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Manager's Message

FOCUS: efficiency and experience

By Brian Koenig, Retail Division Manager

In the last newsletter, I introduced you to F.O.C.U.S. 2020. It is our initiative to look at five key components contributing to the success of your cooperative.

To recap, each letter represents an area of emphasis for Insight FS leaders and employees. F means financial performance. O is for operational excellence. C represents customer experience. U is for unmatched talent. S stands for sustainability.

I referenced financial performance in the last edition, so here I would like to highlight the “O” and “C” parts of this initiative.

O is for operational efficiency

Your cooperative continues to invest in assets not just for the upcoming season, but for the long term. The cooperative has spent millions of dollars over the past several years to ensure we can meet the needs of our patrons in a timely and efficient manner.

We have equipment staged across our trade territory, from Brodhead to Antigo to Ishpeming, Mich. Our three operations managers are focusing on effectively using this equipment and our skilled operators in the most efficient manner possible. They are designing performance metrics for each type of equipment to ensure we are getting the most out of every investment.

We also continue to invest in technology that helps the cooperative be more efficient. We have spent a great deal of time and effort working on our agronomy service equipment to ensure orders get to the field and the job is done in a timely manner. Our energy billing system is helping Insight FS petroleum and propane departments work on route efficiency. Our logistics area works daily to find the most efficient way to get grain to markets as well as fertilizer from the river or inland terminals to our warehouses.

There is still more work to be done in this area, but our operations managers are excited about the prospect of making Insight FS more efficient.

C stands for customer experience

Measuring our customers’ experience is an invaluable tool for Insight FS. This is not just customer service, but the experience you encounter from the time an order is placed until payment is received. We are looking at every touch point we have with our customers and mapping those experiences, so we can determine how it can improve.

We recently upgraded the phone system in our main office to more effectively handle customer calls. This results in much better response time in answering customers’ inquiries.

We are looking at other changes as well. Some are relatively “quick fixes.” Others will take much more coordination and time.

We will continue measuring our performance in this category and encourage your feedback. If there's any way we can enhance your experience with Insight FS, please share it with any employee.

And on the subject of customer experience, whether it is energy, fertilizers, seed, chemicals, or having equipment ready, Insight FS is well positioned to take care of our patrons’ needs this spring.
A closer look

While sales dollars are down from one year ago, so are Insight FS’s expenses. Operations managers, branch managers, and others are working each day to help save operating expenses to ensure efficiency and profitability for your cooperative.

Here’s a snapshot of your cooperative business through January 2016.

- **Petroleum** – Sales are down more than $4.5 million as commodity deflation continues. At the end of February, crude oil was trading at about $33.50 per barrel, down from $50 last February. While we don’t put crude oil in our cars, trucks, or tractors, it is a key component of gasoline and distillate pricing. Gasoline sales remain above last year’s levels, while distillates gallons are off as less fuel oil was used to heat homes this winter season. Sales of lubricants and diesel exhaust fluid remain strong.

- **Feed** – Sales are up through January from one year ago. New leadership and a strong sales presence in our geography are helping push sales higher.

- **Agronomy** – Sales are down more than $6 million. Dry fertilizer tons are slightly lower, though we did have a good window to put on anhydrous ammonia last fall. We took advantage of lower prices due to commodity deflation and feel very comfortable with our positions heading into the spring rush. Seed corn and bean bookings remain strong this season. We are on pace to reach our goals for the 2016 crop.

- **Grain** – Commodity deflation coupled with slower movement have pushed sales down more than $4 million from one year ago. Our new grain manager, Todd Tesdal, continues to meet current and prospective customers and is offering new tools for producers to market their grain. We continue to make improvements to our operations in both Jefferson and Ixonia to help our growers with grain handling and marketing.

- **Propane** – The warm winter has definitely been a great savings for our patrons. Propane gallons are down roughly 25 percent from last year through January. We continue to use our new energy billing software to help with route efficiency and degree-day calculations. Our new billing system gives us the ability to email patrons their propane tickets each day instead of waiting until the statement comes at month end. If you haven’t signed up to allow us to email your tickets to you, please contact your local branch or propane salesperson.

**Insight FS advocates for agriculture**

On Jan. 27, employees from Insight FS participated in Wisconsin Farm Bureau Federation’s Ag Day at the Capitol. Ag Day is the largest gathering of farmers and agribusiness professionals from across the state representing a variety of groups. Attendees are given the opportunity to have face-to-face discussions with their state legislators and hear about hot topics within the industry.

Insight FS representatives met with Reps. Lee Nerison and Cody Horlacher and staff for Rep. Mary Czaja and Sen. Tom Tiffany to discuss the propane assessment program, implements of husbandry, centralized agriculture lien filing, and the Agricultural Chemical Cleanup Program.

The Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel spoke at the program luncheon and emphasized the importance of talking to your legislators and sharing your story.

The Rural Mutual Insurance Company and GROWMARK Inc. are major sponsors of the event. Event cosponsors include a variety of other dairy, beef, pork, horse, corn, soybean, cranberry, potato, and vegetable groups.

**Association honors Insight FS**

Insight FS is the recipient of the 2016 Wisconsin Agri-Business Association (WABA) Distinguished Organization Award for exemplary industry professionalism. It was presented during the Wisconsin Crop Management Conference and Agri-Industry Showcase in January.

The award recognizes Insight FS’s efforts in supplying information, data, and opinions to WABA, state agencies, and local municipalities pertaining to new regulation for implements of husbandry. The cooperative was also honored for taking an active role in committees that help with new and revised regulation and legislation for the industry; hosting a legislative tour at the Jefferson, Wis., facility last fall; and being actively involved with and supporting WABA and the agri-business industry.

The leadership of Insight FS believes agriculture is a dynamic industry with value that needs to be understood, recognized, and advanced among industry stakeholders and the general public. We are committed to actively promoting agriculture and taking an active interest in the issues faced by the cooperative, our patrons, and the agricultural community.

Insight FS employees participating in Ag Day at the Capitol are, from left, Joel Zalewski, northern area manager; Brian Koenig, retail division manager; Kevin Skemp, projects manager; Bruce Barganz, risk and procurement manager; Scott Eastwood, credit manager; and Joe Sikora, director of safety, environmental, and regulations.
A voice for farmers. A vision for agriculture.

Farm Bureau is the largest general farm organization in Wisconsin. The organization has the needs of farmers in mind in everything they do. This includes legislative representation, development of future leaders and commitment to agricultural education, and public relations.

The many programs, services, and events provided by the Wisconsin Farm Bureau (in partnership with 61 county units and the American Farm Bureau Federation) are designed to strengthen agriculture and rural Wisconsin. The true strength of Farm Bureau comes from its individual members.

For anyone involved in agriculture, there’s tremendous value in being a member of the Farm Bureau. Generations of farm families have discovered that Farm Bureau enables them to reach goals they cannot reach alone. Among those successes are preserving our state’s Right to Farm Law and saving farmers hundreds of millions of dollars in property taxes through the use value assessment of farmland.

The Wisconsin Farm Bureau Federation offers benefits and services to its members, covering a range of options that respond to the needs of farmers, families, and businesses in Wisconsin. Wisconsin Farm Bureau members qualify for benefits that provide insurance protection, family health care services, and savings for your family or business.

Visit wfbf.com to learn more about Farm Bureau. To join, contact your FS sales representative. Become a member of Farm Bureau to help raise the voice of Wisconsin farmers and to get all of the benefits a Farm Bureau membership provides.

Did you know? To be eligible for Insight FS patronage, you must be:

- an active, voting Wisconsin or Michigan Farm Bureau member as of Aug. 31
- an agricultural producer

Insight FS employees earn applicator certification

Thirty-seven Insight FS employees completed special training to become FS Certified Applicators in 2015. These individuals, working at locations throughout Wisconsin, completed in-person and online training sessions and tests to enhance their skills in application, safety, and best management practices.

The goal of the program is to develop best-in-class applicators to enhance customer experience and give growers the most precise application of crop protection products and fertilizers possible.

“This training gives our employees the advanced skills to help farmers with precise applications to maximize crop utilization,” Insight FS Retail Division Manager Brian Koenig said. “It will also help grower profitability and environmental sustainability.”

The employees who completed the training were recognized with an award and plaque to be displayed at their locations.
Protecting your field is our scout’s honor.

FS – Bringing you what’s next.

At FS, we’re focused on crop performance. Our certified crop specialists will identify environmental conditions, crop growth stage and plant development to make agronomically sound recommendations for each of your fields. It’s our goal to maximize every acre you farm and protect the local environment so you’re ready for what’s next.

www.insightfs.com
You wouldn’t settle for a seed that underperforms. That’s why your FS Crop Specialist recommends FS InVISION™ as part of your agronomic plan. Engineered with elite genetics and advanced traits, FS InVISION™ is producing yield numbers that challenge the status quo. So reduce your risk and increase profitability. Talk with your FS Crop Specialist and grow your own way this season.

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Is your planter ready for spring?

By Andy Christensen, Precision Equipment Specialist

The weather is showing signs of spring, a reminder that the growing season is almost here. Now is the perfect time to start thinking about your planter, evaluating how it performed in 2015, and what improvements you want in 2016.

We at Insight FS stress your meter’s performance as a number one priority. While they should run at 98 percent or better, many meters only deliver 92 to 97 percent accuracy. That’s why, no matter the manufacturer or type, every meter should be calibrated every year. Drawing on the unmatched precision of the 20/20 monitor from Precision Planting, our two MeterMax® Ultra test stands calibrate your meters to your seeds, speed, spacing, and population.

But why should the meter be the stopping point? We offer a vast portfolio of equipment and technology to take your operation to the next level. Talk to us about GPS, electric drive systems, row-by-row down force, and residue management. We’re also excited to tell you about liquid control, which is coming in 2017.

We should talk

We are happy to meet with you to discuss your planter and your options. Whether you plant with a four-row White 6000 or a custom 36-row, we want to help you make more money.

Let Insight FS help you with your seeds and meters, then watch for the added ears, yield, and profit. Give our Precision Equipment Department a call. We look forward to speaking with you.
Starving marketplace

By Todd Tesdal, Grain Department Manager

Since last harvest, the market has absorbed countless instances of bearish news. Usage down and ending stocks on the rise has been the headline for three months.

The USDA has not disappointed the bears as monthly reports continue to show a rise in excess supply. Most expect that future reports will continue on this trend.

Since December, market analysts in general, have been expecting another significant drop in prices. To date, this has not happened as prices have remained in a similar range that was established in November. The plunge in crude, higher dollar, and possibly record production from South America is old news.

By no means am I bullish, but then again, I’m not bearish either. The news has been there to support the price drop prediction, but here we sit range-bound.

By the time this is published, the prospective plantings report and quarterly stocks will be behind us. There’s enough information available throughout the industry to fully expect corn acres will rise and beans to remain steady or rise slightly — yet another bearish factor absorbed.

It seems obvious to me that this market is starving for something positive. Unfortunately, this positive news most likely will have to be weather related. I say “unfortunately” because we all know that a fundamental rally is much more effective and lasting compared to a weather-related one. But at this point, any rally will be welcome.

If you’ve chosen to ride out the storm and capitalize on a spring spike, consider these pointers for Corn Belt growers:

• A drier spring tends to be bearish on commodities. The market views this as the first step toward big production potential because crops are planted in the optimum timeframe.
• A wet spring will rally prices but the duration is very limited because, in one way or another, the crop always gets planted.
• Rallies due to planting delays last three to five trading sessions and gains can be very impressive. If the funds are still heavily short when a planting rally occurs, it only adds to the potential. Producers need to capitalize on this rally while it’s happening. Don’t get caught up “waiting one more day to see what happens.” If there’s one thing that is similar in today’s market compared to 20 years ago, it is that it still goes down faster than it goes up!

Two reasons to contact FS Agri-Finance today

FS Agri-Finance offers the low-cost, deferred terms financing that can fit with your 2016 business plan. Contact your local Insight FS location or one of our dedicated Agri-Finance specialists to see if we can save you money compared to your current cost of funds. Applying is free, and you are under no obligation to use the funds if we can’t beat your current rate.

If you are an agricultural producer, you may be eligible to use FS Agri-Finance to fill your diesel storage tanks while energy prices are low.

Insight FS is offering 0 percent financing on 2016 seed orders. This offer is good through Dec. 1, 2016.
**Update nutrient management plans**

*By Scott Koth, Nutrient Management Specialist*

Whether you have a cash grain or livestock operation, it's that time of year — time to update your nutrient management plan. Specialists at Insight FS are available to help you manage your fertility and will assist in completing and submitting the necessary paperwork for keeping your farm in compliance.

From manure to commercial fertilizer, our team will ensure you are using your fertilizer inputs in the most effective and economical way. To better manage your fertilizer inputs, good soil tests are a key component. Soil tests should be updated every four years. The Insight FS team is ready to soil sample your farm this upcoming season.

Preparing a nutrient management plan is more than paperwork. It can tie together your whole farming operation — from manure and commercial fertilizer inputs to soil tests, crop rotation, yield goals, and tillage.

Remember that good recordkeeping is important for nutrient management planning. Ensure your records are accurate and up-to-date by making it a priority to maintain manure and fertilizer logs and as-applied data.

Spring is just around the corner, so contact your local Insight FS Nutrient Specialist soon to update your nutrient management plan for the coming growing season.

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**Get your crop off to a good start**

*By Brad Schuett, CCA, CCS, Area Seed Lead*

Each spring, you get one shot at planting a success. Get your 2016 crop off to a good start by focusing on plant emergence.

Ensuring plants emerge evenly out of the ground is a key factor to helping your crops reach their full potential. This may require a delay in planting until soil conditions are right, but that's better than placing seed in a less-than-ideal environment. Late-emerging seeds act as nutrient-robbing weeds, costing valuable yield in the fall.

Here are some management practices to get your crops off to a good start this year:

• **Soil temperature** — Don’t plant until soils are 50 degrees or warmer and there is a favorable, warm forecast.

• **Tillage** — Avoid any excess tillage passes that could either dry out soil moisture or compact the seedbed if conditions are too wet, which can leave lumps or clods.

• **Planter setup** — Inspect row cleaners, down pressure systems, disk openers, gauge wheels, and closing wheels to ensure they are adjusted correctly.

• **Depth** — Make planter adjustments for different field conditions. Target a 2-inch planting depth into adequate soil moisture.

With seed being one of the most costly inputs in your operation, it is crucial to get correct seed placement and even emergence. For additional help, contact your local FS Crop Specialist.
Each year Insight FS participates in the GROWMARK Safety Calendar contest. Children and grandchildren of FS employees are eligible to submit drawings with the opportunity to be selected to represent a month in the GROWMARK safety calendar.

In conjunction with the corporate contest, Insight FS conducts its own contest, selecting the three top entries based on their drawing and safety message. The first-place winner receives $100, second place is $50 and third receives $25.

Congratulations to this year’s winners:

1st – Melissa Lynn Bruhn, daughter of Michelle Thomsen, Jefferson Main Office
2nd – Daryn Schaefer, son of Waylon Schaefer, Marxville Service Center
3rd – Zoe Buske, granddaughter of Jim Buske, Ixonia Service Center

It’s always delightful to see the number of entries received and the wonderful drawings and great messages the kids illustrate. This program brings employees together with their families and children to discuss important safety topics that can be related to real-world situations.

Insight FS has always had very strong participation in this program. We hope to continue receiving many posters from children and grandchildren in the future.
Minimize spring stressors in dairy cattle

By Ashley Belongia, Feed Sales Specialist

Spring brings a slew of challenges to dairy farms. As warmer weather approaches, so do different stressors in dairy cattle. Among the potential sources of stress to give special attention in the spring are the environment, parasites, and even normal animal behavior.

In cows, stressors can lead to decreased milk production, reproduction, and intakes. Young stock can experience depressed growth rates, reduced feed intakes, and decreased feed efficiency.

Because stress affects profitability, minimizing it is the name of the game. Here are some ways to reduce stress in your herd.

Keep it clean

The springtime weather makes it difficult to keep animals clean and comfortable. With cool nights and warm days, straw bedding is a good insulator for calves at night and helps support growth. In springtime, keeping calves dry and barns well ventilated helps combat respiratory disease and ensures maximum performance during damp conditions.

To determine if your bedding is dry enough, give it the “knee test.” Kneel with all your weight in the bedding; if there’s moisture on your pants, it’s too wet.

Because stress affects profitability, minimizing it is the name of the game.

Prevent parasites

Spring is also a time of elevated parasite pressures in dairy cattle. Parasites thrive by robbing cattle of nutrition to sustain their rapid growth inside the animal. High parasite numbers can compromise cattle immune systems, making them more susceptible to other diseases. Penn State Extension estimates the cost of internal parasites at nearly $2 billion per year.

Animals most at risk for internal parasites are cattle on pasture, young replacements, and recently fresh cows. There are various kinds of internal parasites that can affect cattle such as stomach worms, intestinal nematodes, lungworms, flukes, and protozoans (Coccidia, Giardia).

Prevention is key in controlling parasites. Deworming at high risk times, proper nutrition, and low stocking rates can all help to reduce your risk.

Keep it social

Normal behavior of cattle can also be a source of stress. Cattle are creatures of habit and develop social bonds and herd hierarchy. If you are moving cattle, move them in groups to minimize social upheaval. Allow animals time to adjust to their new pens, usually two to four days before assessing them.

Reduce instances of stress that hinder animals from reaching their full potential and reduce profitability. Work with your local Insight FS Feed Specialist and your veterinarian to build a customized farm program focused on stress reduction and excellent nutrition.

Ashley Belongia
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Because stress affects profitability, minimizing it is the name of the game.
What the heck is propane autogas?

By Jeff Wymer, Energy Sales Leader

Do you know what propane autogas is? If you think of it as the fuel used in your grandpa’s tractor or by Schwan’s ice cream trucks, your information is outdated. Those vehicles ran on propane, but the technology was plagued with problems and never really caught on. Now, it’s been replaced by all-new — exciting — technology.

Propane autogas 101

Propane, also known as liquefied petroleum gas or LPG or LP, is a byproduct of oil refining and natural gas production. It is odorless and colorless in its natural state. An odorant is added for safety reasons. Propane is stored as a liquid under relatively low pressure and becomes a gas at normal pressure. It has traditionally been used in a variety of applications, such as forklift operation, gas grills, and home heat. Now it is also recognized as an alternative transportation fuel.

Autogas can substitute for gasoline to operate a gasoline engine. LPG is directly injected into the engine in a liquid form. When the engine is turned off, the LPG that is in the lines is evacuated back into the tank, eliminating problems with vapor lock and freezing that were common with the old propane fuel systems. Tests have shown that propane-powered vehicles consistently start under extreme conditions, tested to minus 40 degree Fahrenheit.

Gasoline alternative

Autogas provides many benefits when compared to gasoline as a vehicle fuel. For instance, it cuts emissions of toxins and carcinogens by up to 96 percent as compared to gasoline. Vehicles operating on propane autogas achieve average emissions reductions of close to 20 percent.

Autogas-powered fleets experience significant fuel savings. Some fleets have reported a 30 percent fuel savings.

With the use of clean-burning propane, engine life is significantly extended. Oil drain intervals have also been greatly extended, which equates to lower maintenance costs.

Safe choice

Autogas has many safety features that make it a desirable fuel.

Because it is released from a pressurized container as a vapor, propane autogas can’t be ignited like gasoline or alcohol fuels. Igniting propane gas in the air calls for very specific things to occur and the source of ignition must reach 940 degrees Fahrenheit. In contrast, gasoline will ignite at only 430 to 500 degrees Fahrenheit.

Propane is non-toxic and non-poisonous. It poses no harm to groundwater, surface water, or soil. It does not spill, pool, or leave any residue when released, but dissipates into the air.

Propane autogas fuel tanks are 20 times more puncture-resistant than typical diesel or gasoline tanks. The propane tank will remain securely in place even in frontal or rear impacts.

Smart investment

Even though propane autogas may smell like rotten eggs, the facts proving it is a smart investment are not a lot of garbage.

Need another reason to use propane autogas? It’s produced right here in the United States of America.

Propane autogas is the most widely used alternative transportation fuel in the world, with 17 million propane vehicles around the globe. The first propane-powered school bus was purchased in Wisconsin in 2011; there are now over 500 registered in the state. The number of propane autogas-powered cars and trucks in Wisconsin grows each year.

At Insight FS, we have a team of knowledgeable LP autogas specialists ready and capable to grow the LP autogas market. Call on us for fuel that’s green — and smart.
The commercial and consumer cards patrons use at our FAST STOP® fueling stations now have more features and benefits.

- **Commercial Card** – provides a payment method that meets the diverse needs of businesses today. It includes features such as web-based reporting, product restrictions, special pricing options, prompting before allowing transactions, product restrictions, and account alerts.

- **Consumer Card** – provides flexibility and convenience to meet fuel and merchandise purchase needs. You can track family spending by assigning a driver identification number for each family member using the card. Unwanted purchases can be limited by adding product restrictions and limiting purchases to certain days of the week and times of day.

- **Both cards** – Patrons can receive daily, weekly, or monthly transaction summaries by email as well as emailed fleet reports sorted by driver, card, or vehicle in Excel or pdf format.

We hope patrons enjoy the features and benefits of the FAST STOP commercial and consumer cards. Thank you for supporting local business by choosing FAST STOP for your fueling and merchandise needs.
Choosing your crabgrass control

By Mike Krupke, Certified Turf Specialist

As we slowly move towards spring, thoughts of warm days and green grass begin to creep into our minds. Keeping that green grass lush and weed-free can be a challenge, especially with so many herbicide options. Which one and when? Here is a little information to help you make those decisions.

Crabgrass is the first thing that should be addressed in the spring. Though you won’t start seeing crabgrass until summer, early spring is the time to fight it. This is referred to as “pre-emergent” weed control.

Crabgrass 101
First of all, knowing the life cycle of crabgrass is important. Crabgrass is in a group of plants known as summer annuals. These plants have a life of less than one year. Summer annuals germinate in the spring, grow through the summer, and die with the first hard frost, leaving large amounts of seed behind.

Crabgrass germination typically begins in early May when soil temperatures reach 55 degrees at a depth of 1 to 2 inches, or about two weeks after the forsythia blooms begin to drop. This is the time to apply pre-emergent crabgrass preventer. Early application is essential because a pre-emergent herbicide will not kill established crabgrass.

Applying herbicides
Products like Dimension, Barricade, and Pendulum are all effective pre-emergent herbicides. They create a barrier in the soil when watered in, preventing seeds from germinating.

An important fact to remember when seeding your lawn: Crabgrass is a grass plant, not unlike the grass you are trying to make beautiful. While they will not harm established plants, these herbicides WILL keep your lawn seed from germinating. So if you plan to apply crabgrass preventer and lawn seed, it would be advisable to seed your lawn in the early fall after the herbicide has depleted.

The easiest way to apply a crabgrass herbicide is to find a product that is impregnated on fertilizer. There are many fertilizer options. We recommend a low nitrogen blend such as a 13-0-5 or a 19-0-0. Because grass is actively growing in the early spring when the herbicide is applied, too much nitrogen will have you mowing more than you care to (most likely). Always follow label directions when applying.

Post-emergent control
If you don’t get acceptable control from your pre-emergent and some crabgrass plants start breaking through in the summer, there are options for taking care of them post-emergence. Sprays like Drive XLR8 or QuinStar 75DF can do the job. Broadleaf weed herbicides such as those used to kill dandelions and clover are not effective in killing crabgrass.

With all this said, keeping a thick healthy lawn is still the best way to battle weeds. Fertilizer, seed, aeration, and water are key ingredients to a successful lawn.

As always, our Certified Turf Specialists at Insight FS are available to answer your lawn care questions.

Think spring!

Though you won’t start seeing crabgrass until summer, early spring is the time to fight it with a pre-emergent herbicide.
Personality Profile

Elaine Milewsky, energy administrative assistant, works at Insight FS’s Jefferson office.

Background photo by Elaine Milewsky

Name: Elaine Milewsky
Department: Jefferson Main Office
Title: Energy Administrative Assistant
Education: B.A. in business management

How did you become involved in the FS System? I was working for a temporary service in 2010 and my first assignment was at Frontier FS, filling in for someone who was on maternity leave. When I left, I begged them to call me if anything came up! That was right as we were becoming a division of GROWMARK, and two months later I was hired back for the same position where I had been a temp.

What are your job responsibilities? I assist the Energy Department manager. This includes a variety of projects and responsibilities such as producing winter LP contracts, ordering bulk transports, dispatching customer orders, and managing four fuel routes. However, my primary responsibility is customer service.

What do you like most about your job? Big picture-wise, I love dealing with the down-to-earth people you find in ag business. Task-wise, my favorite aspect of my job is being an administrator for Insight FS’s new wireless energy billing system (wEBS). I love how dynamic it is. A driver can call me saying he is parked in a customer’s driveway, ready to deliver fuel, but he needs the account set up for this product. With our new system, I can easily have the account set up in moments and send the order to the driver on his handheld computer. Because of wEBS, I know a lot more about our customers and what they need. The new billing system is providing us with a lot of new useful data that will help us better serve our customers going forward. It’s very exciting stuff.

Tell us about a recent project. In the past year, I have been working on scanning and converting a lot of our energy documents — leases, leak tests, home heat contracts — into a digital format that all our locations can access via the Internet. This helps us retrieve pertinent information more efficiently.

Who in the Insight FS or GROWMARK system has had an impact on your career? Becky Wiedenhoeft, who is the training administrator and marketing specialist in Jefferson. Becky is such a great example of working with a positive, can-do attitude. She is generous with her time, talents, and knowledge. She has helped me out in countless ways. Becky always looks for the potential in people, and she makes you believe in yourself.

If you could change anything about your career, what would it be? I would do work that uses my creativity more.

How do you spend your leisure time? I enjoy hiking, watching movies, reading, sewing, knitting, and doing any kind of art.
<CustomerName>
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