

Ever.Ag User Group Training

Brentwood, Tennessee | Thursday, December 10, 2026

Springhill Suites - 7109 Town Center Way, Brentwood, TN 37027

At-a-Glance Schedule

TIME	SESSION	LED BY
8:00 – 8:30 AM	<i>Registration, Coffee & Partner Tables</i>	
8:30 – 8:45 AM	Welcome & Introductions	Elizabeth / Alan
8:45 – 9:15 AM	State of Merchant Ag: What We Built in 2026, Where We Go in 2027	Alan
9:15 – 10:15 AM	Closing the Books Faster: AP, Cash Management & Everett	Merchant Team
10:15 – 10:30 AM	<i>Networking Break</i>	
10:30 – 11:15 AM	Customers, Credit & Patronage Without the Re-Keying	Merchant Team
11:15 AM – 12:00 PM	Energy & Fuel Operations	Merchant Team
12:00 – 1:00 PM	<i>Lunch & Networking</i>	
1:00 – 1:30 PM	Support & Success: Getting Answers Faster	Support Team
1:30 – 2:15 PM	Grain, Agronomy & Dispatch: Season-Ready Workflows	Merchant Team
2:15 – 2:30 PM	<i>Networking Break</i>	
2:30 – 3:25 PM	Merchant Ag + FieldAlytics Together: Farm Plan to Booking to Invoice	FieldAlytics Team
3:25 – 4:10 PM	Everett & FieldAlytics 2.0: What It Is and What It Changes	FieldAlytics Team
4:10 – 4:30 PM	Open Q&A, Giveaways & Wrap-Up	Elizabeth / Alan

Doors open at 8:00 AM. The day runs 8:30 AM to 4:30 PM. A hotel block is held December 9 – 11.

Register: connect.ever.ag/merchant-ag-fieldalytics-training-registration

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Session Details

8:30 – 8:45 AM Welcome & Introductions

One day, one room, and the people who build and support the software you use every day. We will set the tone for the day, walk through what is ahead, and make sure you know who to find when you have a question. Whether Merchant Ag is new to your team or you have run it for a decade, this is your starting point.

8:45 – 9:15 AM State of Merchant Ag: What We Built in 2026, Where We Go in 2027

A straight, thirty-minute look at the business behind the software. What we delivered across Merchant Ag this year, what is landing in the next release, and how the modernization work now underway will reach you — on your timeline, not ours. This is a status report, not a pitch, and there will be time for the hard questions.

We also dive into our Aha portal and let you vote on where and what you want to see next year in Merchant Ag.

9:15 – 10:15 AM NEW Closing the Books Faster: AP, Cash Management & Everett

Accounting teams are doing the same work twice, and most of it is keying. This session takes that on directly. See inbound vendor invoices read and turned into draft entries automatically, with vendor matching and duplicate detection, so your team reviews exceptions instead of typing. We will also cover importing cleared checks and deposits from your bank on a mapping you save once, bank-specific positive pay, and a handful of general ledger and vendor import shortcuts that quietly take hours out of month end. Bring a month-end close you would like to shorten.

10:30 – 11:15 AM NEW Customers, Credit & Patronage Without the Re-Keying

Everything that touches the customer record, from onboarding to equity statements. Build and maintain customers from a file instead of one screen at a time. Run patronage liability with a page break per member so statements go out without resetting the filter for every customer, and export the balances straight to a spreadsheet at year end. We will review moving the credit application and review cycle out of email, and the portal and card payment changes your customers will notice first.

11:15 AM – 12:00 PM NEW Energy & Fuel Operations

You asked for more energy content, and this is it. We will walk through the fuel import options now supported, including the newest one, and what each means for your daily posting, inventory, tax, and settlement. Then we will look at contract pricing for oil and energy — including a new price type that holds the customer inside a band, keeping a ceiling for them while protecting your margin on the way down. Practical, operator-level detail for the people running the fuel side of the business. We will dive into some tips and tricks to get the most out of MAgExpress and Merchant Ag Oil & Energy.

1:00 – 1:30 PM Support & Success: Getting Answers Faster

The single most-requested session from our last user group, back by demand. Meet the people who answer your calls, hear the questions we field most often and the workflow fixes behind them, and get an honest walk-through of how a

ticket actually moves. We will also show the resources you already have and may not be using — the support portal, Ever.Ag University, online help, and Maggie — and where each one is genuinely the fastest path to an answer.

1:30 – 2:15 PM Grain, Agronomy & Dispatch: Season-Ready Workflows

Two sides of the same afternoon. On the grain side: a position dashboard you can build line by line, monthly and daily activity views that pair period movement with standing position in one grid, a group ticket change that performs a real split so your DPR and general ledger stay clean, and mark-to-market handling that no longer fights you at period end. On the agronomy and dispatch side: dispatching grids where every user picks and orders their own columns, tenders and trailers tracked separately from application equipment and allocated by tons, and vehicle tracking you can actually rely on.

2:30 – 3:25 PM Merchant Ag + FieldAlytics Together: Farm Plan to Booking to Invoice

This is the session for anyone running both platforms, and it follows one thread end to end: a farm plan built in FieldAlytics becoming a booking, a prepaid, a work order, and an invoice in Merchant Ag. We will demonstrate it live, cover what changed in the integration this year, and take the questions that come up most — the missing batch ID, the quantity that does not match, the new item or customer and where to add it. Timed deliberately for December, when bookings and prepaids are on everyone's desk.

3:25 – 4:10 PM NEW Everett & FieldAlytics 2.0: What It Is and What It Changes

Everett shows up in both products, and it is worth thirty minutes of plain explanation: what it is, why we chose this approach, and where you will actually encounter it. We will pair that with a working look at FieldAlytics 2.0 — the capabilities your agronomists and sales staff have now, what drives adoption in the field, and what the team is building next. Your feedback in this session shapes the order it gets built in.

4:10 – 4:30 PM Open Q&A, Giveaways & Wrap-Up

Open floor. Bring what did not get answered, tell us what you want more of next time, and leave with a short list of things to try when you get back to your desk. Prizes, thank-yous, and a clear set of next steps.

Networking, Breaks & Partner Tables

Breaks and lunch are deliberately long enough to be useful. Ever.Ag product, support, implementation, and professional services staff will be in the room all day, and partner tables are set up near the coffee and lunch service so you can talk to them without giving up a session.