

SPECIAL POINTS OF INTEREST:

- 2009: A Recap of Product Releases
- New DRC Pricing Model
- Heartland Cooperative receives the ARA Distinguished Service Award

INSIDE THIS ISSUE:

E-Markets Announces New DRC Pricing Model	1
ARA Conference Review	2
NGFA Conference Review	2
Mark Hoffke talks about the GP Tech Conference	3
Holiday Hours	3

2009: A Flurry of Activity and CINCH Product Releases

2009 was a busy year for the E-Markets development team based out of Spicer, MN. Three **CINCH®** releases and additional import/export routines for **CINCH X Document Exchange** were released. Here are some highlights from these releases:

CINCH® 10.3 delivered several usability features the CINCH users requested, including navigation panes; support for liquid products; the ability to capture bank wiring fees at the time the fee is known; the ability to copy sales contracts; recognizing a driver on scale; processing the posted transactions on an assembly with unposted transactions; allowing freight billing by item in Bulk Shipment Invoicing and Grain Shipment Invoicing; having grain bank use across branches; having the Bill To address available on more screens; and an integration with Feed Management Systems' Feed Mill Manager® software.

CINCH® 10.4 delivered additional Grain enhancements including voiding settlements; the Long-Short reconcile; contract amendments allowing a user to make changes to a posted contract; rolling contract delivery and price to a new delivery period; [<continued on page 3>](#)

E-Markets Announces New DRC Pricing Model: Reverse Trend Trail

E-Markets released a new Decision Rules for Contracts® (DRC®) model in November.

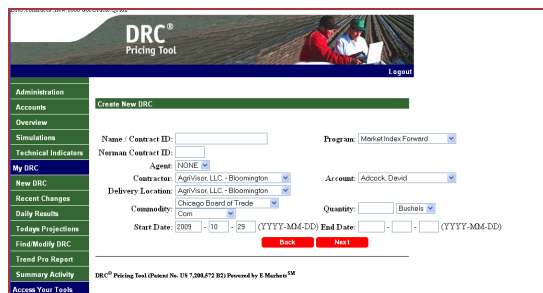
The new pricing model is the **Reverse Trend Trail**, and it is a perfect inverse of the current Trend Trail® model.

While the Trend Trail pricing model is a strategy for selling grain on downward moves after a market rally, the Reverse Trend Trail is a strategy for buying grain from the lows up. The Reverse Trend Trail model prices grain on

the upward moves after a market decline. This strategy prevents the emotion of the moment from delaying pricing decisions. E-Markets is pleased to add the Reverse Trend Trail

model to our existing pricing models including the Market Index Forward®, Seasonal Index Forward®, Trend Trail®, Trend Tack®, and Market Prospector® models.

If you would like more information on the Reverse Trend Trail model or the DRC pricing tool, call 877-674-7419 to speak to a member of the E-Markets services team. Visit the DRC Simulation tool link located on our home page to look at all of the DRC® Models.



The Reverse Trend Trail model is available to all of E-Markets' DRC users.

2009 ARA Conference: Champions of Retail: Managing Your Game



Congratulations to Dave Coppess of Heartland Cooperative, Des Moines, IA for being selected to receive the 2009 ARA Distinguished Service Award.

E-Markets employees Toby Molitor and Tim Bryan attended the Agricultural Retailers Association (ARA) Conference held at the Sawgrass Marriott Resort & Spa in Ponte Vedra Beach, Florida on December 1-3, 2009. The conference theme was **Champions of Retail: Managing Your Game**.

Here is what they heard at the conference:

Scott Ramsdell, ARA Chairman-Elect, talked about the challenges of 2009: the volatility of the

market and tight capital; he suggested that producers will be conservative in their P N K purchases for the 2010 growing season. Mr. Ramsdell also spoke about the challenges of being and the need to be competitive on a global basis.

Daren Coppock, ARA President & CEO, challenged the audience to answer the following questions: What is the value product that I give to my customers? Where is my niche? And how will this change in the next five years?

Bob Willard, Willard Agri-Service President, the 2009 ARA Retailer of the Year, discussed another complexity facing ag retailers everywhere: technology and innovation are moving more quickly than ever. In order to keep pace today and plan for the future, we need professional, well trained employees to call on the growers. We need to provide knowledge to help the growers be successful and profitable, yet, we are losing good, young people to other industries. How do we recruit and retain the people we need today to run and grow our businesses?

The NGFA is the national trade association of grain elevators, feed and feed ingredient manufacturers, grain and oilseed processors, exporters, livestock and poultry integrators and firms providing products and services to the industry.

2009 NGFA County Elevator/Feed Industry Conference and Trade Show

The National Grain and Feed Association's Annual Country Elevator/Feed Industry Conference and Trade Show ran Dec. 6-8, 2009 and was held at the Hyatt Regency Crown Center in Kansas City, Mo. E-Markets was represented at the NGFA Conference by Toby Molitor and Nate Heinrich.

Here is what they heard:

late corn and soybean harvest. Discussing the challenges to grain handlers concerning quality, grain drying and storage procedures while preserving quality to the maximum extent possible, avoiding grain dryer fires and meeting contract obligations were discussed by a panel of experts including **Dr. Kirk Maier**, Head, Department of Grain Science and Industry, Kansas State University, Manhattan, KS and **Robert Marlow**, Regional Manager, The Andersons, Delphi, IN.

Addressing domestic and global market trends given this year's harvest delays, **Bill Hudson**, Principal/Founder of The ProExporter Network, talked about the current trends shaping the grain and oilseed markets. Mr. Hudson explored the use of corn for bio-fuels; discussed the timeframe for a turnaround in the hog and dairy sectors; and the longer term trends for grain and oilseed markets globally.



This conference focused on the impact of 2009's



Power to Know. Power to Grow.®

807 Mountain Ave. Suite 200
Berthoud, CO 80513
(877) 674-7419
www.e-markets.com

Contact us:

Phone: 515-233-8720

Fax: 970-532-3034

E-mail: sales@e-markets.com

Holiday Closings:

The E-Markets offices will be closed on December 24th and 25th in observance of the Christmas holiday. We will also be closed on January 1, 2010 to observe New Years. We wish everyone a happy, healthy and safe holiday season.

Mark Hoffke on the GP Tech Conference

The **Microsoft Dynamics GP Technical Conference** is THE place to learn about “all things” Microsoft Dynamics GP – the product itself, innovative development tools, best practices and more. Hosted by the Microsoft staff, the conference is intended to be a technical overview of new features in the product and the development tool (Dexterity). The 2009 Dynamics GP Technical Conference was held in Fargo from November 9-11. The conference is for partners only and provided a look into future development as well as current tools and best practices.

How many people from E-Markets attended this year? **E-Markets sent 11 people.**

Does E-Markets attend this conference every year? **We have had multiple people attend the Technical Conference every year going back into the late 90's.**

What are the coolest things you learned at the conference?

***A look at the additional features in GP 11**

***The ability to Email Documents and Word templates from GP**

***Right Click “context menu’s” added to Dexterity 11 * Microsoft Word Integration for printing of Forms**

***Web Applications now run on Windows SharePoint Services, MOSS not required**

***Printing HTML output has FINALLY been fixed**

What value does attending this conference bring to you and to E-Markets?

The biggest advantage of attending the conference is getting an early introduction to the new features in the tool. It is also a starting point for education on the direction Microsoft is heading with the tools to create integrating applications.

Tell me something that you learned about Fargo by attending this conference?

Not sure I understand the question.. but.. I guess the biggest thing I learned about Fargo is that it has grown significantly in the past few years. Where the Microsoft Campus is was a wheat field not too long ago. It is, however, still flat as a pancake.

2009: A Flurry of Activity, continued from page 1

capturing the fees due to the contract amendment as well as an explanation of the changes.

Bulk ship sub-item functionality was enhanced: the sales contract sub-items window allows the user to copy sub-items from another contract; the Load Generator tool and the Load Order Entry tool have added the ability to create Load Orders for Sales Contract Sub-Items, and shipments for Sales Contract Sub-Items can be created in the Bulk Shipping Entry tool

CINCH® 10.5 continues to deliver additional Grain functionality such as scale ticket grade averaging; grain check stubs to handle multiple assembly settlements; and a document utility which allows you to reverse posted scale tickets that are applied to unsettled assemblies.

The **CINCH X Document Exchange** product allows customers and vendors to share information electronically (such as scale tickets) which eliminates the need for re-keying, and makes that information available in your accounting and operational systems within seconds. Today there are seven CINCH X modules available with more under development. For more information, contact E-Markets at 877-674-7419.