

**AgVend**

PARTNER SUMMIT 2026



# LEAD THE WAY

Owning Today. Shaping Tomorrow.

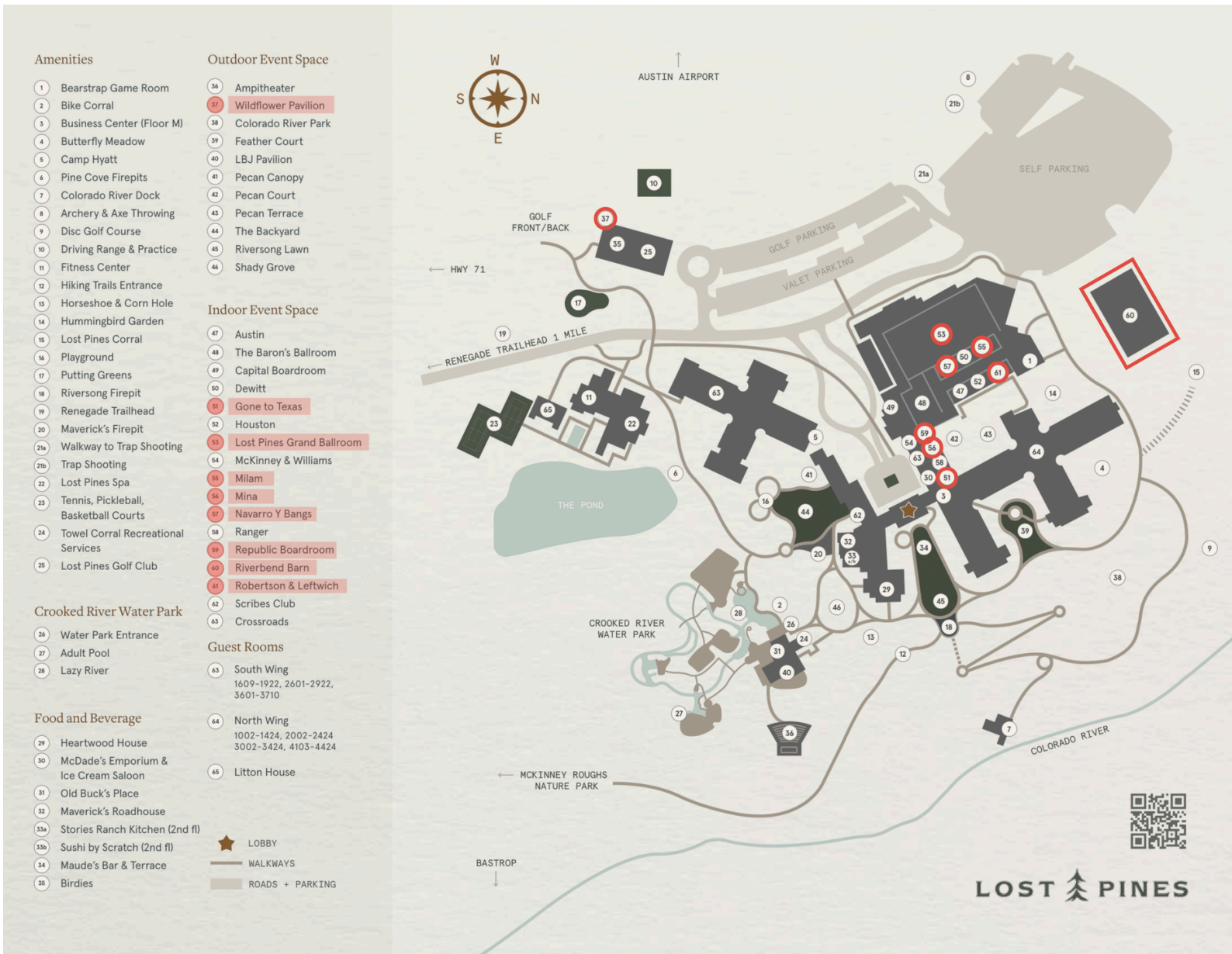
March 11-13, 2026 | Cedar Creek, TX

# Conference Center Maps & Additional Details



## Conference Room Wi-Fi Password

📶 AgVend2026



## Badge Identification

The color of your dot represents your company's ERP. Below is the color code for each ERP:

- Agvance
- AgVantage
- Oakland
- Tronia
- Control
- Merchant
- Agris



## A Note From Alexander & Eli

Welcome y'all to our fourth AgVend Partner Summit.

We are glad you're here.

Especially given the challenging part of the cycle we find ourselves in. Margins are tight. Growers are under pressure. Consolidation is reshaping the landscape. And teams are being asked to deliver more with fewer resources.

The bar for what good looks like is simply higher than it was, even a few years ago. What built today's retailer won't carry the next decade on its own.

The retailers who win in this environment are the ones who align their teams, simplify their operations, and execute with clarity. They protect what matters most, relationships, local leadership, and showing up at the farm gate. While strengthening the systems that support them.

That is what this year's Summit is about.

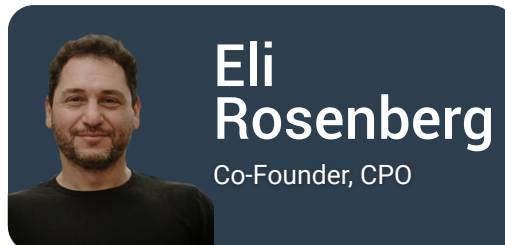
Lead the Way - Owning Today. Shaping Tomorrow. Executing in the market we are in now, while making disciplined decisions that position your organizations to shape what comes next.

Our commitment remains: strengthening the long-term position of our Partner Retailers.

We're grateful for the trust you've placed in us, proud of what we created together, and take seriously the responsibility that comes with partnering to deliver on tomorrow's future.

A handwritten signature in black ink, appearing to read "Alex Reichert".

A handwritten signature in black ink, appearing to read "Eli Rosenberg".





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# Day 1 Agenda | Wednesday, March 11



Time	Session	Location
12:00 PM	<b>Executive Networking Lunch *</b>	Wildflower Pavilion
1:00 PM	<b>Executive Workshop *</b> <ul style="list-style-type: none"> <li>• 1:00 - 1:45 PM                             <ul style="list-style-type: none"> <li>◦ Small group roundtable discussions</li> </ul> </li> <li>• Break 15 Minutes</li> <li>• 2:00 - 3:00 PM                             <ul style="list-style-type: none"> <li>◦ Echelon Front Executive Coaching Session</li> </ul> </li> <li>• Break 15 minutes</li> <li>• 3:15 - 4:00 PM                             <ul style="list-style-type: none"> <li>◦ Small group roundtable discussions</li> </ul> </li> </ul>	
4:00 PM	<b>Executive Happy Hour *</b> <i>with AgVend Senior Leadership Team &amp; Platinum Sponsors</i>	



*\*Content for Senior Executives is reserved for AgVend ag retail partner attendees with the titles of GM, President, C-Suite, Sr. VP, and VP.*

4:30 PM	<b>Event Kickoff &amp; Networking</b>	Riverbend Barn
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Scan for  
Digital  
Agenda

# Day 1 Agenda | Wednesday, March 11



Time	Session	Location
6:00 PM	<p><b>Setting the Stage</b> <i>AgVend Welcome &amp; Company Strategy &amp; Vision</i></p> <ul style="list-style-type: none"><li>• Speaker: Alexander Reichert, Co-Founder &amp; CEO, AgVend</li></ul> <p>Join us as Alexander Reichert, AgVend Co-Founder &amp; CEO, sets the stage for an engaging and impactful 4th Partner Summit. Reichert will unpack the meaning of the theme: <b>Lead the Way - Owning Today. Shaping Tomorrow</b>, reflect on the past year's achievements and provide a glimpse into our future direction. He'll address the key takeaways to be gained from the event and how these insights will empower you in the year ahead. This session is designed to inspire and align our shared vision as we embark on another year of growth and innovation together.</p>	Riverbend Barn
6:45 PM	<p><b>Dinner</b></p>	
7:15 PM	<p><b>Partner Awards</b></p> <ul style="list-style-type: none"><li>• Speakers: Megan Schmit, VP of Partner Success, AgVend &amp; Partnership Strategy Managers</li></ul> <p>We will come together to recognize the extraordinary efforts of our Partners through the annual AgVend Partner Awards. These awards honor those who have gone above and beyond in driving success using their AgVend digital enablement platform. This session is not just about recognizing excellence, it's about celebrating the collaborative spirit that drives our collective success.</p>	
8:15 - 10:00 PM	<p><b>Open Bar &amp; Networking</b></p>	



# Day 2 Agenda | Thursday, March 12



Time	Session	Location
7:00 AM	<b>Breakfast</b> <i>Sponsored by: Silver Sponsors</i>	Lost Pines 6-8 & Forum & Outside
8:15 AM	<b>Welcome &amp; Day Kick-Off</b> <ul style="list-style-type: none"> <li>Host: Tracy Linbo, CCO, AgVend</li> </ul>	Lost Pines Ballroom 4-5 (Main)
8:30 AM	<b>Keynote: Extreme Ownership</b> <ul style="list-style-type: none"> <li>Speaker: Steve Ward, Echelon Front</li> </ul> <p>In this keynote, Steve Ward introduces the Four Laws of Combat and how they apply to leadership and execution in today's complex business environment. Drawing on the Extreme Ownership framework, Steve will explore how leaders break down silos, communicate with clarity, prioritize amid competing demands, and empower teams to take ownership of outcomes. The session focuses on disciplined leadership under pressure and concludes with a live Q&amp;A connecting these principles to real organizational challenges and opportunities.</p>	
9:30 AM	<b>Networking Break w/ Refreshments</b>	Lost Pines Foyer
10:00 AM	<b>Keynote: The AI Driven Leader</b> <ul style="list-style-type: none"> <li>Speaker: Geoff Woods, Founder, AI Leadership</li> </ul> <p>Geoff Woods is on a mission to create a new category of leader: the AI-driven leader. As the Founder of AI Leadership and #1 international bestselling author of The AI-Driven Leader, Geoff helps executive teams move beyond the AI hype and into real-world, high-impact leadership strategies. His keynotes are not just talks—they are transformational experiences that challenge leaders to think bigger, act faster, and harness AI as a competitive advantage before their competitors do.</p>	Lost Pines Ballroom 4-5 (Main)

Keynote Sessions Powered by Our Platinum Sponsors



PARTNER SUMMIT 2026



# Day 2 Agenda | Thursday, March 12

Time	Session	Location
11:00 AM	<b>Break</b>	
11:15 AM	<b>AgVend Product Innovation Reveal</b> <ul style="list-style-type: none"> <li>• Speaker: Eli Rosenberg, Co-Founder &amp; CPO, AgVend</li> </ul>	Lost Pines Ballroom 4-5 (Main)
12:00 PM	<b>Lunch</b> <i>Sponsored by: Gold Sponsors</i>	Lost Pines 6-8 & Forum & Outside
12:45 PM	<b>AgVend Platform Tips &amp; Tricks Open House</b> Hosted by: AgVend Partner Experience Managers	Lost Pines Ballroom 3
1:30 PM	<b>Breakout: Pick Your Product Adventure</b> <i>New Ways to Drive Growth with AgVend</i>  Choose the product path that matters most to you. These 30-minute, interactive breakout sessions give you a front-row seat to AgVend’s newest innovations, led by Product Managers, and grounded in real-world retailer experiences. Each session blends live product demos with peer insights from retailers already using these tools to drive results. <ul style="list-style-type: none"> <li>• Choose 2, 30 minute sessions:               <ul style="list-style-type: none"> <li>◦ <b>CRM+</b> : Lost Pines Ballroom 1</li> <li>◦ <b>Program Management:</b> Lost Pines Ballroom 2</li> <li>◦ <b>Loyalty &amp; Rewards:</b> Lost Pines Ballroom 3</li> </ul> </li> </ul>	<b>CRM+</b> : Lost Pines Ballroom 1  <b>Program Management:</b> Lost Pines Ballroom 2  <b>L&amp;R:</b> Lost Pines Ballroom 3
	<b>Executive Workshop *</b> <i>AI Driven Leadership Roundtables</i> <ul style="list-style-type: none"> <li>• Discussion Leader: Geoff Woods, Founder, AI Leadership</li> </ul>	Lost Pines Ballroom 4-5 (Main)

# Day 2 Agenda | Thursday, March 12



Time	Session	Location
2:30 PM	<b>Networking Break w/ Refreshments</b>	Lost Pines Foyer
3:00 PM	<p><b>Panel: Growing Through the Downturn</b>  <i>How Resilient Retailers Think About Execution</i></p> <ul style="list-style-type: none"> <li>Panelists: <ul style="list-style-type: none"> <li>Host: Christian Guffy, Partner at Kearney</li> <li>Jason Weirich, EVP &amp; COO at MFA, Inc.</li> <li>Jeff Krejdl, CEO at Ag Valley Co-op</li> <li>KC Graner, CEO at Central Farm Service</li> </ul> </li> </ul> <p>In this panel, ag retail leaders share how they navigate margin pressure and rising complexity, how they decide what to standardize versus where to stay flexible, and how technology, including AI, supports reliable execution and creates organizational capacity.</p>	Lost Pines Ballroom 4-5 (Main)
3:45 PM	<p><b>AgVend Nexus</b>  <i>Driving A Digitally Connected Ag Supply Chain</i></p> <ul style="list-style-type: none"> <li>Speaker: Pat Sullivan, GM of Nexus, AgVend</li> </ul>	Lost Pines Ballroom 4-5 (Main)
4:30 PM	<p><b>Day Close &amp; Wrap Up</b></p> <ul style="list-style-type: none"> <li>Host: Tracy Linbo, CCO, AgVend</li> </ul>	
4:45 PM	<b>Break</b>	Riverbend Barn
5:30 PM	<b>Yard Party &amp; BBQ</b>	
7:00 PM	<b>Dinner</b>	
8:30 - 10:00 PM	<b>Open Bar &amp; Networking</b>	





Time	Session	Location
7:00 AM	<b>Breakfast</b> <i>Sponsored by: Silver Sponsors</i>	Lost Pines 6-8 & Forum & Outside
8:00 AM	<b>Welcome &amp; Day Kick-Off</b> <ul style="list-style-type: none"> <li>Host: Tracy Linbo, CCO, AgVend</li> </ul>	Lost Pines Ballroom 4-5 (Main)
8:15 AM	<b>Partner Growth Panels</b> Participate in one of two panels focused on partner growth. See more details below:	Panel A: Lost Pines Ballroom 4-5 (Main)  Panel B: Lost Pines 6-8

## PANEL A

### **Panel A: Starting Strong: How Early-Stage Partners Build Scalable Digital Foundations**

Panelists:

- Host: **Laura Garvin**, Sr. Partnership Strategy Manager, AgVend
- **Allissa Troyer**, Marketing Director, Farmers Cooperative
- **Carlie King**, Marketing Manager, Cedar County Cooperative
- **Mary Montag**, Accounting Process Development Lead, NEW Cooperative

*Designed for partners looking to move confidently through their first year with clarity, focus, and momentum.*

## PANEL B

### **Panel B: Scaling What Works: Deepening Adoption and Execution**

Panelists:

- Host: **Nate Taylor**, Enterprise Partnership Strategy Manager, AgVend
- **Emily Nelson**, Agronomy Coordinator, Agtegra Cooperative
- **Karli Kasper**, Project & Process Coordinator, Centra Sota Cooperative
- **Ryan Meister**, Chief Innovation Officer, Frontier Cooperative

*Designed for partners looking to move from adoption to operational maturity.*



Scan for  
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Agenda

# Day 3 Agenda | Friday, March 13



Time	Session	Location
9:15 AM	<p><b>Business Unit Breakouts</b> <i>How Retail Teams Are Working Smarter Across the Business</i></p> <p>Breakout into groups based on your role. This session creates space for honest dialogue, peer learning, and feedback across Agronomy, Grain, Energy, and Marketing business units.</p>	<p><b>Agronomy:</b> Lost Pines Ballroom 4-5 (Main)</p> <p><b>Marketing:</b> Lost Pines 6-8</p> <p><b>Grain:</b> Lost Pines 1</p> <p><b>Energy:</b> Lost Pines 2</p>
10:15 AM	<p><b>Optimizing Your ERP &amp; AgVend Integration</b> Breakout into groups based on your organization's ERP integration:</p> <ul style="list-style-type: none"> <li>• Agris: Lost Pines Ballroom 1 ●</li> <li>• Agvance: Lost Pines Ballroom 4-5 (Main) ●</li> <li>• AgVantage: Lost Pines Ballroom 6-8 ●</li> <li>• Control: Republic ●</li> <li>• Merchant: Lost Pines Ballroom 2 ●</li> <li>• Oakland: Lost Pines Ballroom 3 ●</li> <li>• Tronia: Gone to Texas ●</li> </ul>	<p>Location based on ERP. See session description.</p> <p>The color of the dot on your badge represents your company's ERP.</p>
11:15 AM	<p><b>From Strategy to Execution: How Successful Partnerships Drive Real Outcomes</b> At AgVend, Partner Success is more than support. It's a strategic partnership focused on helping retailers turn strategy into execution and execution into measurable outcomes. In this closing session, an AgVend Partner Success Pod shares what successful organizations do differently, where others lose momentum, and how strong partnerships enable teams to scale workflows, drive adoption, and continuously improve over time.</p>	<p>Lost Pines Ballroom 4-5 (Main)</p>
12:00 PM	<p><b>Lunch &amp; Departures</b> <i>Sponsored by: Gold Sponsors</i></p>	<p>Lost Pines 6-8 &amp; Forum &amp; Outside</p>





## Meet Our Keynote Speakers

### Geoff Woods

Founder, AI Leadership



AI Leadership is spearheaded by Geoff Woods, a visionary leader with a proven track record helping companies grow through strategic thinking and AI-driven solutions.

As the former Chief Growth Officer of Jindal Steel & Power, he drove market cap growth from \$750M to \$12B in four years through AI-driven leadership.

He also co-founded the training and consulting company behind The ONE Thing, where he coached and advised companies with annual revenues from \$10 million to \$60 billion.

### Steve Ward

Leadership Instructor, Echelon Front



Steve Ward is a decorated former U.S. Navy SEAL who spent nearly 30 years in the Teams with eleven global deployments, including leading combat operations in Iraq and Afghanistan. Rising from front-line operator to senior leadership roles, he commanded Task Units, ran Land Warfare Training for all four West Coast SEAL Teams, and pioneered innovative training methods to prepare units for combat. With three Bronze Stars and multiple Meritorious Service Medals, Steve brings unmatched expertise in leading under pressure, building cohesive teams, and driving high standards.

Today, as an instructor, speaker, and advisor at Echelon Front, he leverages his combat-tested leadership experience to help organizations strengthen teamwork, overcome challenges, and achieve lasting success.

### Keynote Sessions Powered by Our Platinum Sponsors



# Meet The Panelists



## Growing Through the Downturn

*How Resilient Retailers Think About Execution*



**Christian Guffy**  
Panel Host  
Partner at Kearney

KEARNEY



**Jason Weirich**  
EVP & COO at MFA, Inc.  
Columbia, MO



**Jeff Krejdl**  
CEO at Ag Valley Co-op  
Arapahoe, NE



**KC Graner**  
CEO at Central Farm Service  
Truman, MN



## From Strategy to Execution

*How Successful Partnerships Drive Real Outcomes*



**Megan Schmit**  
VP of Partner Success  
at AgVend

**AgVend**



**Macy Hoch**  
Sr. Partner Strategy  
Manager at AgVend

**AgVend**



**Bailie Hennes-Clingman**  
Director of Member  
Experience at CVA



**Tanner Shuey**  
Partner Experience  
Manager at AgVend

**AgVend**



**Courtney Hesier**  
Partner Marketing  
Specialist at AgVend

**AgVend**



## Starting Strong

*How Early-Stage AgVend Partners Build Scalable Digital Foundations*



**Laura Garvin**

Panel Host  
Sr. Partnership Strategy  
Manager at AgVend



**Allissa Troyer**

Marketing Director at  
Farmers Cooperative  
Dorchester, NE



**Mary Montag**

Accounting Process Development  
Lead at NEW Cooperative  
Fort Dodge, IA



**Carlie King**

Marketing Manager at  
Cedar County Cooperative  
Tipton, IA



## Scaling What Works

*Deepening Adoption and Execution*



**Nate Taylor**

Panel Host  
Enterprise Partnership  
Strategy Manager at AgVend



**Emily Nelson**

Agronomy Coordinator at  
Agtegra Cooperative  
Aberdeen, SD



**Karli Kasper**

Project and Process Coordinator  
at Centra Sota Cooperative  
Buffalo, MN



**Ryan Meister**

Chief Innovation Officer at  
Frontier Cooperative  
Lincoln, NE



# AgVend Team



**Alexander Reichert**  
Co-Founder & CEO



**Eli Rosenberg**  
Co-Founder & CPO



**Tracy Linbo**  
CCO



**Eric Kaufman**  
CFO



**Pat Sullivan**  
GM of Nexus



**Ryan Risdal**  
VP of Sales



**Megan Schmit**  
VP of Partner Success



**Dmitry Baranovsky**  
VP of Engineering



**Steve Amedio**  
Senior Advisor



**Luiz Beling**  
Board Member



**Austin Maske**  
Director of Digital Solutions



**Ben Sinele**  
Director of Partnership  
Experience



**John Vink**  
Director of Product



**Lena Head**  
Director of Product



**Patrick Walther**  
Director of Product - AI



**Sara Williams**  
Director of Marketing

# AgVend Team



**T.J. Masker**  
Director of Product



**Aaron Ulland**  
Enterprise Partnership  
Strategy Manager



**Ashlee Stevenson**  
Marketing Manager



**Ashley Taylor**  
Program Management  
Lead



**Bailey Schober**  
Marketing Manager



**Becca Morrow**  
Sr. Partnership Strategy  
Manager



**Courtney Heiser**  
Partner Marketing  
Specialist



**Garrett Buschjost**  
Head of Nexus Partner  
Success



**Jared Deutz**  
Partner Experience  
Manager



**Jordan Cogdal**  
Partner Marketing  
Specialist



**Josie Bowman**  
Sr. Partnership Strategy  
Manager



**Keith Reid**  
Partner Experience  
Manager



**Laura Garvin**  
Sr. Partnership Strategy  
Manager



**Macy Hoch**  
Sr. Partnership  
Strategy Manager



**Megan Hendricks**  
Partner Experience  
Manager



**Megan Rosenbohm**  
Partnership Strategy  
Manager

# AgVend Team



**Nate Taylor**  
Enterprise Partnership  
Strategy Manager



**Oracio Molina**  
Sr. Partnership Strategy  
Manager



**Tanner Shuey**  
Partner Experience  
Manager



**Zane Breeding**  
Nexus Account  
Executive





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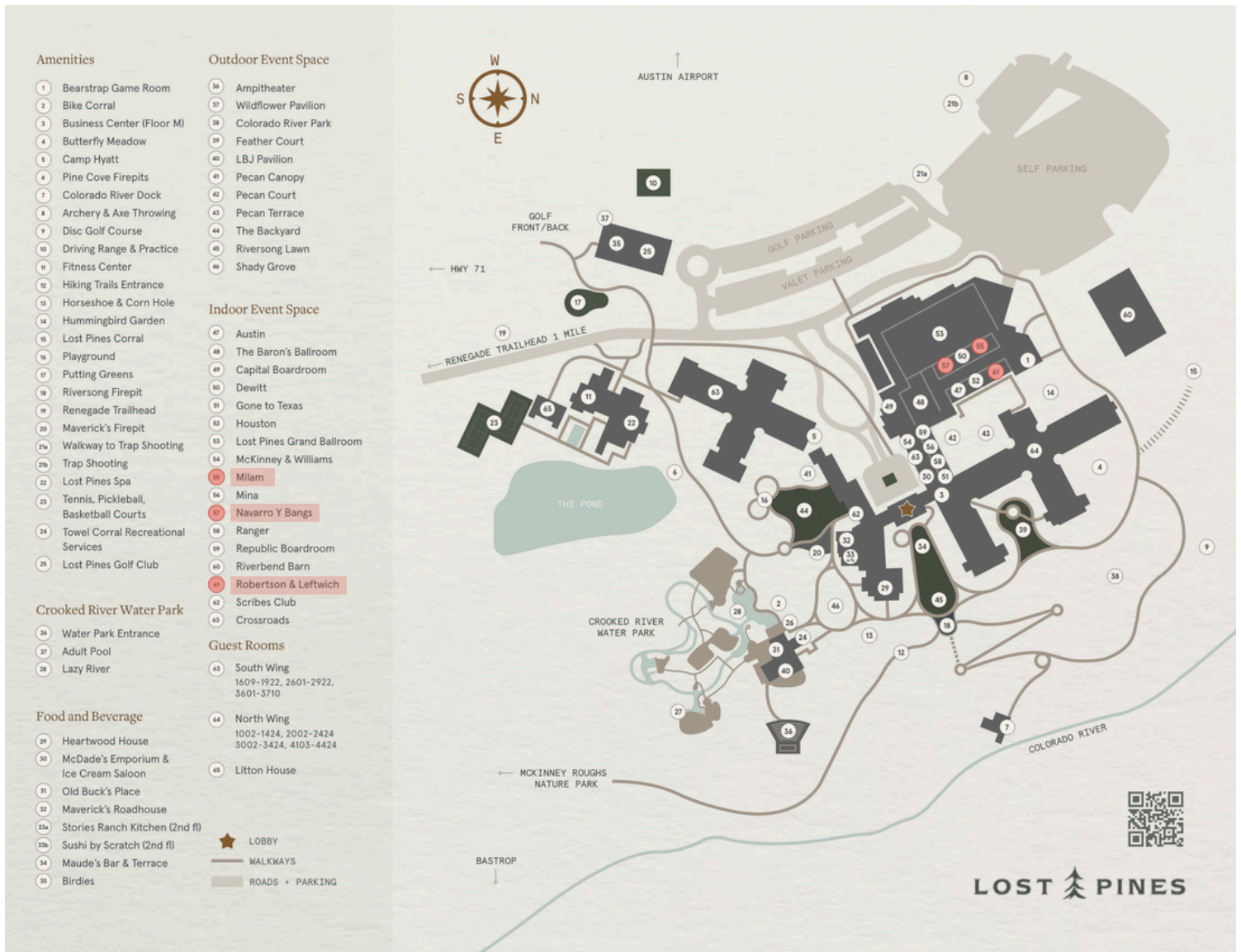
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# POWERING THE FUTURE OF AGRICULTURE

An aerial photograph of a farm at sunset. The sun is low on the horizon, casting a golden glow over the landscape. In the foreground, a tractor is pulling a large implement across a field. The field is overlaid with a complex network of glowing green and yellow lines, representing digital data or precision agriculture. In the background, there are several farm buildings and silos. The overall scene is a blend of traditional agriculture and modern technology.

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# together we rise



Feeding the world takes teamwork. It takes all of us — growers, retailers, agronomists, scientists — working with one another to achieve our shared goal. While our routines may look a little different, we all take to our work with dedication and grit, ready to face any obstacle that comes our way. Because through it all, we achieve more together than we do apart.

Together, we're stronger. Together, we rise.

See what we can do together at [syngenta-us.com](https://www.syngenta-us.com)

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AgVend is a proud member and supporter of the Agricultural Retailers Association.

For more information about the organization and membership, visit [aradc.org](http://aradc.org) or talk with Daren Coppock, President and CEO, at Partner Summit.



Mark Your Calendars

**2026 ARA Conference & Expo**

December 1-3 | Austin, TX



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*In partnership with Indiana University's Kelley School of Business*

Questions?

Contact Taryn Nance at [tnance@purdue.edu](mailto:tnance@purdue.edu) or 765-714-2771

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Center for Food and  
Agricultural Business

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To learn more about CropLife America and membership opportunities, visit [croplifeamerica.org](http://croplifeamerica.org) or connect with Rachel Lattimore, EVP of Legal Affairs, General Counsel, and Secretary, at Partner Summit.

SAVE THE DATE  
**CLA 2026**  
**Annual Meeting**

SEPT 2026  
**28-30**  
DALLAS, TX















# AgVend

A thick red horizontal line underlines the text 'AgVend'. The line is solid red and spans the width of the text.

[www.agvend.com](http://www.agvend.com)