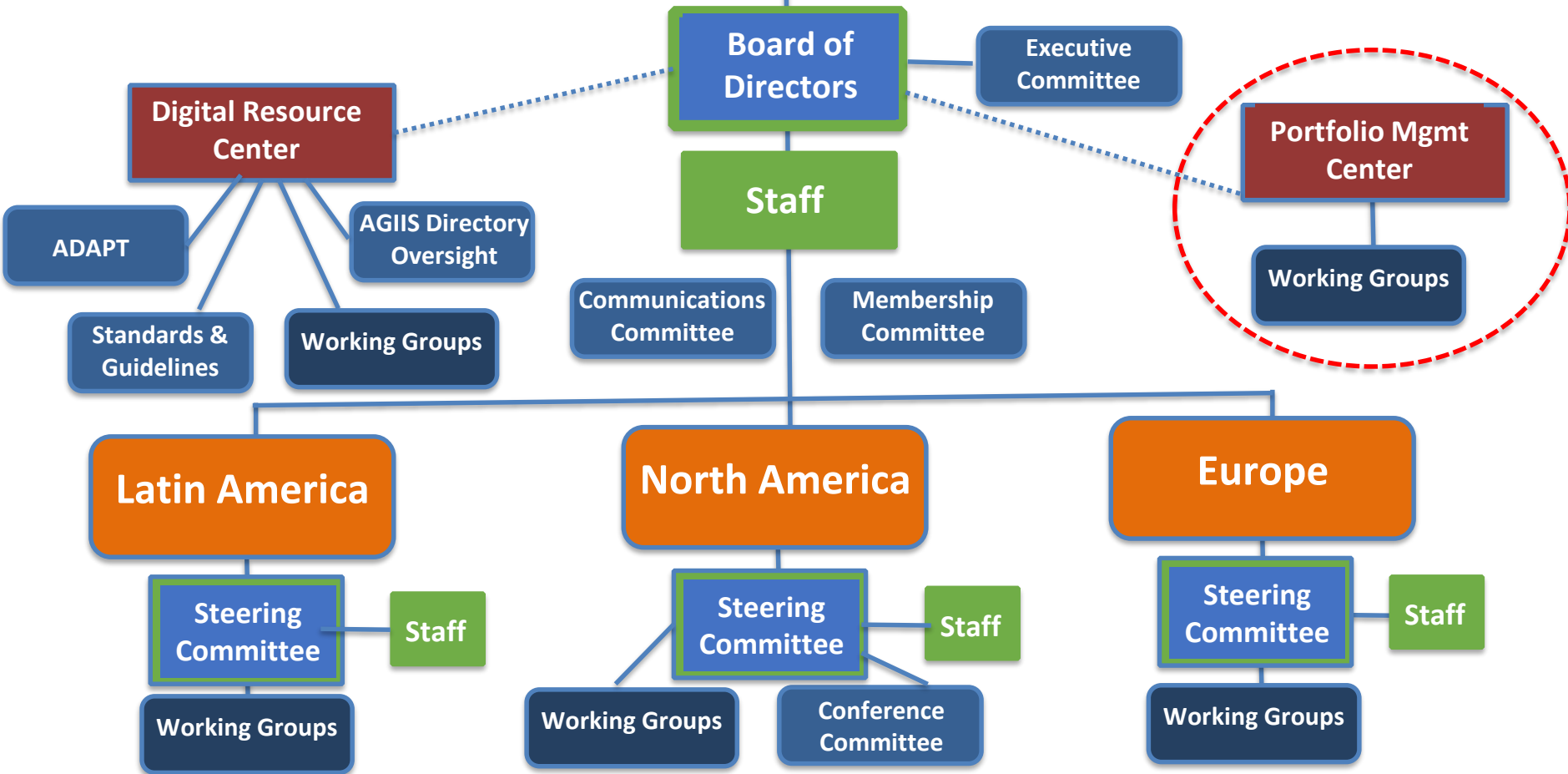


Digital Resource Center (DRC)

- Global resource; led by AgGateway CTO; Digital Resource Committee Chairs
- Oversight/support all digital resources
- Oversees compliance with processes and policies
- Coordinates with Portfolio Management Center (PMC)
- *Committees:* ADAPT Oversight, AGIIS Directory Oversight, Standards & Guidelines
- *Working Groups:* AgGlossary, Controlled Vocabulary, Reference Data API, and Data Privacy & Security



AgGateway 2020

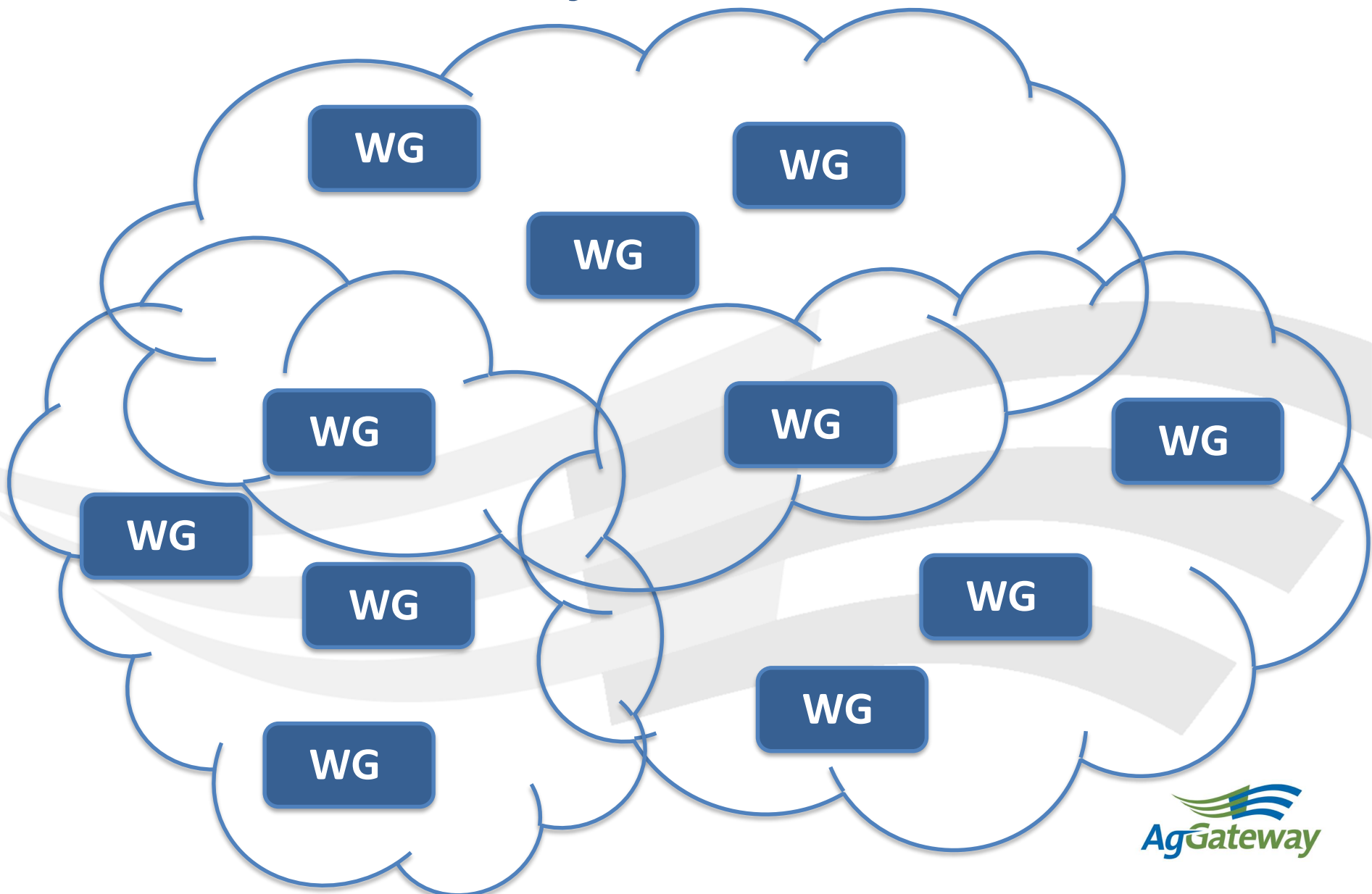


Portfolio Management Center (PMC)

- Global Resource; Led by AgGateway Staff Member
 - 5-9 qualified member volunteers appointed by the Board; Regional representation
- Oversight/support AgGateway Working Groups
- Confirms charters, manages establishment, oversees work progress and provides financial reporting of Working Groups
- Creates tools/resources to advance work
- Coordinates with Digital Resource Center (DRC)



Centers of Activity



April Leadership Meeting

- Includes Strategic Board, OMB, Leadership of Councils and Committees
- WinField/Land O' Lakes, Arden Hills, Minnesota
- Wed., April 10, 1:30-6:00 pm - Thurs. April 11, 9:00am-4:00 pm
- Dinner Wed., April 10 @Tria, reception 6:15 p.m.; dinner 7:00 p.m

April Leadership Meeting

Purpose:

- Dive more deeply into concepts of AgGateway 2020
- Develop transition plans for Council & Committee leaders' areas of responsibility
- Empower leaders as advocates for AgGateway 2020

Deliverables - *By the end of the meeting:*

- Leaders are educated on AgGateway 2020 plans
- Leaders produce content for transition plan (2019-2020)
- Leaders are engaged to lead the organization in the transition

High Level Agenda

- Quick review of AgGateway 2020 content and planning
- Focus how we organize and manage our work, how we will move it forward faster and more efficiently:
 - Systems and processes to manage working group efforts
 - Breakouts for leaders to develop their vision for volunteer roles, responsibilities and engagement; and to help define what we do to stakeholders
 - Breakouts for leaders to document their roles and activities in transforming Councils and aligning Committees to new structures
 - Breakouts to empower participants to act as advocates for the transition

Pre-work

Bring to the meeting:

- Creativity, engagement, can-do attitude
- Focus on the work your Council or Committee does today and ideas on how the transformation impacts that

Homework: Based on today's presentation of AgGateway 2020:

- What does successful transformation of AgGateway look like when we are complete?
- What is the value of the transformed AgGateway to you and your organization?
- Other feedback/comments?

Write and submit your responses [on the wiki](#) no later than Monday, April 8.

2020 Plan: Next Steps

- Additional feedback/review
- Further develop components, details
- Preliminary budget development
- Develop transition plan
- Board approval of AgGateway 2020 (April 1):
- Board approval of transition plan (May)
- Approval of AgGateway Global Network consolidation with AgGateway by AGN Board (May)
- Launch AgGateway 2020 (June)



AgGateway 2020

- Questions? Comments?