



The Optimist Club of Treynor, Treynor, IA
Iowa District, Zone 2 Club Number 40-109
Iowa District Governor: Marge Hopkins
Lt Governor: Don Dilts

NEWSLETTER

Treynor Optimist Club President:
Dale Willenborg



Mar 16, 2024

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Gregg Herzberg, Advanced Agrilytics



Gregg Herzberg, Precision Agronomist for Advanced Agrilytics was our guest speaker. He lives near Villisca where he has row crop and a cow/calf herd. He graduated from NWMS.

Three professionals left Monsanto to start this new business in 2012.

Headquarters are in

Indianapolis, IN . They began to scale in 2019, starting with 200,000 acres and are now serving 1.3 million acres that cover farmers in eleven states. The business employs 60 agronomists who work with growers. A team of 150+ professionals are engaged in operations continuing to unlock the potential of every acre.

They are local practitioners, driven to understand the environment and apply data driven technologies to uncover the opportunities and threats of a growing season and help guide our grower's success in increased productivity.

Using precision technology and knowledge gained from years in the field, company agronomists test, monitor, and evaluate soil conditions, assess field practices and analyze water movement and environmental factors on customers' farms.

The core is understanding the water-limited acre, the stable acre, and the saturated acre. Sub-acre understanding leads to improved and more consistent outcomes across years with clear, proactive plans for each growing season. An example, Gregg shared, would be measuring what happens with 2-3 inches of rain in rolling hill land, where the ridge dries faster than the bottom. Problems can be lots of water saturation and risking losing nitrogen, diseases that set in early in the bottom, whereas there may be less organic matter and nutrients on the ridge. The plan can be to put in higher rates of P and K in areas as needed to adjust to the landscape.

Advanced Agrilytics is not tied to a seed corn company. They do product trials and break out the data by slope, organic matter, fertility, etc. They take past yield data and see where the hybrid is placed best. Understanding the environment is foremost.

A hex grid of every 25 x 25 square ft has an identification point so everything is tied to that. Yield then is specific to the area. Although variable planters aren't needed, they do increase efficiency, as with these new planters each row has its own sensor for what is needed.

The average farm size they work with is 1200 acres, but some have 500 acres, some 5000 acres.

There are no companies replicating landscape efficiencies as Advanced Agrilytics. There are companies that do satellite imagery of fields that measure biomass to see how it is trending. If it is cloudy, you may not see it and then it can be too late to fix the issue.

Gregg spoke a bit about farming technology in the future. VPI, Variety Profile Index, research is being done in soybeans. We are identifying where each variety is wanting to place pods, some are mainly main stem and others expand to their branches. We will use this information to maximize yield across different environments.

John Deere has recently released their see and spray technology. They can use cameras to identify weeds throughout the field, saving on chemical rates and cost. Drones are also using camera technology to spray and monitor plant health in the fields.

More information can be found on www.advancedagrilytics.com. Also you can contact Gregg at 712.215.2535.

Next week:

Aaron Schoening, AVP, TS Bank

Ten Years as a Dept. Manager for Menards

Famous Quote

“Folks are usually about as happy as they make up their minds to be.”

Abraham Lincoln

Meeting Minutes

Dale Willenborg, President, called the meeting to order. Twelve members were present. Greg Herzberg was a guest. The group recited the pledge and Bill Vorthmann gave the prayer.

Jokes: John Klein, Bill Vorthmann, Judy Guttau

50/50: Glenrose Meier

Attendance: Kevin Underwood

Birthdays/Anniversaries: None

Bragging Rights: (Dollars are contributed to benefit local youth programs.)

- Bill Vorthmann bragged on his nephew who is a 4th year med student at Creighton and yesterday was Match Day and he was matched for a Residency at the University of Arizona in Phoenix after he graduates in May.
- Jeff Jorgensen stated the sun was so bright as he came from the west up the hill into Treynor and he was glad he guessed right as to which driveway to turn into!
- Judy Guttau shared that their family celebrated St. Patrick's Day on Tuesday. Ballyhoogan and Knocknamuckly, the towns her ancestors are from in Ireland. Those names are the magic passwords to be said by the kiddos when they arrive! (This year five even wrote poems using those words.)

Business:



- Can Kennel sorting helpers with the JOI Club on Wednesday were Dale Willenborg, John Klein, Bill Vorthmann, Gary Guttau, Gary Funkhouser, and Steve Chambers. There was a good group of kids helping.
- The next Can Kennel sorting will be on Wed., March 27 at 2 PM with Keep Kids Alive 25.
- Sat., April 6 – The Optimists will provide flyers for flags to be distributed door to door in Treynor with Scouting for Food Flyers.
- Scholarships were due on the 15th. The following Optimists agreed to review scholarship applications for the Optimist Club scholarships: Dale Willenborg, Jordan Campbell, Bill Vorthmann, Glenrose Meier and if needed, John Klein.



Addy Schnepel, student at University of Iowa, received her \$500 Optimist scholarship from Dale Willenborg, Pres. She developed an interest in health care in high school and is studying to be a physical therapist. She lives in a dorm on campus and participates in Salt Company.

Community:

- Today, Mar. 16 – Treynor Alumni Basketball Tournament
- Tomorrow – St. Patrick's Day
- Tues., Mar. 19 – Soccer games in Treynor for Boys/Girls
- Wed., Mar. 20 – Western Iowa Conference Quiz Bowl in Treynor
- Thurs., March 21 – Treynor Pops Concert
- Fri., March 22 – Middle School Dance
- Sat., March 23 – Father/Daughter Dance for age 3 to 8th grade at Treynor Community Center.
- Sun., March 24 – Easter Egg Hunt – JTW at Palace Event Center
- Wed., March 27, 11 AM – Treynor Community Center – discussion about future of Treynor Senior Citizen Home.
- Tues., April 2 – Iowa Jazz Championships

There being no further business, the meeting was adjourned.

Humor



CALENDAR

Events:

- Mar 27 Can Kennel Sorting with KKA 2 PM
- Apr 6 Flag Flyers put door to door in Treynor
- Apr 28 Optimist Youth Appreciation Event 3 PM
Zion Congregational Church

Birthdays None

Anniversaries None

Programs:

- Mar Phil Waggoner (5th Sat)
- Apr. Kathy Luedke (1st/2nd Sat)
Jeff Jorgensen (3rd/4th Sat)
- May Linda Danker (1st/2nd Sat)
Phil Waggoner (3rd/4th Sat)

Speakers

- Mar 23 Aaron Schoening, AVP at TS Bank.
Sharing about his 10 years as Dept.
Manager at Menards.
- Mar 30 Cullen Udell, Girls Wrestling Coach
Cody Kingery, Boys Wrestling Coach
- Apr 6 Doug Gray, Prairie Crossing Winery
- Apr 13 Mark & Joey Sornson, Sornson & Sons LLC

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Dues/Donations/Flag Money: Mail to Optimist Club of Treynor, PO Box 354, Treynor, IA 51575