



connect

WINTER 2009-10

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Difficult times are often our Blessing

By Roger Oakland • President • roakland@oaklandcorp.com

This newsletter article was nearly complete the day my Mother-in-law, Gladys Thorson died. That's a day we will always remember. Gladys lived a long life, with a clear mind right to the end – age 95. Many years ago, I gave her a coffee cup which says “*When it comes to Mothers-in-law I sure got lucky*”. That is more evident to me today than ever



before. It was easy to simply add this paragraph to the beginning of this newsletter article.

One of my favorite books counsels me to *give thanks for difficult times* – because difficult times produce perseverance – and *perseverance produces character* – and character produces hope – and *hope does not disappoint us* – in the end it produces *great happiness and peace*.

We live in interesting times!! Everyone has a different opinion about what is going to happen in 2010, but in hind sight, 2009 has been a better year than I expected it to be. Everyone knows someone who has lost their job, lost their home, or lost a loved one. Some families have lost all three in 2009. Yet life goes on, and it is good!! *Give thanks for your blessings at this wonderful time of the year.*

An interesting thing happened in 2009 – *everyone rethought their business*. People came up with new ideas, and marketing made it easier for the client to continue to do business. We have all persevered, and we will be better businesses because *we rethought our business*.

One year ago we decided that Oakland Corporation would no longer require *Thoroughbred maintenance* for every client.



Thoroughbred had made a lot of improvements in 2004 – 2006, but didn't have many new ideas which would benefit Oakland clients, so *we made it optional*.

An interesting thing happened because of that decision – *Thoroughbred rethought their maintenance plan for Oakland clients*. They offered us new products with extended pricing (over the next four years) if they could simply get our continued business. Oakland put on

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Holiday Closings

- **Thanksgiving**
Thursday, November 26
Friday, November 27
- **Christmas**
Thursday, December 24 (12-5PM)
Friday, December 25
- **New Year's**
Friday, January 1

Upcoming Events

- **Online XML Sneak Peak**
Wednesday, December 9
WebEx Online Seminar
- **What's Coming for 2010**
Thursday, December 10
Story City, IA at Oakland Corporation
(see agenda on page 2...)

Developing for the Next Generation.

By John Mogren • IT Support / Sales Representative • jmogren@oaklandcorp.com



Hiring new employees is something all companies do as they grow, and replace those that retire. The generation entering the workforce now has completely different concepts of computing and information technology than many of us had when we started working with computers. They have different expectations for software, so we are responding to this

need by exceeding those expectations. Oakland Corporation has redirected development to utilize new technologies available, and is excited about the direction development is going. Utilizing the new XML server product from Thoroughbred, we are developing new 'widgets' to run in a standard browser, or even as a small desktop applet that can be set to always display on top of other applications you may be running.

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seminars in June and July. **Twelve Oakland clients committed** to Thoroughbred's extended pricing plan for their new XML products.

Oakland's Development and Marketing teams made a trip to New Jersey in September to meet with Thoroughbred regarding our new XML project. **The XML project's first focus is graphic representation of your business data.** You will see gauges for Long & Short information for both **Grain Manager** and **Commodity Manager** products. We will hold the **"Online XML Sneak Peak" WebEx Seminar on Wednesday December 9th** to get a sneak peak at our XML product, which will be released in January 2010. See the **"Developing for the Next Generation"** article for more information.

While we were at Thoroughbred, we took a look at some other products, like their **VIP** graphical screen presentation product. **Thoroughbred has made major changes to VIP.** Our staff thought you might want to take a second look at **VIP**...so.

We have scheduled **"What's Coming for 2010" Seminar for Thursday, December 10th** with the following agenda:

What's Coming for 2010: Agenda	
9:45 AM	Welcome & Introductions
10:00 AM	E-Statements Released
10:15 AM	New Features of January 2010 Version 4.28
10:45 AM	Sneak Peak at XML Product
11:00 AM	Thoroughbred's VIP Product
11:30 AM	AgriCharts Presentation
12:00 PM	Lunch at the Cottage on Broad
1:15 PM	FarmerData.com's New website
1:30 PM	Year End Payroll Update Overview
2:00 PM	Adjourned

As always, you are more than welcome to visit with any of our Oakland Staff following the seminar. Please see **"Developing for the Next Generation"** article for more information.

**Thanks again for your Business!!
Enjoy a Bountiful Thanksgiving and have a Blessed Christmas!!**

- Roger Oakland

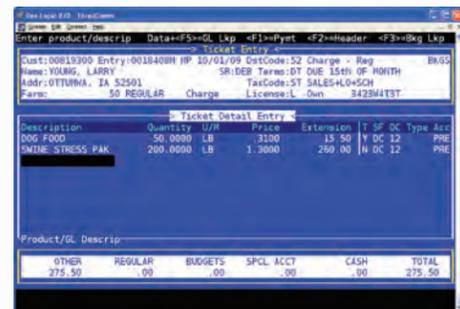
These programs refresh data constantly, as it is put into the system from all your other users. An example of this is pictured, a speedometer type gauge that shows a live look at your long and short. This is being developed for all grain commodities, fuel, and anything else you may be tracking using the Commodity manager.

The application you know will continue to be developed as well. But we are taking steps to freshen its look and feel as well. A complete graphical solution is now available for users that may prefer this look and feel.

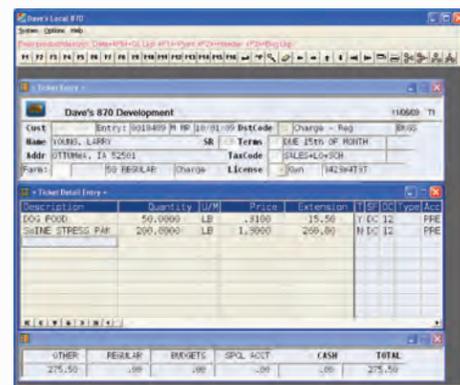
It utilizes the exact same programs as the system you are used to, but also allows full mouse control. Buttons are being added to the application to enhance the graphical look and feel.

For those that have memorized the function keys, they will continue to work as they always have.

Long & Short Gauges



TbredComm Screen



VIP Screen

Version 4.27 Update



By **John Lounsberry**
Client Services Manager
jlounsberry@oaklandcorp.com

With the latest version of the software installed late this summer, here are a few of the changes that have created several calls:

Primary/Secondary Customers:

You now have the ability to attach separate customer numbers to each other for credit limits, reports, and statements. All of the customer information will remain on the individual customer accounts, but will combine for each option chosen.

Price Changes:

You can now enter price changes in Inventory with a future effective date. The system will ignore those changes until the date of your ticket batch reaches that date.

Delivery Billing:

A menu option has been added in Ticket Entry called Bill Deliveries. This option will allow you to bill multiple deliveries at one time. Whether it is by customer or location, you can choose which deliveries to bill without having to constantly go back into Delivery Billing and choose the next one.

As always, the current and historical release notes can be found anytime off of the Release Notes option at the bottom of the main menu.

FarmerData Update

By **Dan Oakland** • Software Development • doakland@oaklandcorp.com



We're happy to announce that the new FarmerData web site went into beta testing in late October. The new FarmerData uses a redesigned database and features some new server technology that will allow users to more easily navigate through their data and export it into other formats of their choice. The open beta is expected to run through the end of this year. If you would like to participate in this beta, please send an email to support-fd@farmerdata.com.

- **Single Sign-on** logins, meaning one username and password per person – regardless of the number of accounts they hold
- A new **Account Home** overview page with current balances, payment options/information, and access to online statements, if available
- An **Account Settings** feature that allows users that hold more than one account with your company to add their additional accounts, as well as change passwords and email addresses
- Redesigned **Data Tables** with easy-to-use pagination controls, capable of exporting their contents to CSV and Excel file formats (**Sorting** and **filtering** capabilities are also planned)



- New **Schedule F** and **Patronage** areas that graphically display historic account information
- The ability to receive **Email Notification** when a new statement is ready for your account - (Silver Only)
- **Online Payment Scheduling** for companies with the **Inbound ACH** module that already have customers' account and routing information - (Silver Only)
- A new method of viewing **Combined Account** activity for multiple accounts (Silver Only)

AgriCharts Integration

By **Robb McMullen** • Software Development • rmcullen@oaklandcorp.com



Oakland has been working with AgriCharts to integrate cash bids

from **Oakland Commodity Bids** into the **AgriCharts system**. What this means is if you use both Oakland's Commodity Bids and AgriCharts for website hosting, after the basis is changed in the Oakland Commodity Bids, the system automatically updates the basis information to your AgriCharts website.



This will avoid double entry, save time, and ensure accuracy for the bids displayed on your website. AgriCharts provides website

hosting with real-time markets, news, and weather; which is also available for web accessible mobile phones. They can also provide futures and cash bid alerts to your mobile phone using Text Messaging.

Oakland has been so impressed with AgriCharts products and service that Oakland has become a dealer for AgriCharts' products.

Representatives from AgriCharts will be available at the December 10th conference in Story City. Also, you may contact Arlen or Mogy for additional information.

Getting to Know Us

John "Mogy" Mogren



John Mogren grew up in Sioux City, Iowa. After graduating from Heelan, John went into the Army and was stationed in Germany for 4 years.

After serving our country, he moved to Central Iowa to attend Iowa State University graduating in 1994 with a BS in Computer Science.

In September 1994 John (Mogy) joined the Oakland Staff in the Information Technology department. He has also taken on additional duties helping with the sales and demo team, going on location to show the Oakland System to potential new clients.

John lives in Story City and has 2 children, his son, Christopher is 13 and his daughter, McKenzie will soon be 9. He is a member of the Harvest E-Free Church in Story City and has been on numerous Mission Trips with Roger, donating time to World Concern specifically in Haiti.

In his spare time, John enjoys Bible Studies, Golfing and spending time with his kids.



Featured Products



Arlen Oakland • Sales Representative • aoakland@oaklandcorp.com

Simplify Your Business Process

Grain Scale Interface

Many of our customers have automated their scales and interfaced them into the Grain Manager. This module improves efficiency and productivity by reducing unnecessary errors.

Labor is greatly reduced due to less time spent reconciling tickets at the end of the day, and eliminating double entry of ticket information. Please give me a call if you would be interested in finding out more automating your scales.



Asset Manager

We have developed a new enhancement to the Accounting package that is called Asset Manager. This was formerly known as Agronomy Manager, but due to the capabilities of the Asset Manager, we decided that it would be better to change the name as it relates to more than just Agronomy.

The Asset Manager provides the ability to track and manage anything you can weigh. An example would be to track anhydrous as it leaves your facility. This can help estimate your unbilled anhydrous inventory in tanks that have been completely delivered as well as tanks that have not been weighed back.

The Asset Manager also provides maintenance scheduling and tracking for anything from automotive maintenance to pop off valve maintenance as well as providing many easy to use reports. Please give me a call if you would be interested in finding out more about the Asset Manager.

Please call or email with your questions concerning these or other Oakland products.

Toll-free: **(800) 383-5114 ext.104**
Email: **aoakland@oaklandcorp.com**
Web: **www.oaklandcorp.com**

Commodity Manager

This module will provide a Long and Short position for any commodity that you wish to track. Contract Printing is available for any commodity. There is no need to waste costly forms when a change in verbiage is needed, as the contract is created and printed by the software.

Many of our customers are currently using this module for Anhydrous, other Fertilizers, Fuels, LP, and Soybean Meal to name a few. Please give me a call if you would be interested in finding out more about the Commodity Manager.

www.oaklandcorp.com

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