



**Feed Management  
Systems**



**Building a Community**

## Your Invitation!

### FMS Customer Conference 2008 – Knowledge & Innovation

Feed Management Systems is excited to announce our Customer Conference 2008.

This premier learning and networking event is designed for all our feed solution customers to gain maximum benefits from their FMS solutions, network and learn from other industry users, provide feedback and have a great time in the process.

This event will provide several opportunities for broadening your knowledge, skills and expertise. Join us for this two day event of great dialogues, sharing of knowledge, and innovative ideas designed to improve your business.

#### The Value:

- Understand where technology is going and how you can better leverage your investments to solve business problems and create business value
- Gain insight on the FMS product and services direction and investments so you can align your business and take advantage of the benefits
- Walk away with an understanding of new features and enhancements, and new tools that can compliment your solution (with major releases across almost the entire FMS suite – we have lots to talk about!)
- Discover tips and tricks for obtaining valuable time and money saving benefits from your system – allowing you to grow your business with your customers
- Improve your performance to drive profits and efficiencies
- Share knowledge, discuss challenges, solutions and ideas, and network with others in your industry
- Benefit from interaction with peers, FMS team members and industry experts in both structured and informal settings
- Leverage time in the FMS Community Room & Hands-On Lab

#### Who Should Attend:

- Executives
- Plant and Production Managers
- Nutritionists
- Quality Assurance staff
- Sales and Consulting staff
- Pricing and Purchasing staff
- IT Staff

#### A Special Invitation:

This premier industry event brings software users, partners, team members and industry experts together in an environment to discuss what matters most to you – your individual and business success. This is the best opportunity to renew and build your skills to optimize your business solution, and develop relationships you can leverage into the future.

**This is your community, we hope you will join us!**

#### Quotes from previous conferences:

*“The value of 1:1 discussions was worth more than I paid to be here...”*

*“Tremendous opportunity to ask questions to the tech staff...”*

*“Learned things that will improve my efficiency...”*

*“This was my 2<sup>nd</sup> year attending, I will see you next year again...”*

#### Conference Sponsors



#### Join Us

**February 26 - 28, 2008**



**Minneapolis Airport Hotel**

**3800 American Blvd E,  
Bloomington, MN 55425**

## Agenda

The FMS Customer Conference 2008 provides an exceptional agenda of expert speakers, detailed product demonstrations and in-depth learning sessions. We will offer tracks of learning around the feed manufacturing and formulation needs of your business. Ultimately, you can build additional skills and knowledge that enhance your solution and business productivity – allowing you to innovate your business into the future.

Pre-Conference Training will be offered at additional cost:

Tuesday, February 26 8:30 am – 12:30 pm Feed Tags Training

Tuesday, February 26 1:00 pm – 5:00 pm Report Writer Advanced Training

### FMS Customer Conference 2008 Agenda

#### Tuesday, February 26

4:00 - 7:00 pm	<b>Registration</b>
6:30 - 9:00 pm	<b>Welcome Reception &amp; Industry Showcase</b>

#### Wednesday, February 27

7:00 - 8:00 am	Breakfast		
	<b>General Session:</b>		
8:00 - 9:15 am	<b>Feed Management Systems Product &amp; Services Strategy</b>		
9:15 - 10:00 am	<b>General Session: Ingredient Market Outlook by Informa Economics</b>		
10:00 - 10:30 am	Break		
10:30 - 11:30 am	<b>Keynote: The Purpose..The Passion..The Pride..The Privilege</b>		
11:30 - 1:00 pm	Lunch		
1:00 - 2:30 pm	Formulation: Analyze and Report	Feed Manufacturing: What's New in Dynamics GP V10.0	
2:30 - 3:00 pm	Break		
3:00 - 4:30 pm	Formulation: Feed Tags	Feed Manufacturing: Business Intelligence	Feed Manufacturing: : Inventory
4:30 - 6:00 pm	FMS Community Lounge is Open		
6:00 - 7:00 pm	<b>Dinner</b>		
7:00 - 10:00 pm	<b>Game Night!</b>		

#### Thursday, February 28

7:15 - 8:00 am	Breakfast		
8:30 - 10:00 am	Formulation: What is new in Brill Formulation V2.0	Feed Manufacturing: Inventory (repeat)	Feed Manufacturing: Order Processing
10:00 - 10:30 am	Break		
10:30 - 12:00 pm	Formulation: Formula Specification	Feed Manufacturing: Pricing	Feed Manufacturing: Reporting
12:00 - 1:00 pm	Lunch		
1:00 - 2:30 pm	Formulation: Formula Control	Feed Manufacturing: Purchasing	Feed Manufacturing: Order Processing (repeat)
2:30 - 4:00 pm	Formulation: Brill Formulation Multi-Blend	Feed Manufacturing: Reporting (repeat)	Feed Manufacturing: Sales Processing
4:00 PM	Departures		

Breakout sessions will be held for Formulation/Nutrition Track, and Feed Manufacturing Track.

**Pre-Conference Training Details are posted on FMS website.** Agenda is subject to change.

## General Sessions Descriptions

### Feed Management Systems Keynote – Knowledge and Innovation

Join us as we will share our insight on the feed industry and how FMS will continue to influence and educate the role technology can play in benefiting the industry and your specific business. This is our chance to update you on our technology strategy and product roadmaps for all our solutions. Our objective is to share our plans, gain your insight and feedback on how we can continue to work together for the future.

### Keynote: Ingredient Market Outlook – Speaker: John L. Eustice, Vice President, Informa Economics

As Editor of several Informa Economics' Feed Ingredient publications: *The Feed Ingredient Daily*, *Feed Ingredient Weekly*, *Feed Ingredient Forecaster*, and *Feed Ingredient Desktop Reference*, Mr. Eustice provides economic consulting expertise on the feed ingredient markets to a broad range of clients and is a regular presenter on these sectors for industry conferences and seminars. John has over 20 years in the feed industry in several positions including North American Manager of Agricultural Products, Director of Purchasing, Product Manager, and Area Sales Manager. John served twice as chairman of the purchasing committee for the American Feed Industry Association. Mr. Eustice majored in Dairy Science and Agricultural Journalism at the University of Wisconsin-Madison.

### Keynote: The Purpose...The Passion...The Pride...The Privilege – Speaker: Mary Jo Paloranta

Mary Jo Paloranta is a nationally recognized motivational speaker and business consultant. Her presentations have earned her a reputation as a powerful speaker who enhances success by acknowledging and encouraging individual potential. Her positive influence, common sense approach and enthusiasm have resulted in exceptional reviews from across the country.

This presentation is about your success and power to create what you want for your professional and personal life. No matter what your role is, Mary Jo's humorous wisdom, experience and endless enthusiasm, have an exciting way of inspiring people to thrive in the new world of work, understand how you add value and deliver exceptional service, achieve greater productivity, manage constant change, work in harmony with others, and maximize personal and professional potential. This high-powered session will re-energize, retool and ready you for success.

## Breakout Session Descriptions

Our sessions are designed to help you create more revenue, become more efficient, ensure customer satisfaction and retention, and ensure compliance.

## Feed Manufacturing Track

### Inventory Management

Feed Mill Manager Version 10.1 brings several new features and enhancements for you to leverage. We will cover in-depth how you can manage when and how inventory is received & relieved in the system, and how to handle reconciliation to physical counts. We will cover new features around quantity ordered, quantity manufactured, quantity invoiced, packaging, reporting on inventory, cost versus price and margin reports.

### Purchasing Best Practices

Reduce the time and effort in managing your purchasing process. Learn the key features of Purchase Order Processing, how to monitor landed costs, manage purchase contracts, manage freight and fuel charges, manage returns and more. Learn how analysis results from other tools, such as Brill Formulation Multi-Blend, can impact your purchasing decision making.

### Order Entry – What's New and What's Cool

Order Entry is the heart of Feed Mill Manager, and nothing is more important than your ability to streamline your processes and deliver great service. (It's so important we are offering this session twice!) Did you know that you can edit the actual quantities in order entry now! You can also invoice a quantity that is different from what was manufactured. These are just a few of the new features we've added. Join us and learn what is new, and what is cool (best practices and tips) from our experts. You can't miss this class.

### Feed Mill Manager Pricing from the Ground Up!

Have you ever wondered how you could automate your pricing? Have you ever wondered how you could avoid pricing errors? Have you ever wondered if there is something more that Feed Mill Manager could do to ease the management of prices? In this session we will build a product pricing structure showing the effect of each pricing component within the structure and showing how the same structure can be applied to multiple products and multiple customers while following ingredient cost changes automatically.

### **Streamline your Sales Processes**

Managing your entire sales process from start to finish helps you serve customers more effectively. We will cover how you can monitor fulfillment and streamline processes to minimize shipping and labor costs. We will cover critical components of Feed Mill Manager, and additional tools like Feed eOrder, Point of Sale and warehouse distribution that can be extended to integrate your business.

### **Business Intelligence - Decision Making Tools**

What data should you be reviewing in order to make business decisions? What tools can help you gain that information from Dynamics GP? We will focus on what are key financial data points, and showcase tools to get that data out in a format you can analyze and report on. You will learn how budgeting, planning, monitoring and analytic tools will improve your decision making across the organization.

### **What's New in Microsoft Dynamics GP V10.0**

This version brings together personal productivity and business processes through new and improved integration to Microsoft technologies, and more than 120 new features and enhancements. Attend this session to learn how about the role-based user experience, security features and advanced search capabilities. We will cover key features in GL, Payables, Inventory, Electronic Banking, Payroll, POP, SOP and system tools.

### **Report Writer and More**

Would you like to get a better handle on how to get data out of Feed Mill Manager and Dynamics GP? Have you ever wanted to use SQL Reporting Services to create a report and then run that report in Feed Mill Manager? Have you ever wanted to take an existing SmartList, make modifications, and export it to Excel into a pivot table? We will demonstrate how we can help you solve some of your basic challenges with the Report Writer tool, and introduce some new tools to help get the data out and use it to make decisions.

## **Formulation/Nutrition Track**

### **Feed Tags – All You Need To Know**

Not only do Feed Tags help you meet compliance needs, but can greatly increase your productivity. Join us as we highlight the benefits of Feed Tags, and spend in-depth time on how to set up your Feed Tags solution within Feed Mill Manager and showcase the new enhancements. We will also walk through specific customer case stories, and demonstrate scenarios around base formula exchange between Brill Formulation and Feed Mill Manger, and how making changes on-demand ensures data records and correct labeling.

### **What's New in Brill Formulation V2.0**

This release brings new features and over 50 enhancements! Our technical team wants to ensure you walk away learning how to drive your productivity even further. Get trained on the new reporting features such as SmartList, user interface, maintenance, and the top features. This is one session you cannot miss!

### **Multi-Blend Complete**

If your purchasing ability is challenged by customer demands, ingredient variability and volatile pricing – then you need to leverage your our Brill Formulation Multi-Blend Complete Edition. Find out how Multi-Blend has helped simplify the acquisition and allocation of ingredients across plants, reduce time to model changing scenarios, quickly reformulate in aggregate and make selling decisions. We'll demonstrate Multi-Blend production minimums, multi-plant, parametrics, bill allocation and multi-price capabilities, reporting and the new Version 2.0 features.

### **Analyze and Reporting Formulation Metrics**

We will cover the variety of methods to report and leverage your formulation data. We'll demonstration reporting within Brill Formulation, the Ingredient Analysis Interface module which imports, calculates, archives and exports nutrient values between NIR systems such as Perten and Brill Formulation. Also learn more about industry leading tools such as Reveal™, providing real-time measurement of nutrients.

### **Formula Specification Management**

A deep dive into the Formula Includes, Sub Formula Creation, Ingredient Combinations, Ingredient Swing and Formula Specification Combine components of Brill Formulation. Learn how you to control changes in a formula, creating variations, creating partial premixes for future least-costing procedures and more.

### **Formula Control & Archiving**

We will cover the functionality used for automatic maintenance, control and archiving of formula data. Learn how to effectively use Plant Management, Formula Verification, Weekly least-costing, Authorization Control, and Archiving.

## **Conference Industry Showcase**

New this year! Learn more about our sponsors that provide tools and services to the feed industry. This is a great learning and networking opportunity (and there will be drawings for prizes)!

# KNOWLEDGE & INNOVATION

**Customer Conference 2008**  
February 26-28 Minneapolis, MN USA



**Building a Community**

## Feed Management Systems

### Customer Conference 2008 Registration Form

This form may be duplicated for additional registrations

First Name (for Badge): \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Emergency Contact : \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening: \_\_\_\_\_

Shirt Size: (please circle) S - M - L - XL - 2XL - 3XL

Do you need a Tall size? \_\_\_\_ Yes

May we share your contact details (not email) with attendees? Yes No

***Early Bird Discount***			
Per Person Fees in US\$ BEFORE February 1, 2008		Per Person Fees in US\$ After February 1, 2008	
Conference Pass	\$595	Conference Pass	\$695
Send two people from same company at above rate, and any additional passes are only: \$ 500		Send two people from same company at above rate, and any additional passes are only: \$ 600	

- Conference Pass fee includes access to all sessions, handout materials, and meals as indicated on agenda.
- Payment must be received prior to February 25, 2008.
- Once registration is received and payment is processed, a confirmation email will be sent to you.

### Two Easy Ways to Register

Fax: \_\_\_\_\_ (763) 560-8160

OR

#### Mail:

Feed Management Systems  
ATTN: FMS Conference  
6120 Earle Brown Drive, Ste 300  
Brooklyn Center, MN 55430 USA

If you have any questions, please call Paula at (763) 560-8139 ext 161, or email [rsvp@feedsys.com](mailto:rsvp@feedsys.com).

#### Please Mark Your Payment Option:

**Check** Please Mail with Registration Form

**Wire Transfer** (Please Call for Wire Details)

**Credit Card** Complete Details Below:

Circle Type: AMEX MasterCard Visa

Account Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Zip Code of Billing Address \_\_\_\_\_

Print Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

Total Amount to Charge: \_\_\_\_\_

### Indicate Registration Pass Needed (X):

Regular Conference Pass \_\_\_\_\_

Multiple Company Discount Pass \_\_\_\_\_  
(Applicable if you are the 3<sup>rd</sup> or more attendee from your company)

Companion Pass (\$95) \_\_\_\_\_

- Guest can attend Tuesday Reception and Wednesday Evening Dinner

All requests for cancellation must be in writing to Feed Management Systems. If you cannot attend our event, we will allow you to send a substitute from your company at no charge. If that is not possible, the following refund guidelines will apply.

- Cancel prior to February 1, 2008 Subject to a \$30 cancellation charge
- Cancel February 2 – February 19, 2008 Subject to a \$200 cancellation charge
- Cancel after February 19, 2008 No refunds

### **Travel Arrangements**

Airline, taxi, car rental or shuttle transportation are the responsibility of the conference attendee and are not included in the conference fee.

### **Hotel Reservations:**

Hotel reservations are not included in the conference fee and are the responsibility of the conference attendee. Reservations can be made by calling the hotel of your choice directly. Your options include the following:

#### **1. Conference Room Block:**

FMS has a block of hotel rooms reserved at a special price only at the Hilton Minneapolis Airport. This allows you the convenience of staying in the same location as the event. This includes complimentary transportation to/from Minneapolis/St. Paul International Airport and Mall of America.

Please visit this website for full details of all the services they offer:

[www.mspairport.hilton.com](http://www.mspairport.hilton.com)

#### **Hilton- Minneapolis/St. Paul Airport**

3800 American Blvd E,  
Bloomington, MN  
Tel: 952-854-2100

#### **Room Block Available Only Until February 4, 2008**

**FMS Event Rate:** \$149.00 US + tax

Please Request "**FMS Customer Conference event**" when making your reservation so you receive our Special Rate. Quoted rates will be offered, based on availability, to attendees 3 days before and 3 days after the FMS event. All rooms are on a space-available basis and accommodations should be made directly with the hotel. Please have a credit card available to hold your reservation.

#### **2. Additional Hotel Options**

If you prefer to stay at an alternate location, there are several other hotels less than one mile away from the Hilton. For your convenience, we have listed a few options:

- **Amerisuites**  
7800 International Dr., Bloomington, MN 55425 Tel: 952-854-0700
- **Ramada Inn**  
2300 E. American Blvd., Bloomington, MN 55425 Tel: 952-854-3411
- **Country Inn & Suites**  
2221 Killebrew Dr., Bloomington, MN 55425 Tel: 952-854-5555

*Please do not hesitate – Space is Limited!*

*Book your hotel reservation directly with a hotel as soon as you register!*



**Feed Management  
Systems**

### **Get more out of what you own today!**

- Get additional training on new features and take back tips & tricks
- Improve your performance to drive profits and efficiencies
- Build relationships and swap valuable ideas and techniques with users just like you
- Speak with Solution Specialists, Developers, industry experts - and connect with your peers.
- Learn about additional solutions & tools available

**Software Solutions  
for Feeding  
Our Growing World**



**Save \$100 by  
Registering Now!**

**Early Bird Savings End  
February 1, 2008**