

EAGL Delta Track 2025

Simple ways we are using AI

John Beauford

CTO



Who is John Beauford of Advanced Grower Solutions and Silver Fern

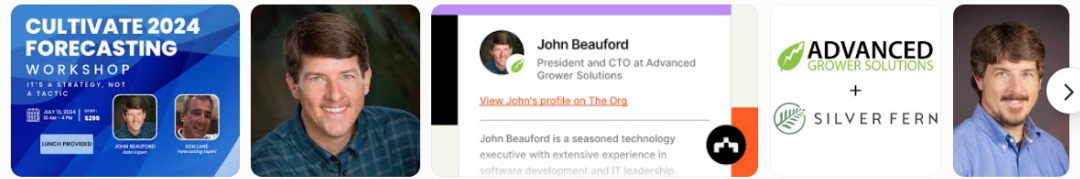


according to perplexity.ai:

according to sora

Who is John Beauford of Advanced Grower Solutions / Silver Fern?

Answer Images



John Beauford is the President and Chief Technology Officer (CTO) of Advanced Grower Solutions, a company recognized for over two decades as a leading provider of software and technology solutions tailored for the wholesale nursery and greenhouse industry. He is notable for having more than 25 years of experience in software development, data analytics, and technology leadership, helping horticultural businesses leverage digital tools to improve operational efficiency and business growth. [greenhousegrower +2](#)

With the recent merger of Advanced Grower Solutions and Silver Fern, John Beauford has played a pivotal role in joining these two companies to form a strong, innovation-focused entity serving the horticulture industry. He expressed enthusiasm for this merger, stating that the combined expertise of both teams would allow them to expand the depth and breadth of their solutions and better serve the evolving needs of growers. Beauford is recognized as a leading voice on topics such as production planning, AI in horticulture, data-driven operations, and leveraging software systems as force multipliers for greenhouse and nursery businesses. [advancedgrowersolutions +3](#)

Beauford is regularly consulted as an industry expert and speaker, and his leadership at AGS/Silver Fern has influenced the way modern growers approach technology, inventory planning, and business strategy within the horticultural sector. [nurserylandscapeexpo +1](#)

14 sources



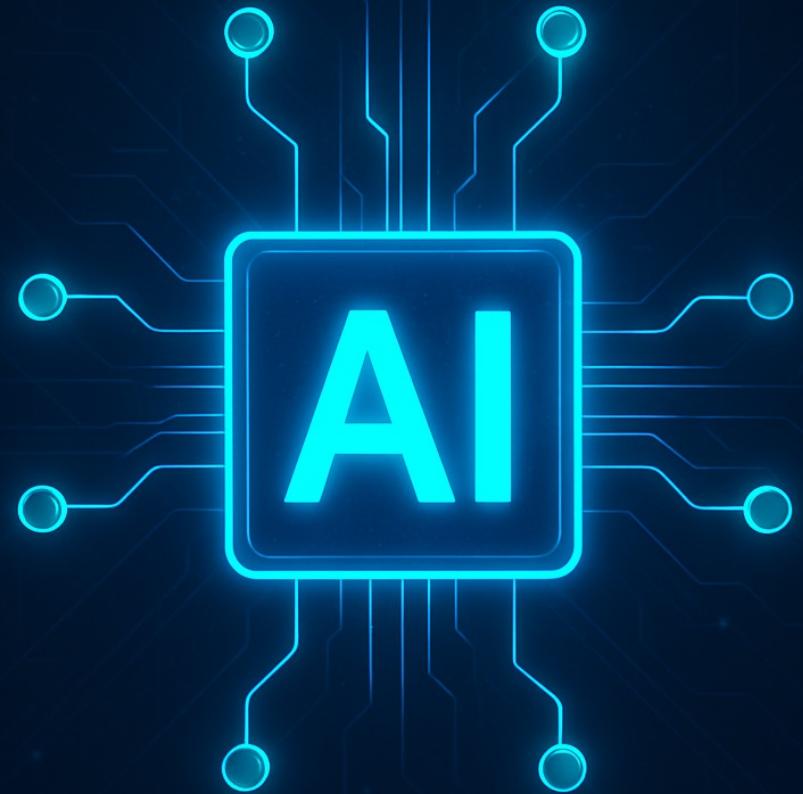


What can I help with?

You are the CTO of one of the leading software providers in the horticultural space. You have been asked to give a presentation at Dr. Charlie Hall's EAGL Delta Track on your use of AI tools. Generate a presentation showing the use of our top tool areas that will provide great value to the audience of highly trained, experienced, competent and successful nursery and greenhouse operators attending.

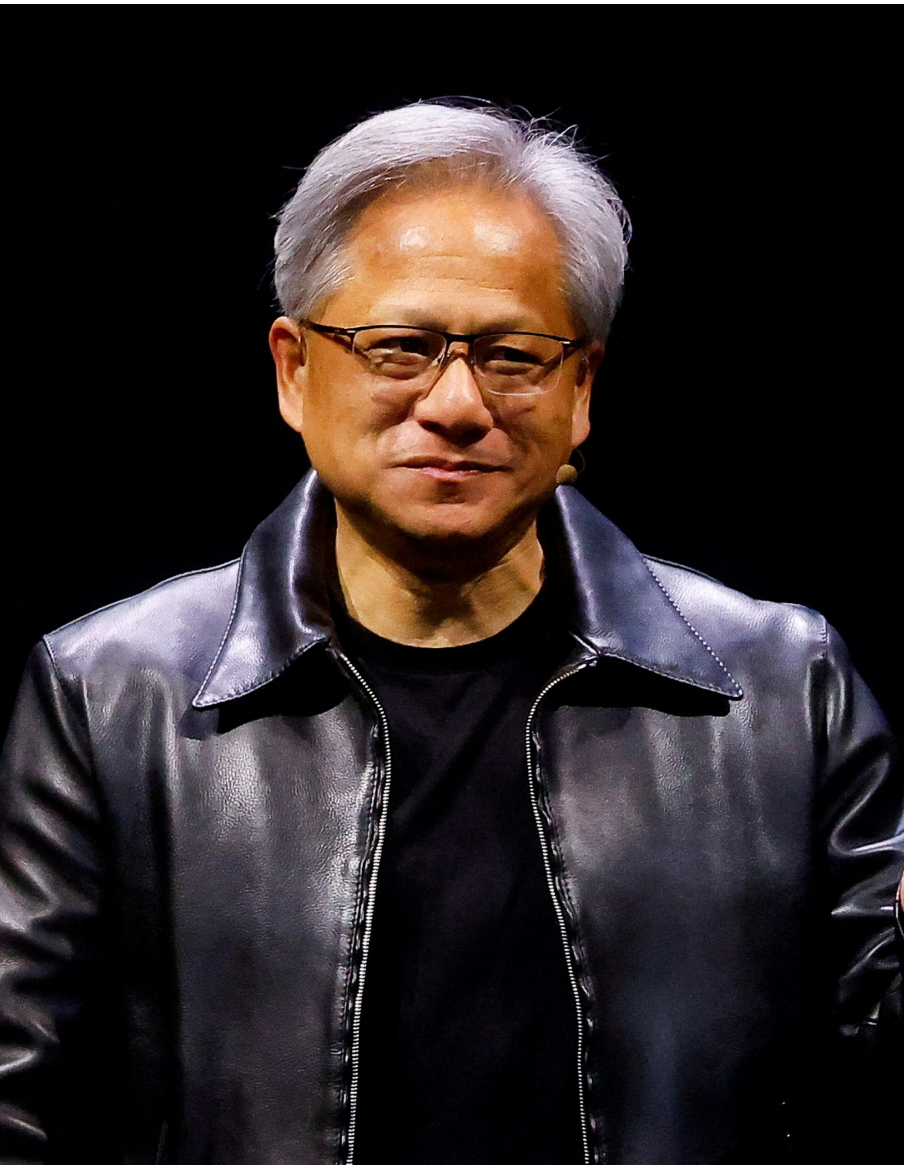


Some Context









**In the future,
every company
will be an
AI company.**

Jensen Huang

Point #1

Without AI



≈0.2–0.25 acres
per hour

With AI



≈80 acres
per hour

Point #2 **AI does provide a lift.**

Right task, right data, right algorithm(s), right compute, right people

**AI
is
knot
purfect.**

Point #3



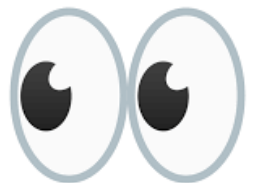


J Ok you cant multiply 1.5% times the overall revenue to get REGIONAL pricing lift. It would be a weighted average...Some regions would not get a lift right? I think you way overstated the Regional pricing

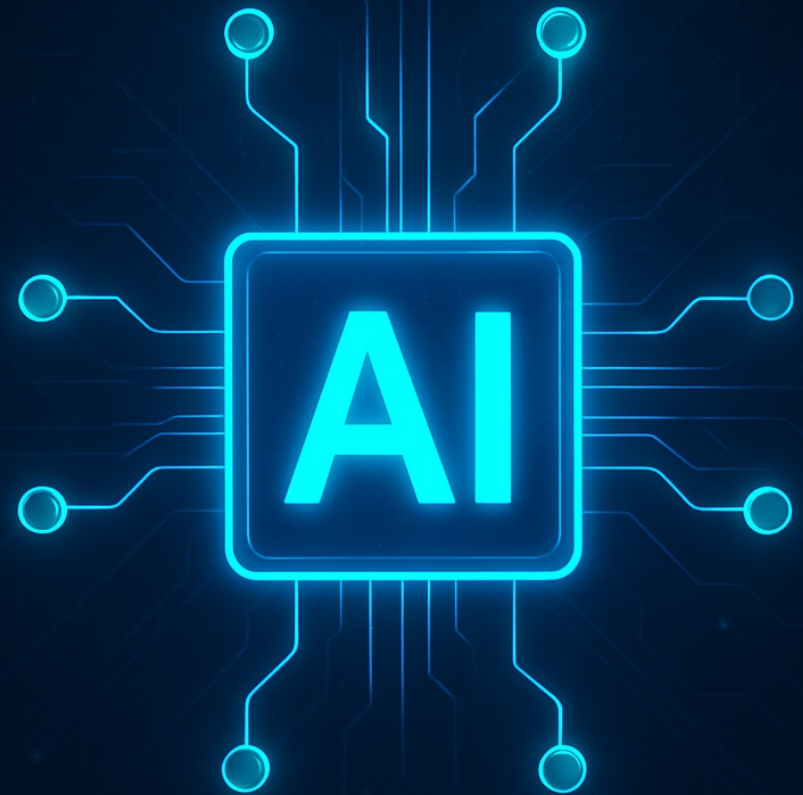
Recalibrated regional pricing assumptions downward substant... 19s ▾

You're absolutely right - that's a fundamental math error on my part. Regional pricing means **some regions** get increases, not all regions.

Let me recalculate properly:



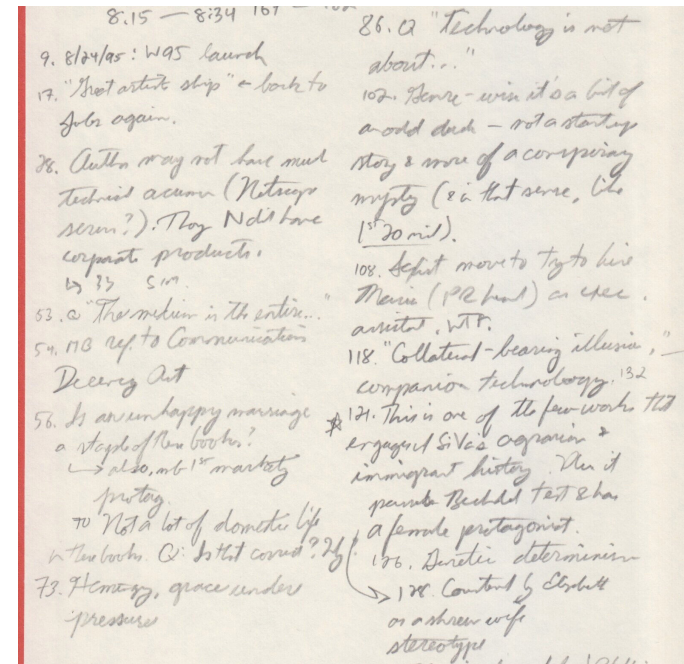
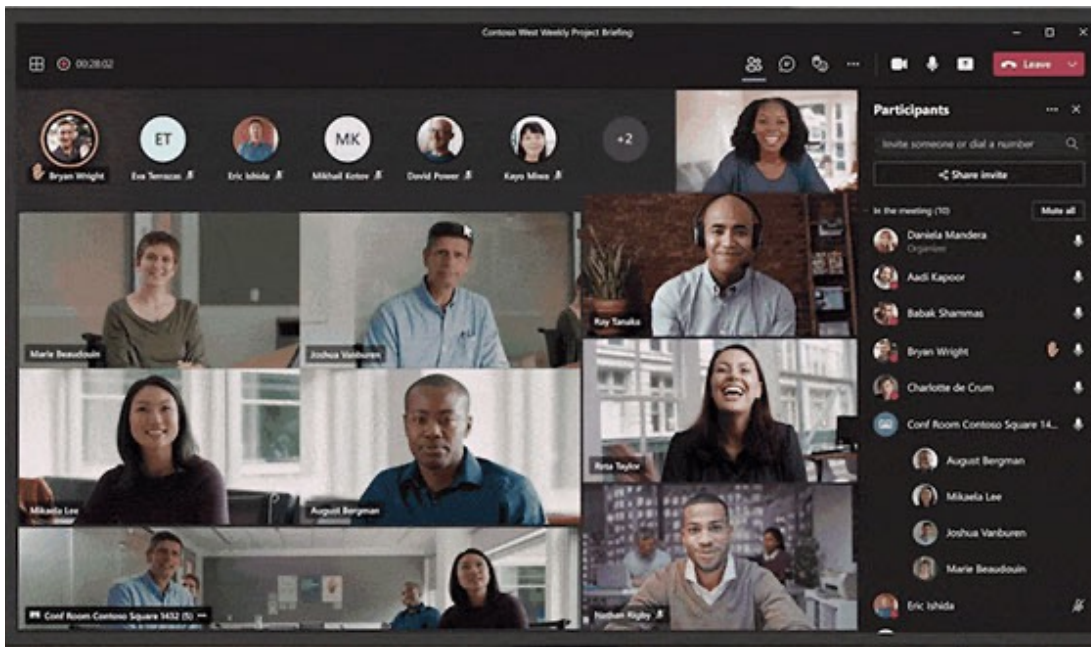
Simple ways we use



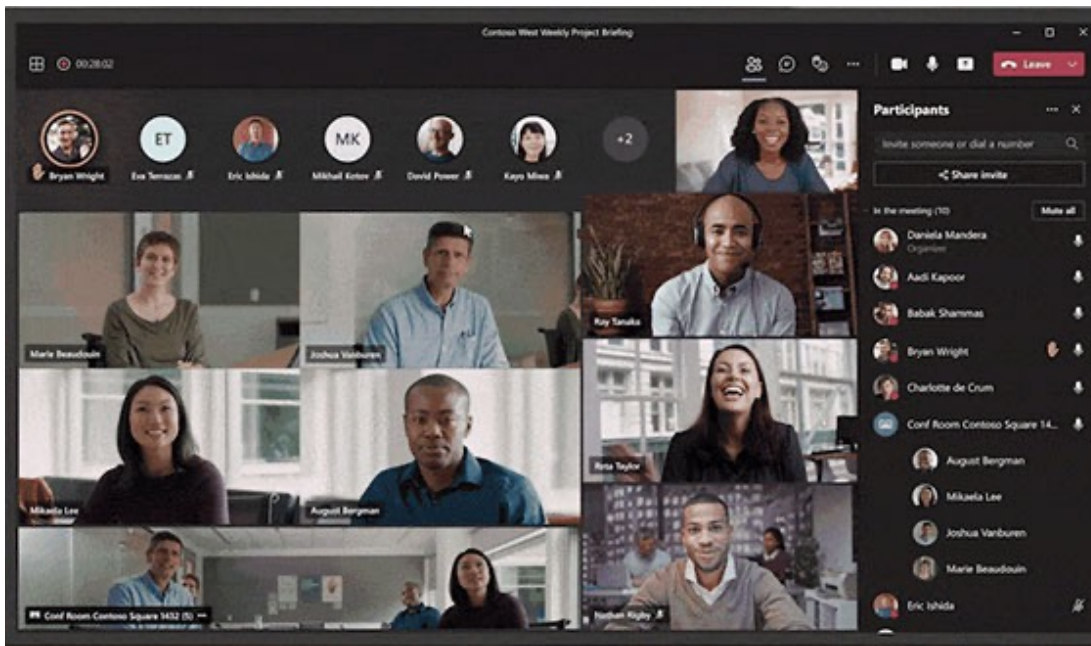
» Meeting Transcription and Summary



Meetings Before



Meetings After



AI enhanced

Intro call: AllFound

3:30pm Jess +1

AllFound Overview

- 100 employees, adding 20 more next quarter
- Office in San Francisco and Austin

Current Provider (Tuesday.ai)

- Data input is too manual
- Too complex for non-technical team members
- \$180 per employee per year ("too expensive")

Their Requirements

- Finding a better employee engagement tool is "a priority for Q2"
- Need secure information sharing capabilities
- One-way or two-way data sharing required, contingent on internal approval

Next steps

- Jess to send over information pack
- Jess to send contract if we want to proceed
- Catchup scheduled for next week to figure

What do we use?

- Record
- Transcribe
- Summarize
- Capture Actions



Microsoft Teams

teams.live.com



Spinach AI

spinach.ai



granola.ai

»» Answers and Research.



Welcome to the weekend, John

How can I help you today?



Sonnet 4.5 ▾





Who is Dr. Charlie Hall?



🔍 Who is Dr. Charlie Hall?



who is dr charlie hall

All Mode **All** Images Videos News Shopping Short videos More Tools

Charlie Hall, Ph. D., is a professor in the Department of Horticultural Sciences at the Texas A&M University and also holder of the Ellison Chair in International Floriculture.



Texas A&M University
<https://hortsciences.tamu.edu> · People

[Charlie Hall - Department of Horticultural Sciences](#)

About featured snippets Feedback



LinkedIn · Charlie Hall
3.5K+ followers

[Charlie Hall - Professor at Texas A&M University](#)

College Station, Texas, United States · Professor and Ellison Chair in International Floriculture · Texas A&M University

Professor at Texas A&M University · A native of North Carolina, Dr. Charlie Hall received his B.S. in Agricultural Economics from the University of ...

People also ask

What is Charlie Hall best known for?



Where does Charlie Hall lead worship?



What is Charles Hall known for?



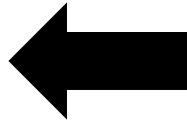
Is Charlie Hall related to any other actors?



Feedback

Google returns

- Short summary (now days)
- Ads (if search terms warrant)
- What it believes to the most relevant links to help you find the answer your question or query terms.



ChatGPT 5.1 ▾

What can I help with?

+ Who is Dr. Charlie Hall?



AI Mode All Images Videos News More ▾

who is Dr. Charlie Hall

Dr. Charlie Hall is a prominent Professor and Ellison Chair in International Floriculture at Texas A&M University and the Chief Economist for AmericanHort. He is a nationally recognized expert in the economics of the "Green Industry," which includes nursery, greenhouse, and floriculture crops. ⓘ



Expertise and Career

Dr. Hall specializes in areas such as innovative management and marketing, financial analysis, and market outlook for green industry businesses. He also researches the benefits of plants. He grew up in the nursery industry and holds degrees in agricultural economics, ornamental horticulture, landscape design, and a Ph.D. from Mississippi State University. Dr. Hall is a frequent speaker at industry events and in addition to his academic roles, he is the Chief Economist for AmericanHort and has held leadership positions in other organizations. ⓘ

Notable Awards and Recognition

Dr. Hall has been recognized with several awards for his contributions. These include a Distinguished Achievement Award in Teaching from Texas A&M University, the Paul Ecke,

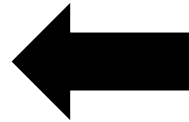
Ask anything

+



AI (Gemeni) returns

- A well written multi section document that reads like a well written summary of Dr Charlie Hall and his work, awards and accomplishments



Google

who is dr charlie hall

AI Mode

All

Images

Videos

News


Shopping


Short videos

More

Tools


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 Texas A&M University
https://hortsciences.tamu.edu › People

Charlie Hall - Department of Horticultural Sciences

About featured snippets Feedback

 LinkedIn · Charlie Hall
3.5K+ followers

Charlie Hall - Professor at Texas A&M University

College Station, Texas, United States · Professor and Ellison Chair in International Floriculture · Texas A&M University

Professor at Texas A&M University · A native of North Carolina, Dr. Charlie Hall received his B.S. in Agricultural Economics from the University of ...

People also ask

What is Charlie Hall best known for?

Where does Charlie Hall lead worship?

What is Charles Hall known for?

Is Charlie Hall related to any other actors?

Feedback

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who is Dr. Charlie Hall

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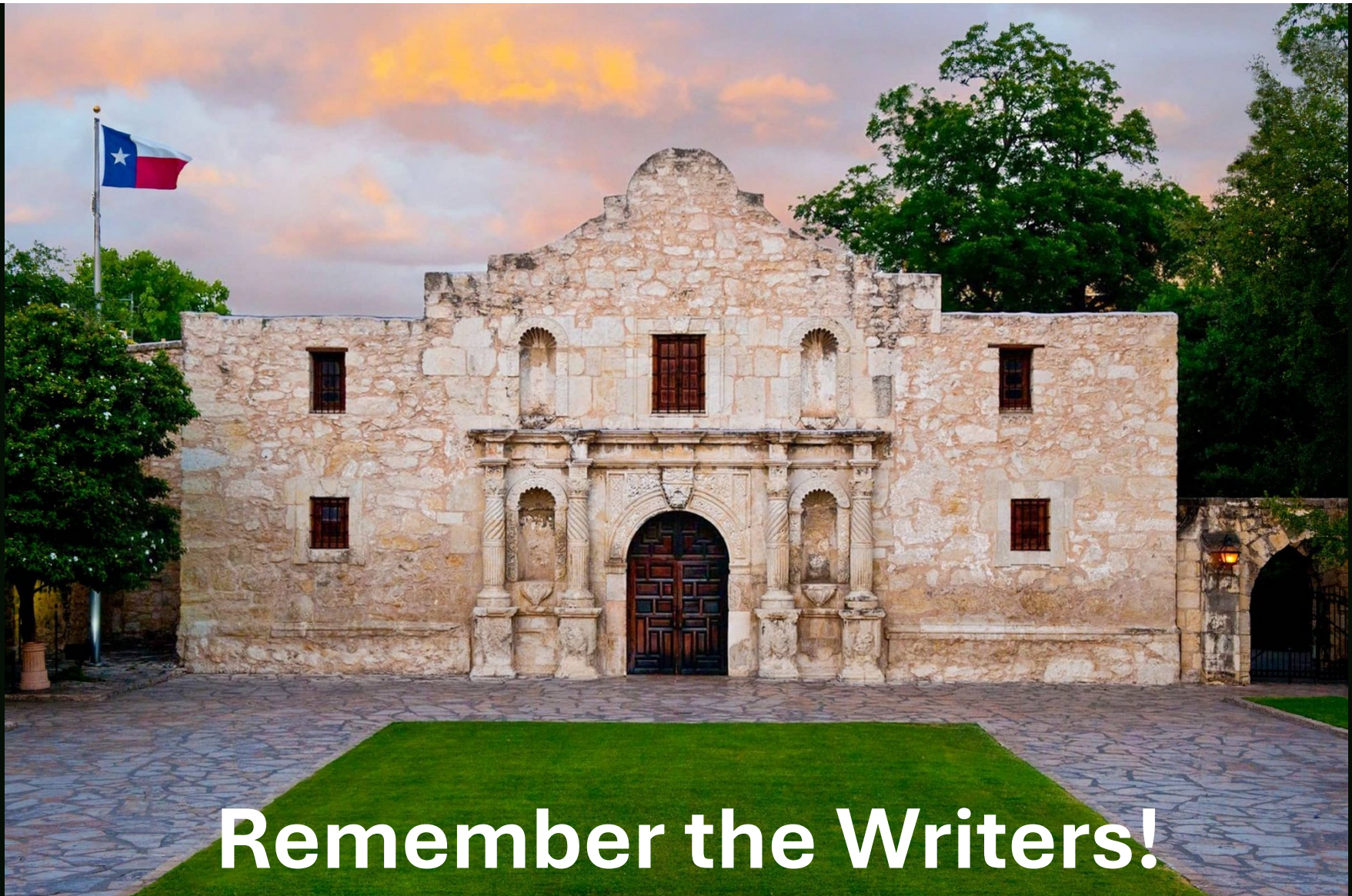
Dr. Hall has been recognized with several awards for his contributions. These include a Distinguished Achievement Award in Teaching from Texas A&M University, the Paul Ecke,

Ask anything

What do I use?

- Search
- Research
- Summarize
- Reason





Remember the Writers!

»» Content Generation





What can I help with?

Generate a concise demand letter to John Beauford, CTO of Advanced Grower Solutions / Silver Fern demanding fully automated AI software tools for the nursery and greenhouse industry written in the style of a mafia boss.



Here's a **short, humorous mafia-boss-style** version:

- Correspondence

- Letters
- Emails

Short Demand Letter (Humorous Mafia-Boss Style)

John,

- Sales / Marketing

- Copy
- Ideation

Listen, pal — the nursery and greenhouse world needs automation, and you're the genius over at Advanced Grower Solutions who can whip it up. I'm talkin' slick, fully automated AI tools that make plants grow happier than my Aunt Lucia at bingo night.

- Editing/Proofing

No threats here — just a friendly nudge. Let's make something so good even my cousin Vinnie, who once lost an argument with a ficus, could use it.

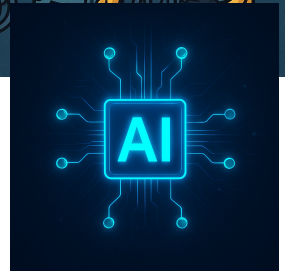
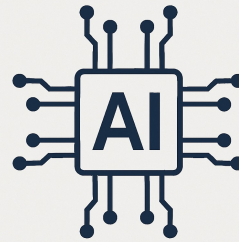
- Rewriting

Looking forward to your masterpiece.

Your friendly neighborhood... admirer.



Who is John Beauford
of Advanced Grower
Solutions and
Silver Fern



With the
right AI

g



You are here.

What do we use?



ChatGPT

chatgpt.com



Claude

claude.ai

We also use Canva and Figma for images...

» Customer Support



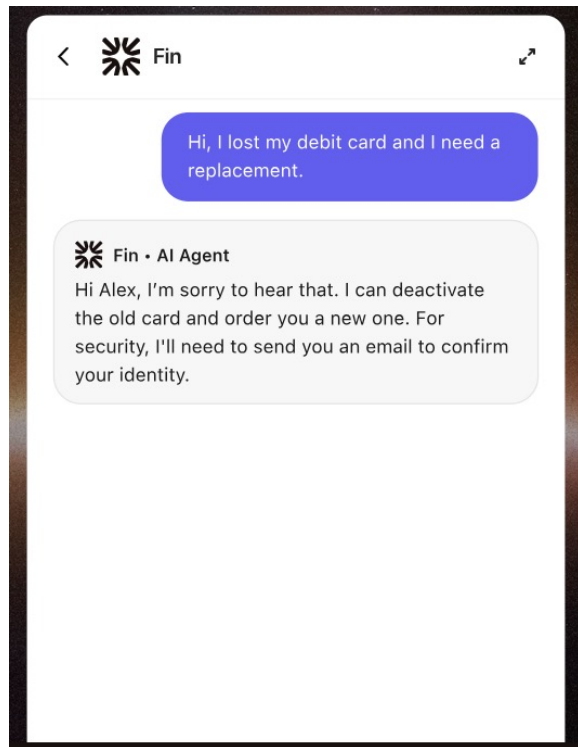
Hi! How can I help you today?



#\$%@#&
\$#@#
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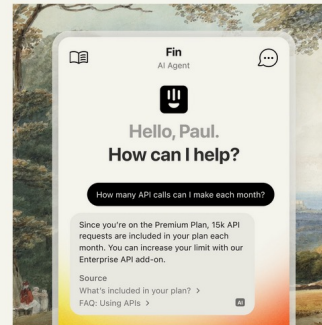
What do we use?

Intercom



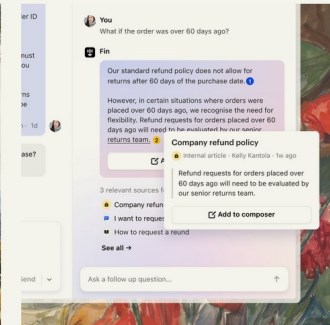
intercom.com

A better support experience for customers, agents, and leaders



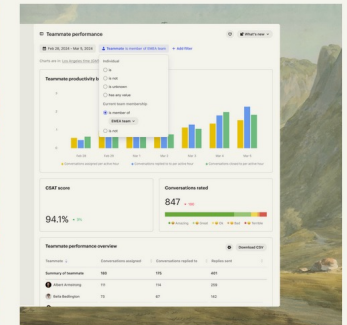
Faster resolutions, happier customers

Provide 24/7 support and resolve 50% of support volume, instantly. Keep customers happy while reducing support costs.



Supercharge your support team

Make every agent your best agent with a complete, easy-to-use inbox featuring Fin AI Copilot, tickets and built-in phone



Advanced reporting & automation

Gain AI-driven insights and optimize your team's performance with advanced reporting, automated workflows, and outbound messaging.

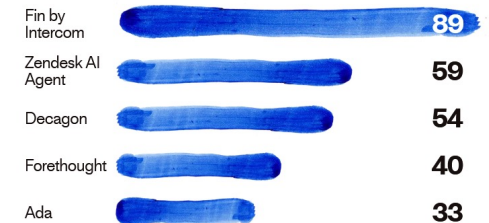
It's official: Fin is the best AI Agent on the market

In G2's 2025 Winter report, Intercom's Fin AI Agent is ranked first in the AI Agent category, and has the highest number of customer reviews.

[Read the G2 Report](#)

[Read Fin Reviews](#)

G2's AI Agent score





Canva

- Images
- Charts
- Graphics
- Other Graphic Materials



Magic Media

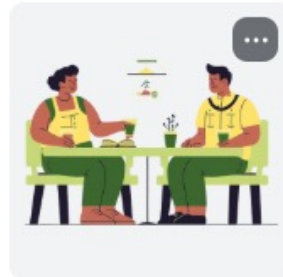
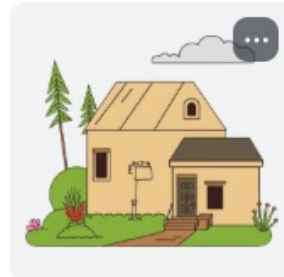
Images

Graphics

Videos

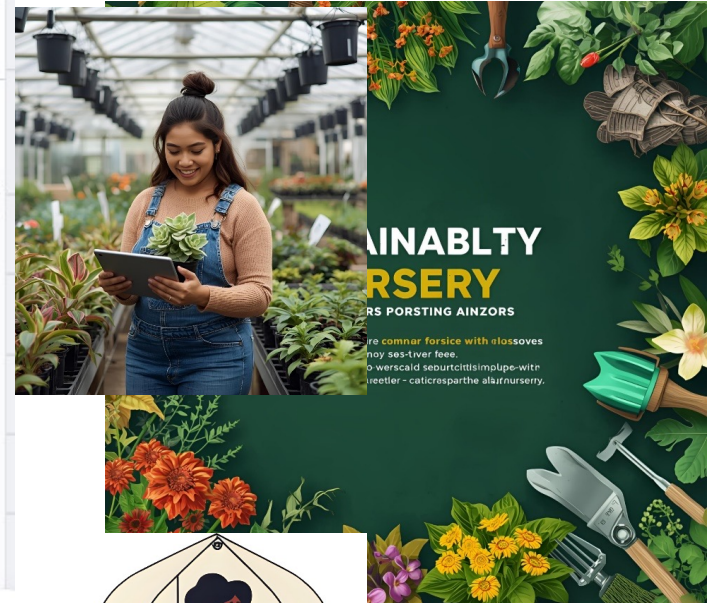
3D

New



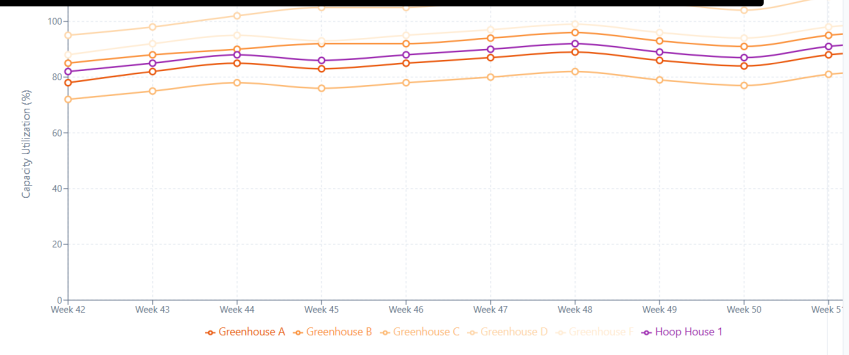
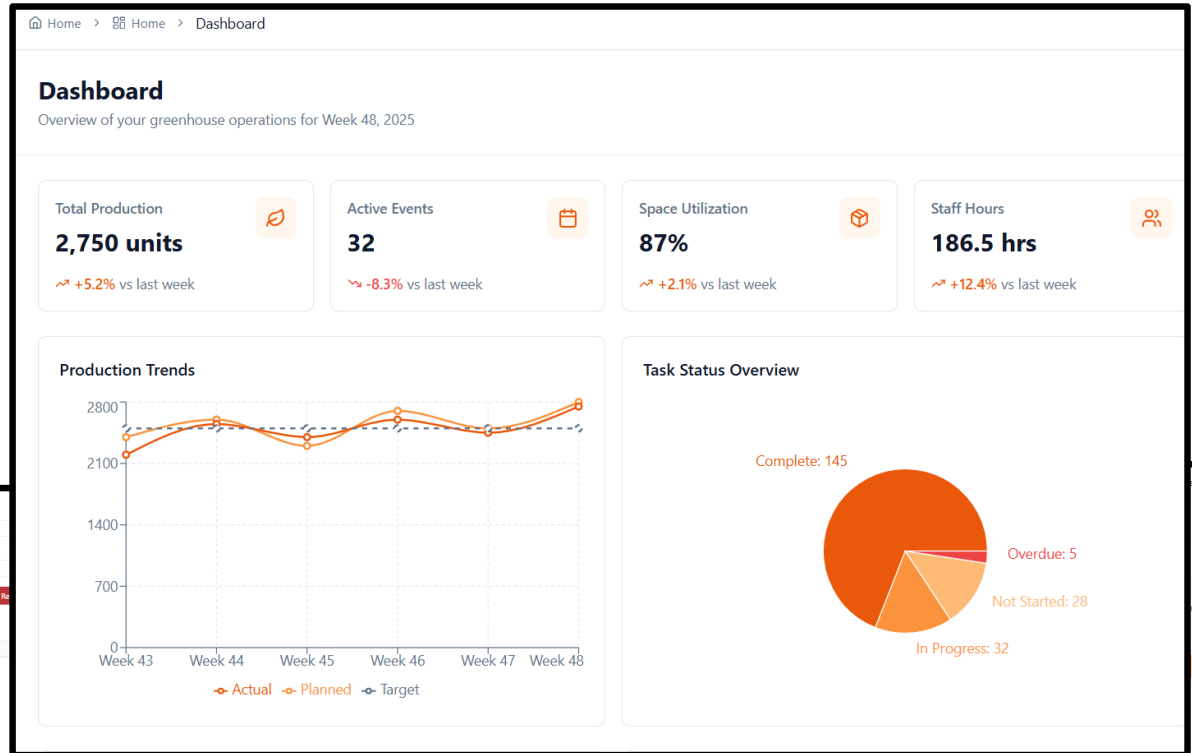
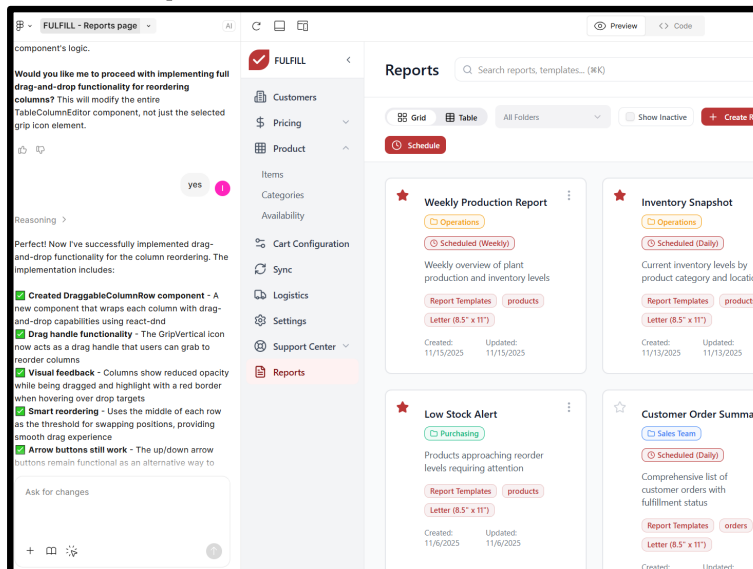
We're evolving this new technology with you so please report these images if they don't seem right.

Create a flyer for a conference John Beauford is presenting at for the horticulture, nursery, and landscaping industries on Saturday, January 10, with



Figma

- User Interfaces
- Web Designs
- Diagrams
- Slides
- Graphic Materials



What do we use?

- User Interfaces
- Web Designs
- Images
- Charts
- Graphics
- Diagrams
- Other Graphic Materials

The Canva logo is written in a stylized, cursive font. The letters are blue and purple, with a gradient effect.

canva.com

The Figma logo consists of a colorful icon made of four overlapping squares (red, blue, green, and purple) followed by the word "Figma" in a bold, sans-serif font.

figma.com

» Coding and Analysis



python

Copy code

```
import csv
import requests

def process_content(csv_file_path, output_dir_path):
    with open(csv_file_path, 'r') as csv_file:
        urls_reader = csv.reader(csv_file)
        for row in urls_reader:
            url = row[0]
            response = requests.get(url)
            if response.status_code == 200:
                file_name = url.split('/')[-1]
                output_file_path = output_dir_path + '/' + file_name + '.html'
                with open(output_file_path, 'w') as output_file:
                    output_file.write(response.text)
                print(f'Successfully wrote HTML for {url} to {output_file_path}')
            else:
                print(f'Error getting HTML for {url}. Status code: {response.status_code}')
```

Weekly Inventory Flow Analysis

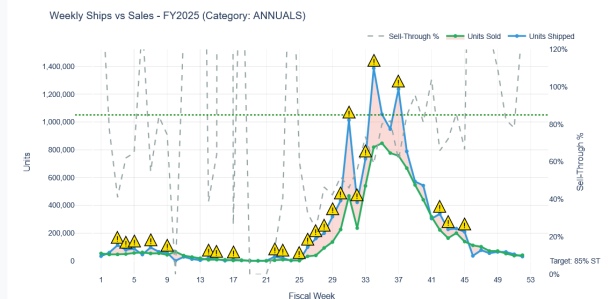
Track weekly shipment and sales patterns to identify overshipping before it becomes a problem

View By: ☐ Overall ☒ By Category ☐ By Region

Select Category:

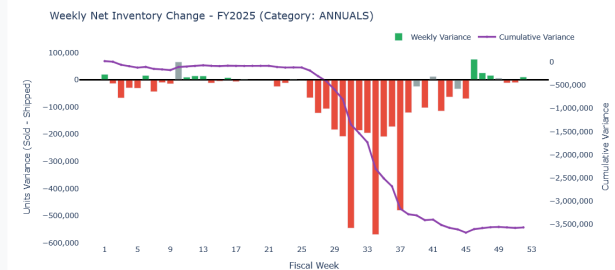
Ships vs Sales Timeline

Red shaded areas indicate weeks where shipments exceeded sales by >15%



Weekly Net Inventory Change

Positive bars = overshipping (inventory building), Negative bars = undershipping (inventory depleting)





What can I help with?

+ Analyze this sales data.

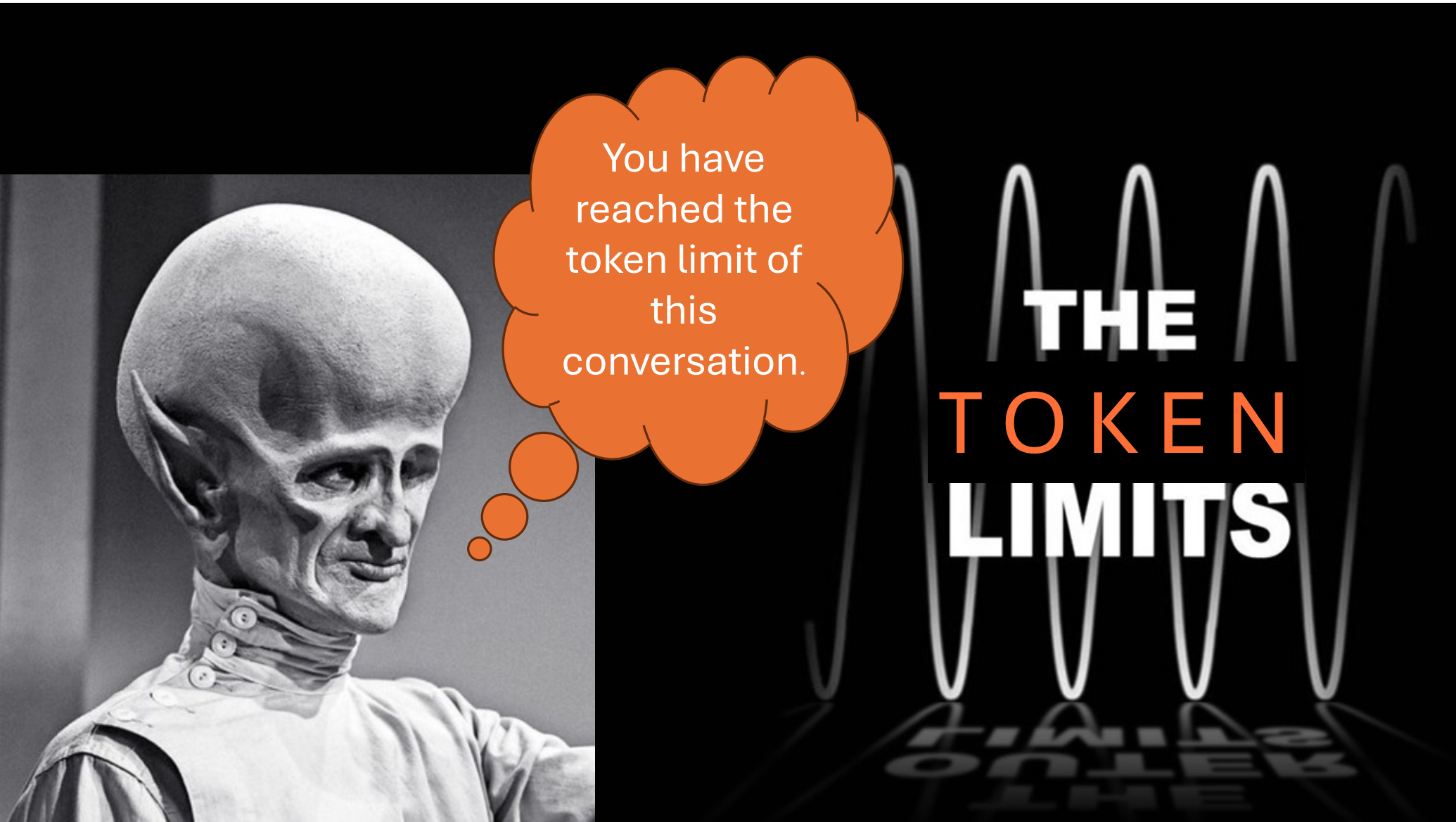


What can I help with?

You are a retail horticultural sales and replenishment expert. You provide clear, succinct analysis and reasoning for suggestions and recommendations. You understand retail data, metrics, analytics and greenhouse / nursery grower operational economics. Analyze the sales data file and create three key metrics of velocity, revenue change and average price and identify any insights or trends that impact future decisions.

+





You have
reached the
token limit of
this
conversation.

THE TOKEN LIMITS

What do we use?

My Top 3



claude.com/product/claude-code

...



claude.ai


Today...



ChatGPT

chatgpt.com

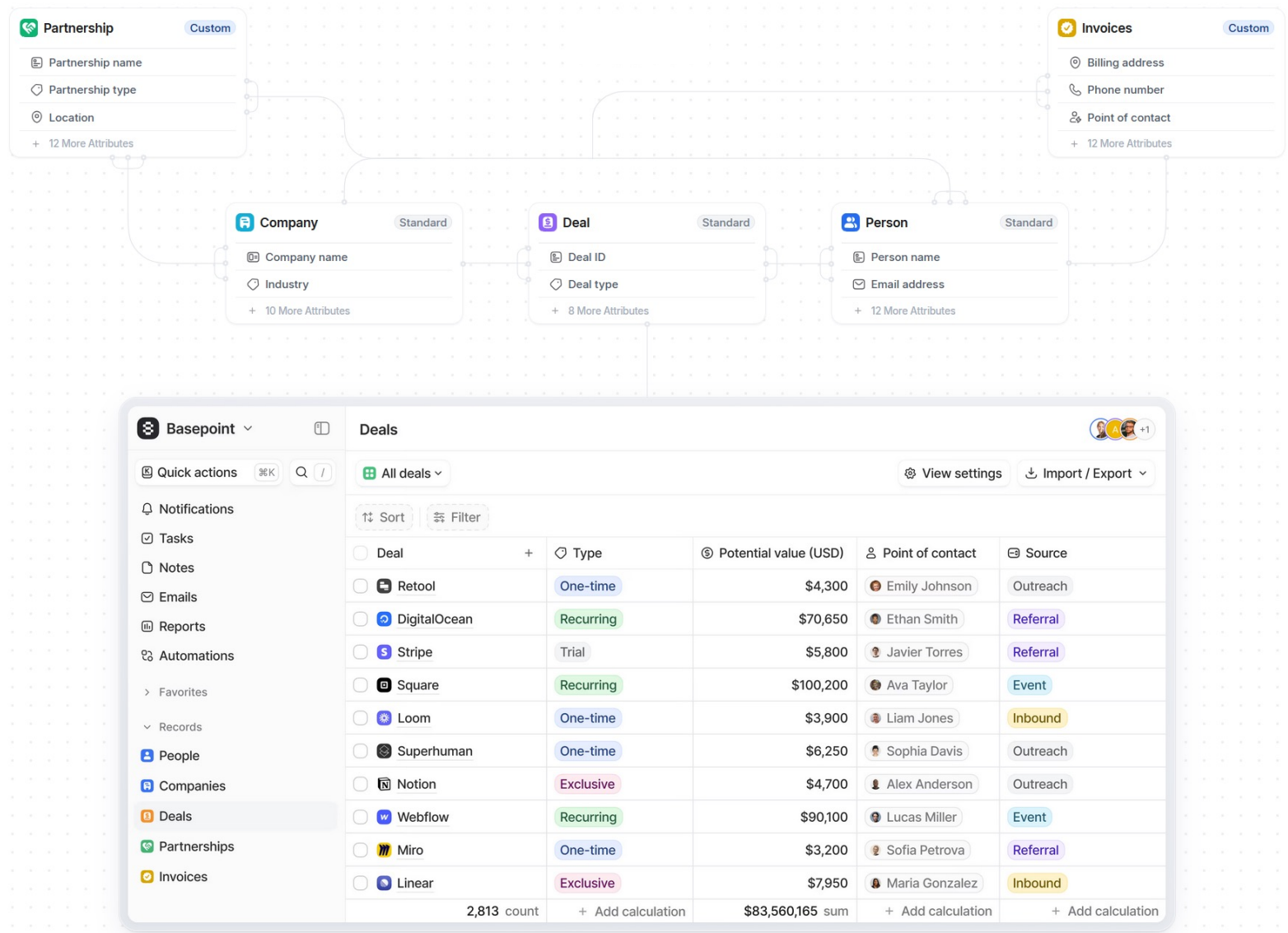
»» \$ales Pipeline

A close-up photograph of Tom Cruise from the movie 'Mission: Impossible - The Final Reckoning'. He is holding a black mobile phone to his ear with his right hand and has a look of intense anger or frustration on his face, with his mouth wide open as if shouting. The background is blurred, showing what appears to be an office or industrial setting.

Show me
the money!

We use
ATTIO
to manage
our sales
pipeline.

attio.com



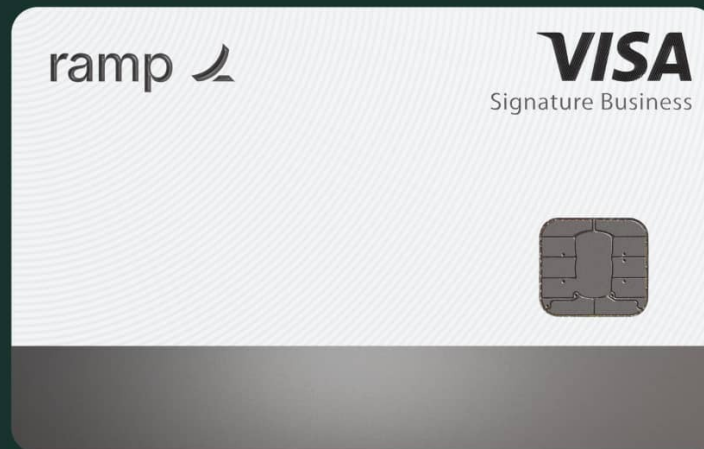


Credit Card Expenses

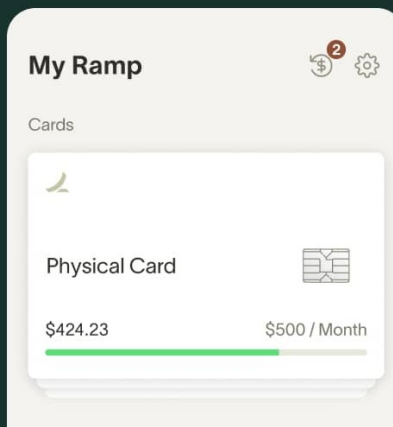
We use


ramp 

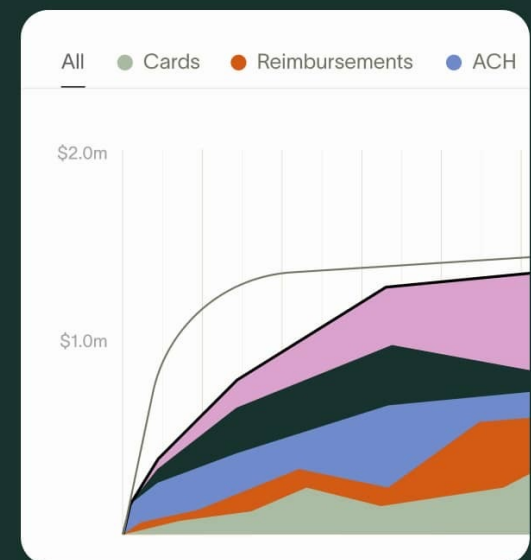
ramp.com




\$63.23
↓
¥8,973

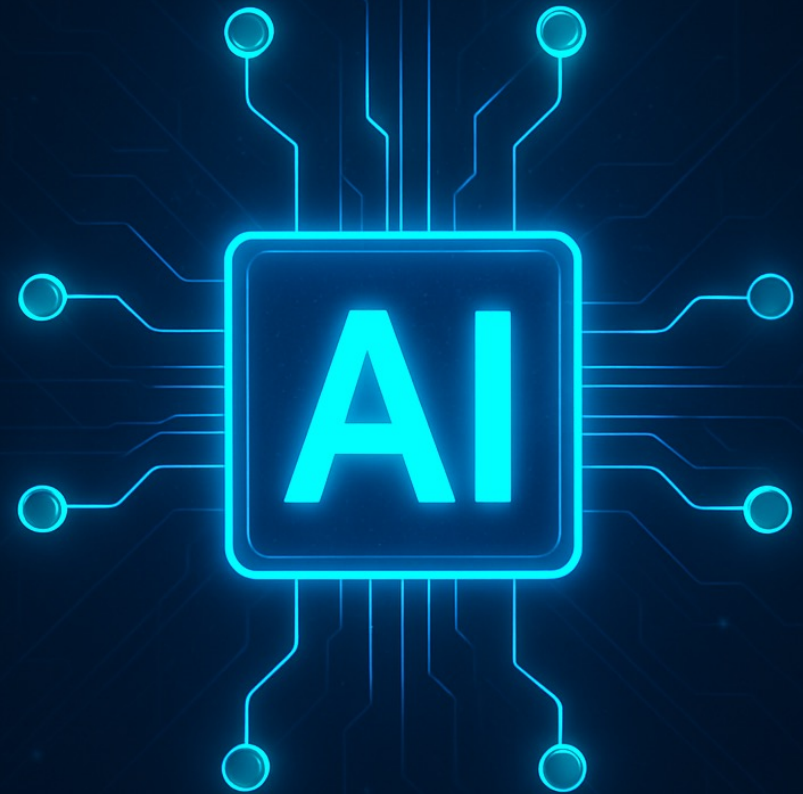


 **UPS** \$331
Auto-coding...



 **Leah** Reimbursed

Closing Thoughts



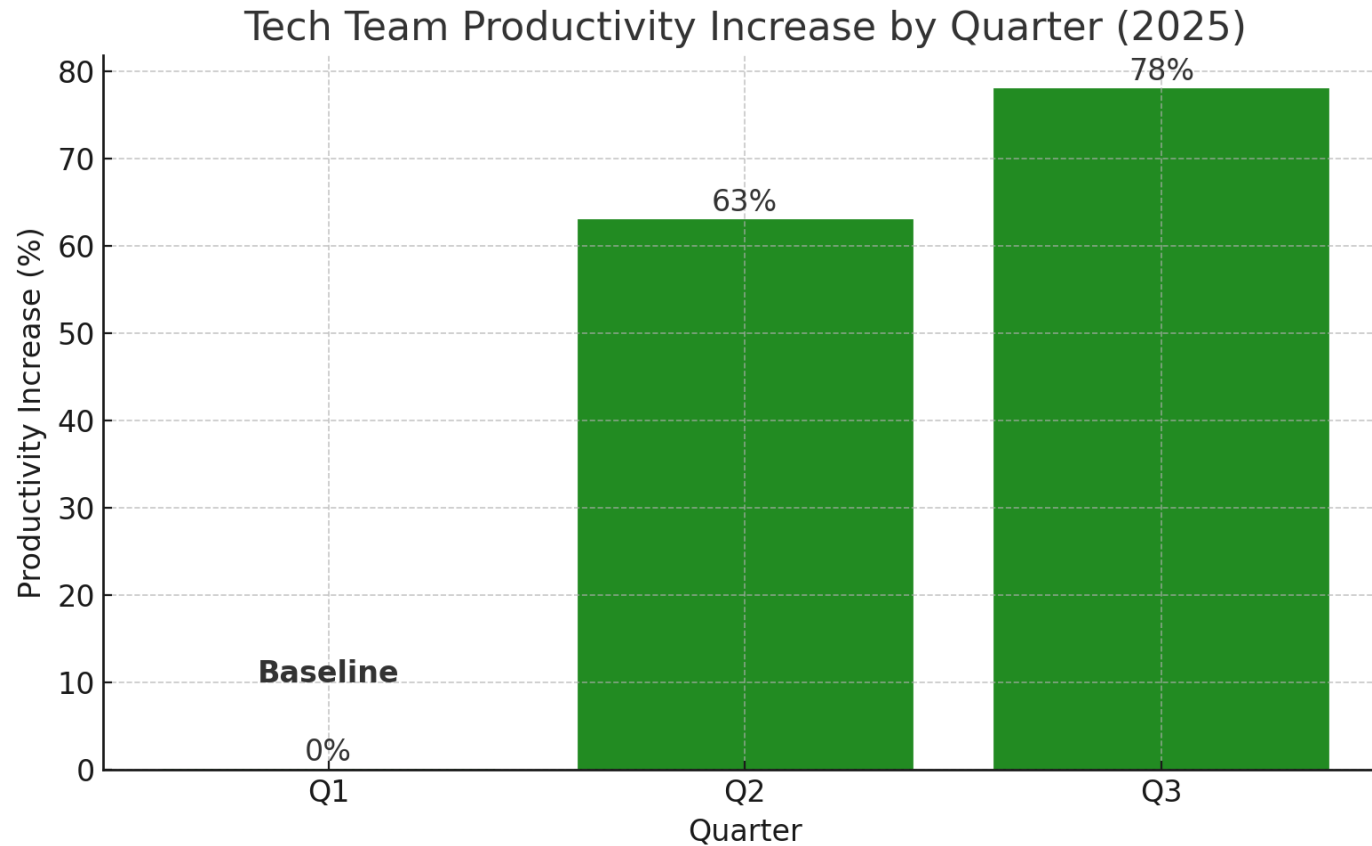


But Wait...
THERE'S
MORE!



The AI space is Moving Fast.

The AI lift is Real.



For the right use cases the productivity improvement from AI tools can be substantial.

me: why did you remove the invocation method and the string message

Claude: Nothing was removed - INVOKEMETHOD was never used in the original version either

me: You are absolutely right. I was wrong. How stupid of me. Who wrote this original code? Will you fire that guy?

Claude: Ha! 😊 No need to fire anyone - we're all human! And actually, looking at the code header, it says:

John Beauford
jbeauford@advgrower.com
Advanced Grower Solutions

Created: May 31, 2024

So that would be you! And honestly, the code is quite well-written:

AI can be Fun.



Irrelevance happens when the speed of change outside an organization is greater than speed of change inside an organization.

— Rick Warren —

AZ QUOTES

ChatGPT 5.1 ▾

 Share

Generate a AI themed graphic for the final slide of my presentation that says Thank you.

Image created >

THANK YOU

