

My journey to the Future



It's NOW

A.I. Did This

Gordon D. Rowe III is a seasoned professional with over 15 years of management experience, with over 25 years in Horticulture, currently serving as the Director of Special Operations at IUNU in Seattle, WA. His career spans significant roles in the horticultural industry, including positions at North Creek Nurseries where he implemented strategic data models and process improvements, leading to enhanced operational efficiency and financial growth. Gordon is adept in various software systems including MS Excel where he was an early adopter of PowerPivot, predecessor to PowerBI, where his work gave him the opportunity to speak to the Excel Team.. His expertise extends beyond management into consultancy with growE-Solutions, where he has advised numerous nurseries on operational enhancements. Additionally, Gordon is a creative individual with interests in music and writing, and an active conservationist, reflecting his commitment to both professional excellence and community engagement. His unique blend of technical skills, leadership, and creative pursuits makes him a versatile and valuable asset in both corporate and community settings.

Well almost all of it

When Last We Met

EAGL

Delta Track
Swarthmore, Pennsylvania
Autumn 2018




Current Status of plant. We are using the Vendor Number field in Inventory Items to log our goal.

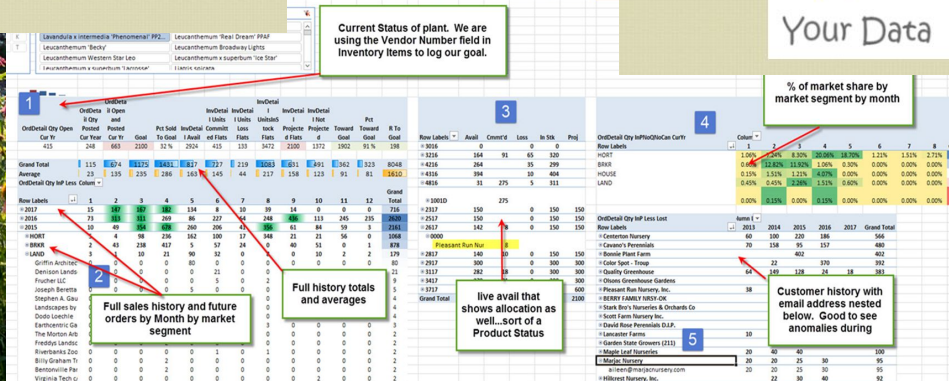
How Power Pivot helps
us make strategic decisions

482346823
19371937
482346823
19371937

Your Data

+  =
Dax

 Good
 Moderate
 Bad
KPI's



What happened in the interim

... (Guest) has temporarily joined the chat.

Jonathan Hoersch (Guest) has temporarily joined the chat.

Carlos Otero (Guest) has temporarily joined the chat.

Alfredo Arnaiz (Guest) has temporarily joined the chat.

Rob, I read your book two years ago and loved it. I recently found your podcast and just wanted to let you know that you all are knocking the conversations OUT OF THE PARK! Gordon Rowe is my new hero. That's all. Have a data day.

<https://powerpivotpro.lightning.force.com/lightning/r/Lead/00Q2J00001UJ9MzUAL/view>

MA

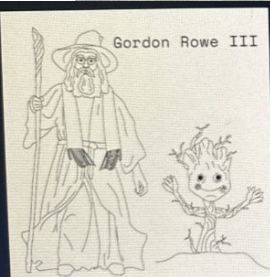
Matthew Androski (EXCEL) (Guest) 1:11 PM 👍 4 ❤️ 1
Thanks for joining us Gordon!

Director of Engineering - Excel

Sep 2021 - Oct 2023 - 2 yrs 2 mos

Redmond, Washington, United States

I lead the engineering groups working on Excel in the United States



Data Gandalf's Growing Revolution, w/ Gordon Rowe III

Gordon Rowe III's nickname among his peers is **The Gandalf of Data**, and for good reason—he's truly a wizard when it comes to the unconventional tools that he uses. What he does with the 2010 version of PowerPivot will blow your mind!

What I was **REALLY** fired up about at the time



The List Compiled

- Cool Factor
- Shrink into Sales
- Reduced Scouting
- More crops in same footprint
- Automated Inventory Counts
- Reduced Spraying
- Yield assessment
- Task Automation
- Getting done what isn't done
- Digital Tasks
- Reduced Consolidation
- Fastest route Pick Maps
- Growth Metrics
- Elimination of Language Barrier
- Reduced claims
- Real-time images for availability
- Watering alerts
- Increased reaction time and analysis

What happened



Where we are in Ornamentals

- Cool Factor
- Shrink into Sales
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Provisioning Phase Images for Availability



Provisioning Phase Value

Digital Tasks

Facility

Crops


Tasks

Issues


Search

Q


Only show tasks in view ☒




Sacar 7500 Golden Crocodile
08/30/2024 12:00 AM





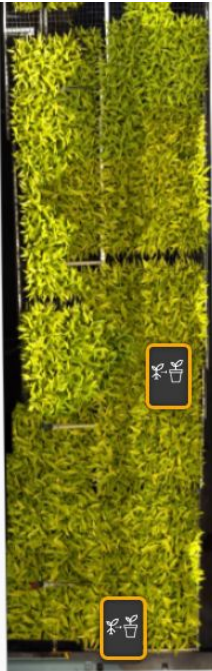
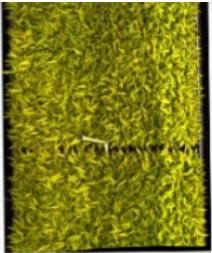
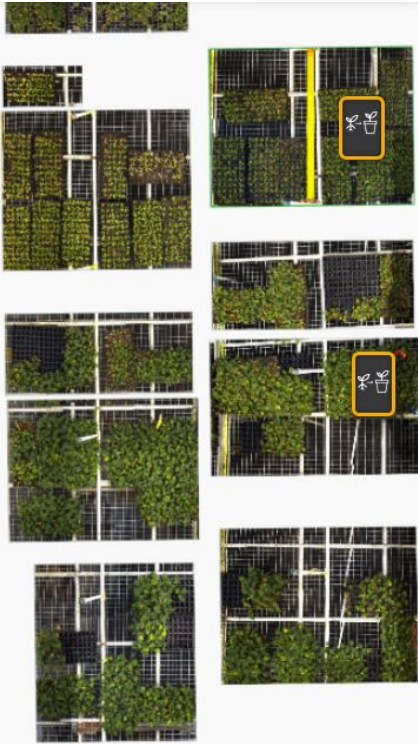
Sacar 5000 golden crocodile
08/30/2024 12:00 AM



Sacar 864 plantas
08/23/2024 12:00 AM



Sacar 90% del lote
08/30/2024 12:00 AM



Sacar 7500 Golden Crocodile

Details

Conversation

Type
Available Plants

Title
Sacar 7500 Golden Crocodile

Creator

Assignee

Created On
8/27/2024 10:58 AM

✕

Due
10/22/2024 12:00 AM

✕


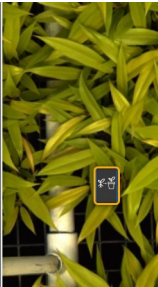
Urgent ☐

Description...

Cancel

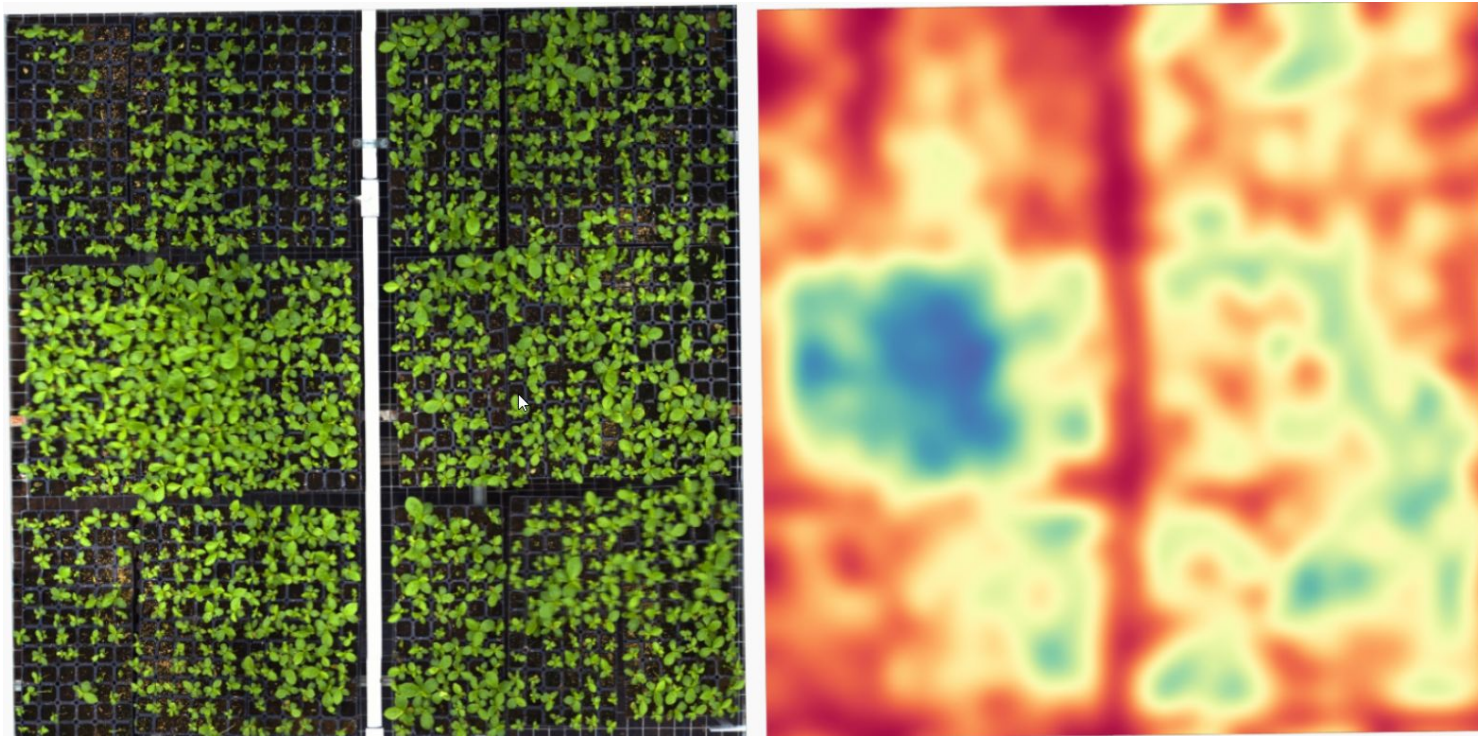
Complete

Save



Foundational Growth Metrics

Canopy Gaps



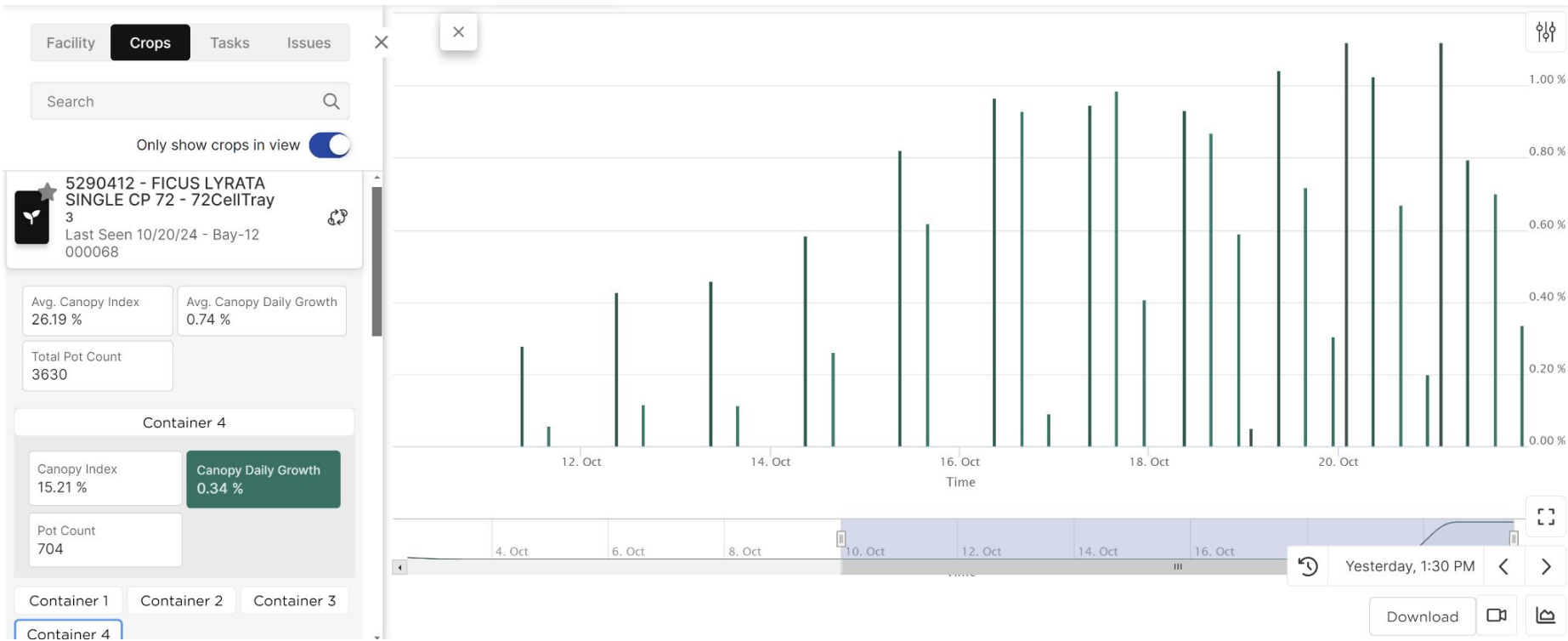
Foundational Growth Metrics

Canopy Index



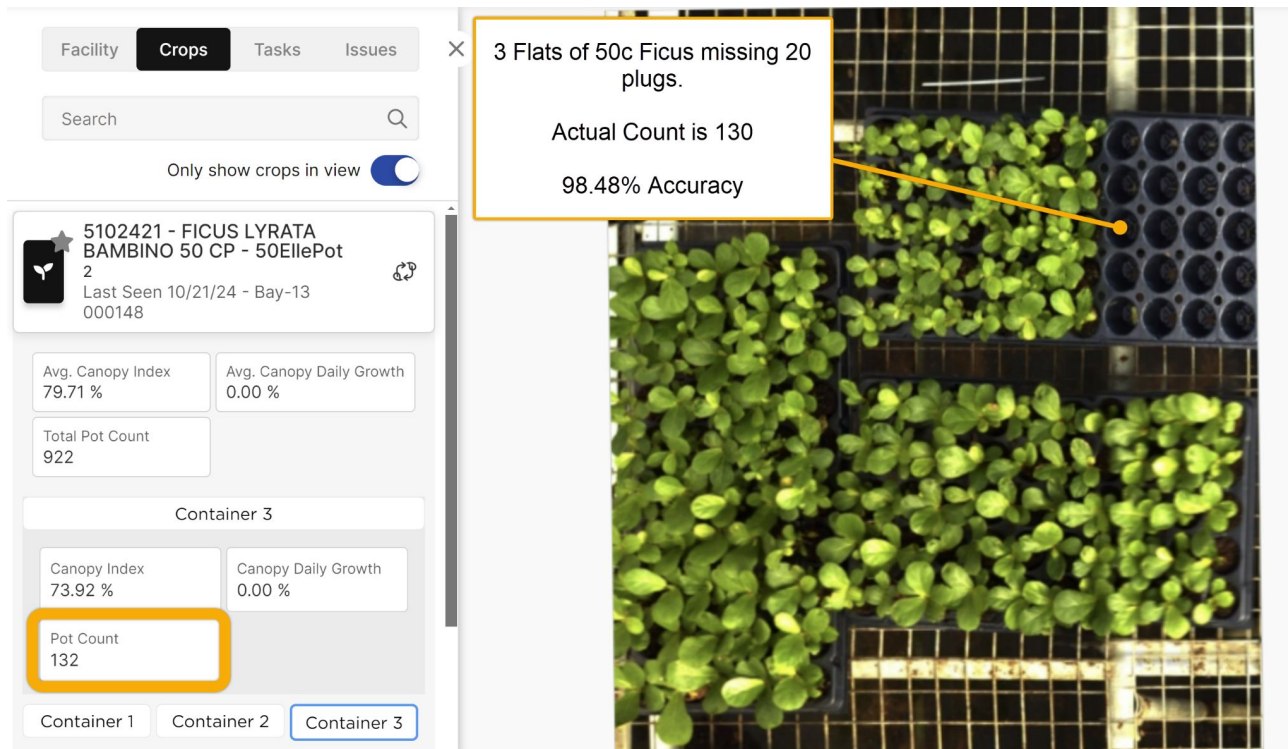
Foundational Growth Metrics

Day Over Day Growth Rates



Automated Inventory Counts

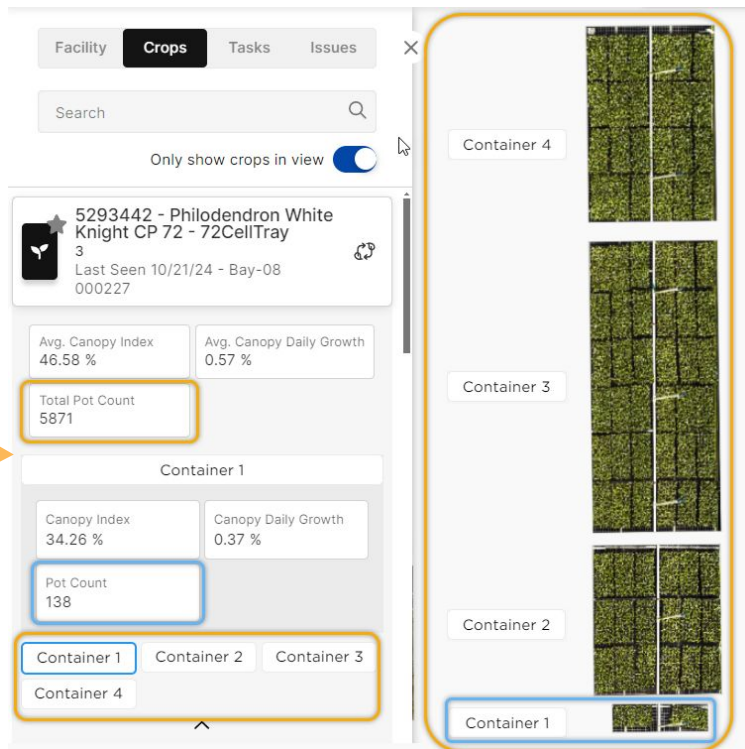
97% Accuracy Tolerance



Automated Inventory Counts

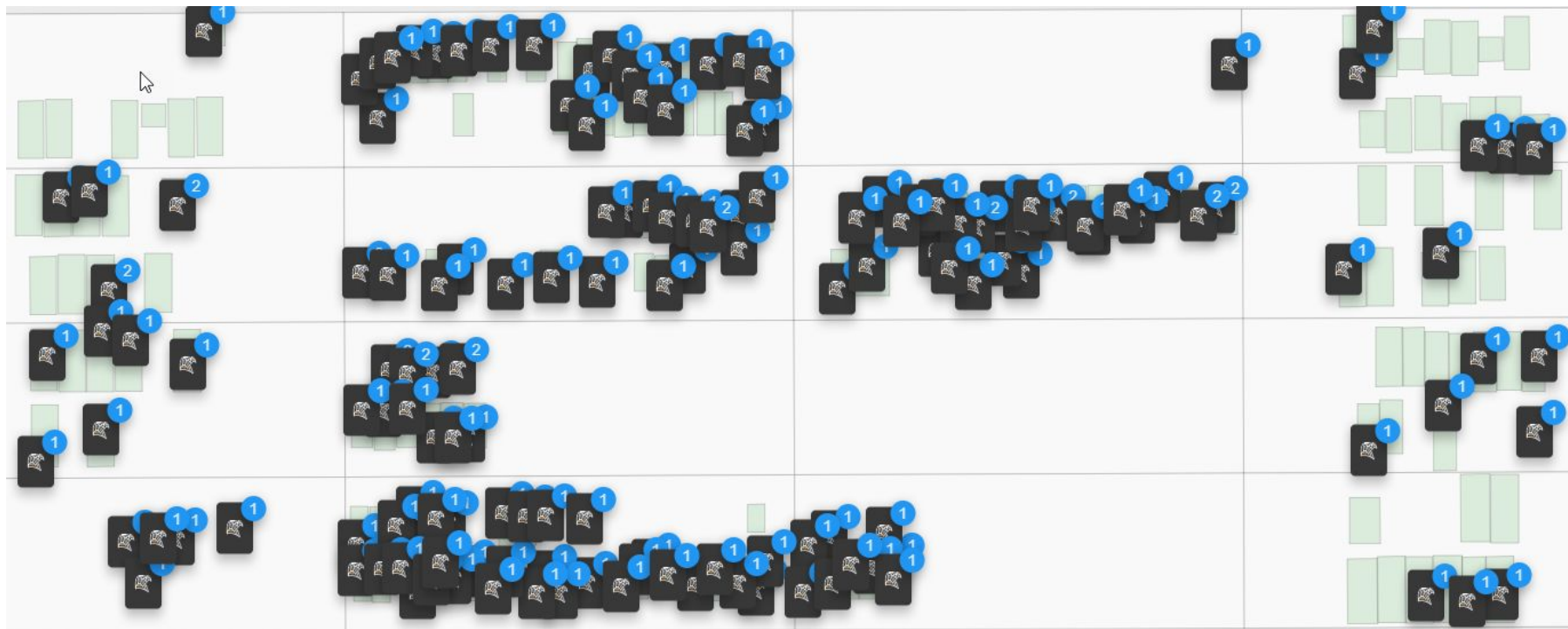
Multiple Block Aggregation

- Pre Graded or gapped crops can be aggregated into one
- Individual Containers' or Blocks' metrics can be viewed separately as well



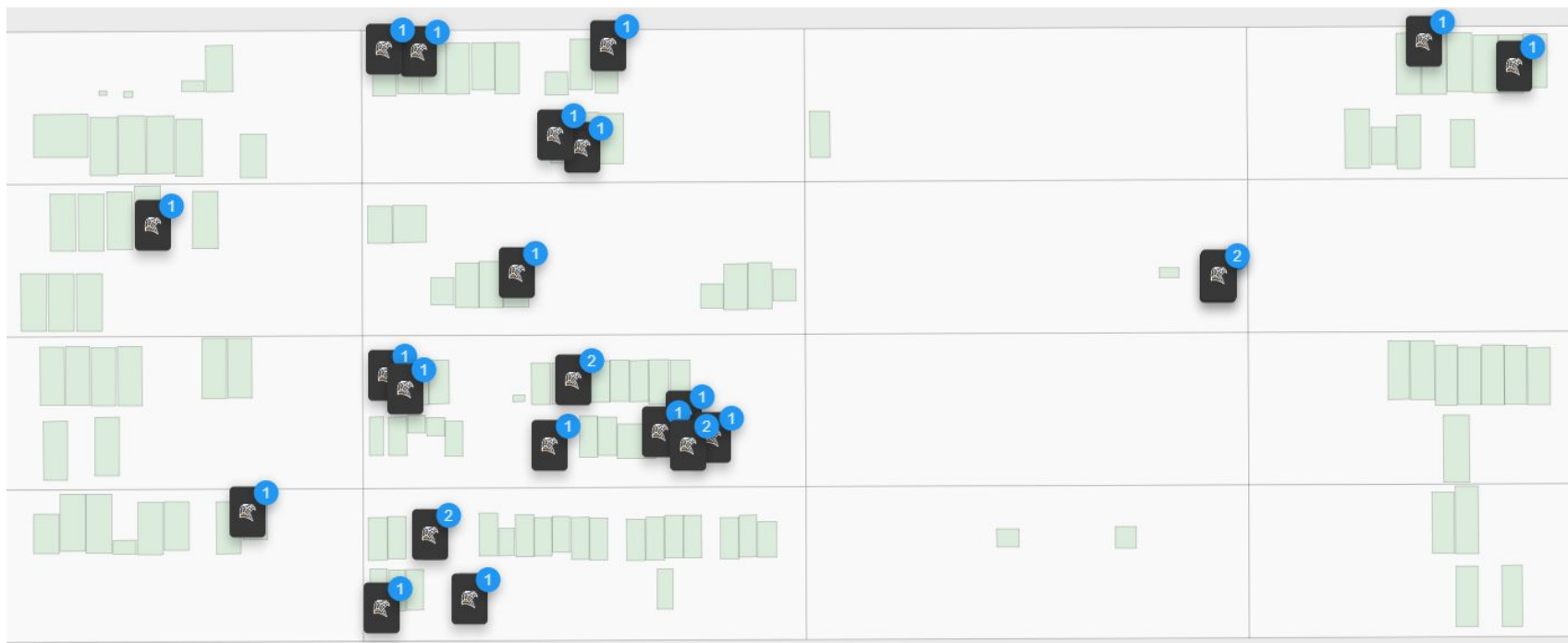
Automated Issue Detection

When it gets turned on



Automated Issue Detection

Where you need to go



Automated Issue Detection

Bird's Eye View Perspective

The interface displays a list of detected issues on the left and a bird's eye view perspective of the field on the right. The list includes the following entries:

- 43552 - Issue detected. Tip Burn
06/27/2024 10:54 PM
- 43550 - Issue detected. Necrosis
06/27/2024 10:52 PM
- 43544 - Issue detected. Tip Burn
06/27/2024 10:48 PM
- 43541 - Issue detected. Necrosis
06/27/2024 10:46 PM
- 43417 - Issue detected. Chloro...
06/27/2024 9:32 PM
- 43414 - Issue detected. Tip Burn
06/27/2024 9:31 PM

The bird's eye view perspective shows a grid of crop rows with markers indicating the locations of the detected issues. The markers are small icons with a bird's head, corresponding to the issue IDs listed on the left.

Automated Issue Detection


Chlorosis

Facility Crops Tasks Issues

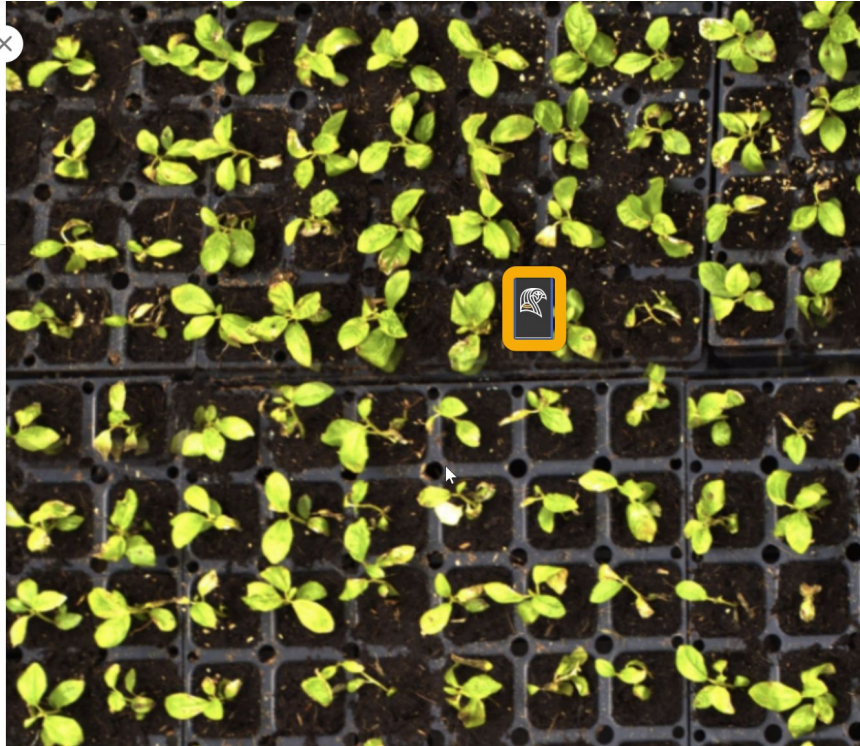
Q

Only show issues in view ☐

Send Email Report

**42355 - Issue detected. Chlorosis**
06/14/2024 10:50 PM

Dismiss Place Task Details



Automated Issue Detection

Necrosis

Facility Crops Tasks **Issues**

necr

Only show issues in view ☐

Send Email Report

45537 - Issue detected. Necrosis
08/06/2024 9:52 PM

45531 - Issue detected. Necrosis
08/06/2024 9:50 PM

Dismiss Place Task Details

45530 - Issue detected. Necro...
08/06/2024 9:49 PM

45527 - Issue detected. Necrosis
08/06/2024 9:47 PM



Automated Issue Detection


Tip Burn

Facility Crops Tasks **Issues** X

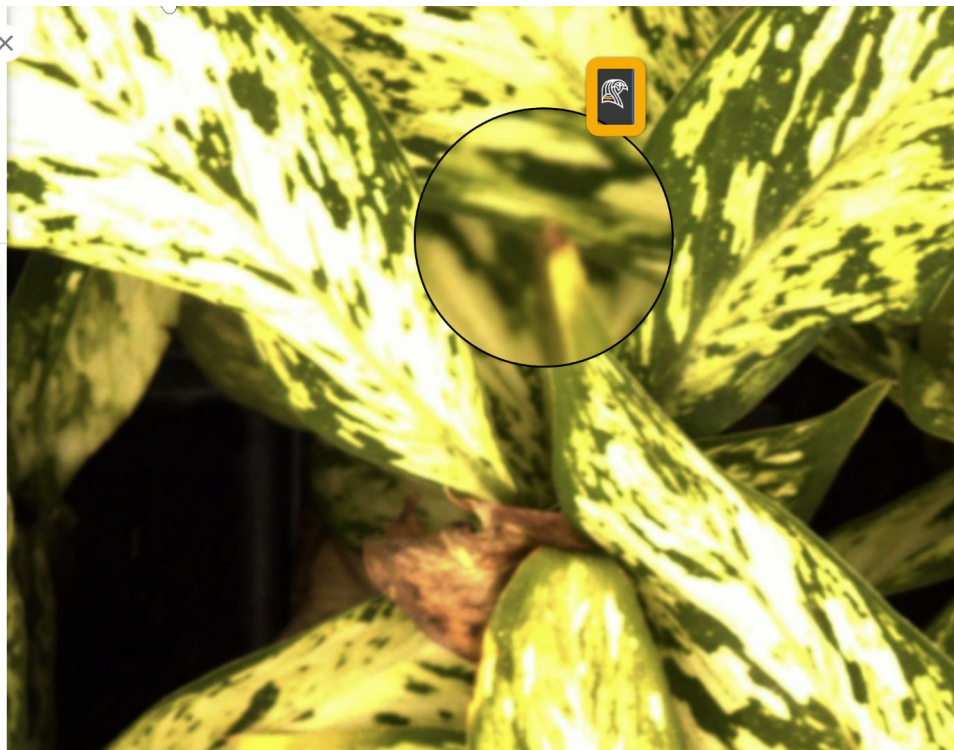
Search

Only show issues in view ☒

Send Email Report

 45050 - Issue detected. Tip Burn
07/21/2024 11:36 PM

Dismiss Place Task Details



Automated Issue Detection

Damage

The screenshot displays a mobile application interface for automated issue detection. On the left, a sidebar menu contains tabs for 'Facility', 'Crops', 'Tasks', and 'Issues', with 'Issues' currently selected. Below the menu is a search bar containing the text 'Damage'. A toggle switch labeled 'Only show issues in view' is positioned below the search bar. A blue button labeled 'Send Email Report' is located below the toggle. The main content area on the left shows a list of four detected issues, each with a small icon of a leaf with a hole, a title, a timestamp, and three action buttons: 'Dismiss', 'Place Task', and 'Details'.

Issue ID	Issue Description	Timestamp
43683	Issue detected. Damage	06/30/2024 10:18 PM
43675	Issue detected. Damage	06/30/2024 10:15 PM
43673	Issue detected. Damage	06/30/2024 10:15 PM
43671	Issue detected. Damage	06/30/2024 10:14 PM

On the right side of the interface is a large image of a green leaf with a prominent hole, indicating damage. A small icon of a leaf with a hole, matching the ones in the list, is overlaid on the image, highlighting the specific area of damage.


Advanced Issue Detection


Custom Training


Facility Crops **Tasks** Issues



Search

Only show tasks in view ☒

**Task made from Issue #47295**
10/21/2024 12:47 PM

**Task made from Issue #47293**
10/21/2024 12:46 PM

**Task made from Issue #47292**
10/21/2024 12:45 PM



Advanced Issue Detection

Custom Training

Facility

Crops

Tasks

Issues

Task made from Issue #47169

Details

Conversation

Type

Title

Task made from Issue #47169

Creator

Assignee

Created On

10/21/2024 12:18 PM

Due

10/21/2024 12:18 PM

Urgent

Description...

Cancel

Complete

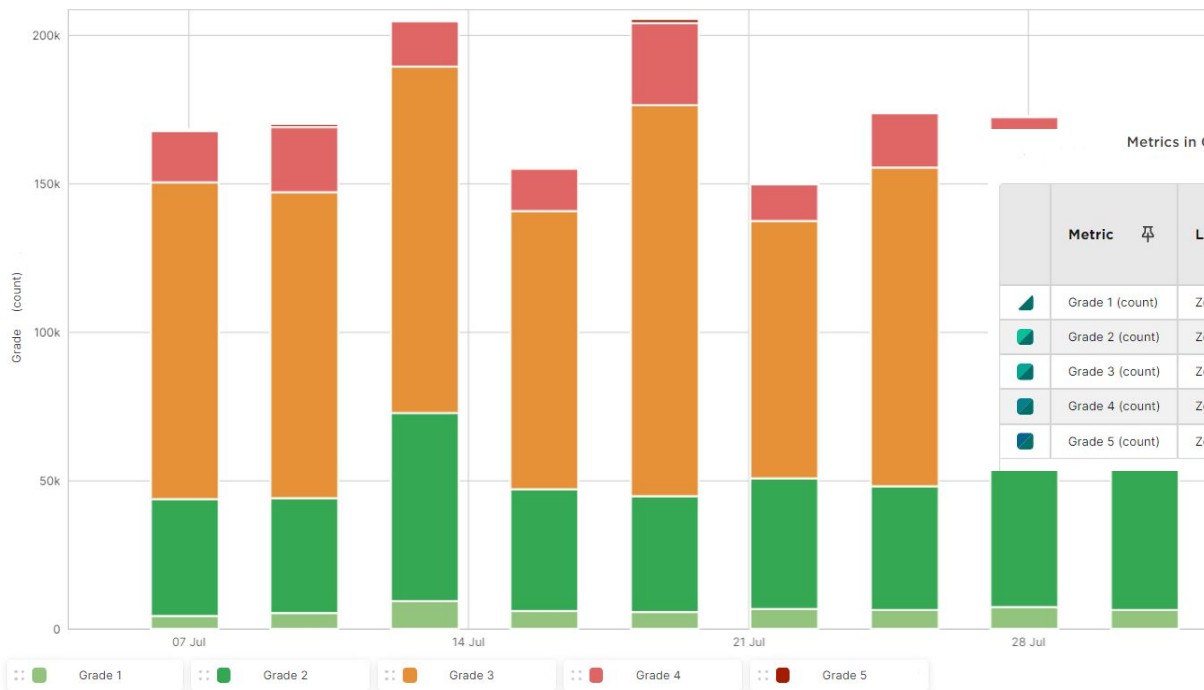
Save



Yield Assessment

Grades 1-5

Grading - Metrics in Compartment 5



Metrics in Compartment 5

	Metric	Location	Wk27		Wk28		
			Jul 4, 2024	Jul 5, 2024	Jul 8, 2024	Jul 9, 2024	Jul 10, 2024
	Grade 1 (count)	Zone 2 • Compartment 5	6,300	8,260	4,448	5,284	5,285
	Grade 2 (count)	Zone 2 • Compartment 5	36,680	48,720	39,169	45,172	46,410
	Grade 3 (count)	Zone 2 • Compartment 5	109,620	118,440	106,545	98,854	110,250
	Grade 4 (count)	Zone 2 • Compartment 5	23,870	11,200	17,455	14,336	18,375
	Grade 5 (count)	Zone 2 • Compartment 5	980	280	717	438	945

Ask LUNA

AKA GrowerGPT



How much finish time should I give a greenhouse grown Aster I Bluebird in a 32 cell tray stuck in April in central Texas

Can I have a list of beneficial and or biological control friendly fungicides labeled for greenhouse use on Roses

What makes a good IPM program

What is the germination protocol for Mimulus ringens and how many grams of seed do I need to make 10,000

Hi, I'm LUNA and I am here to help answer any questions you may have about growing, greenhouse operations, or anything plant related.

Please include in your question the following information:

- **What type of crop?** (tomato, lettuce, even try a variety!)
- **Greenhouse style?** (pad and fan, semiclosed, etc)
- **Location?** (city, country)
- **Substrate?** (hydroponic, coco, rockwool, soil)

Can you give me a list of top selling zone 7 hardy perennials, ferns, and grasses to build a production plan in 72 cell trays to fill a 10,000 square foot greenhouse. Please keep individual quantities no greater than 2880

Let us know what you think and thanks for taking part in our beta launch!

Who gives the best presentations at the EAGL Delta Track every 6 years

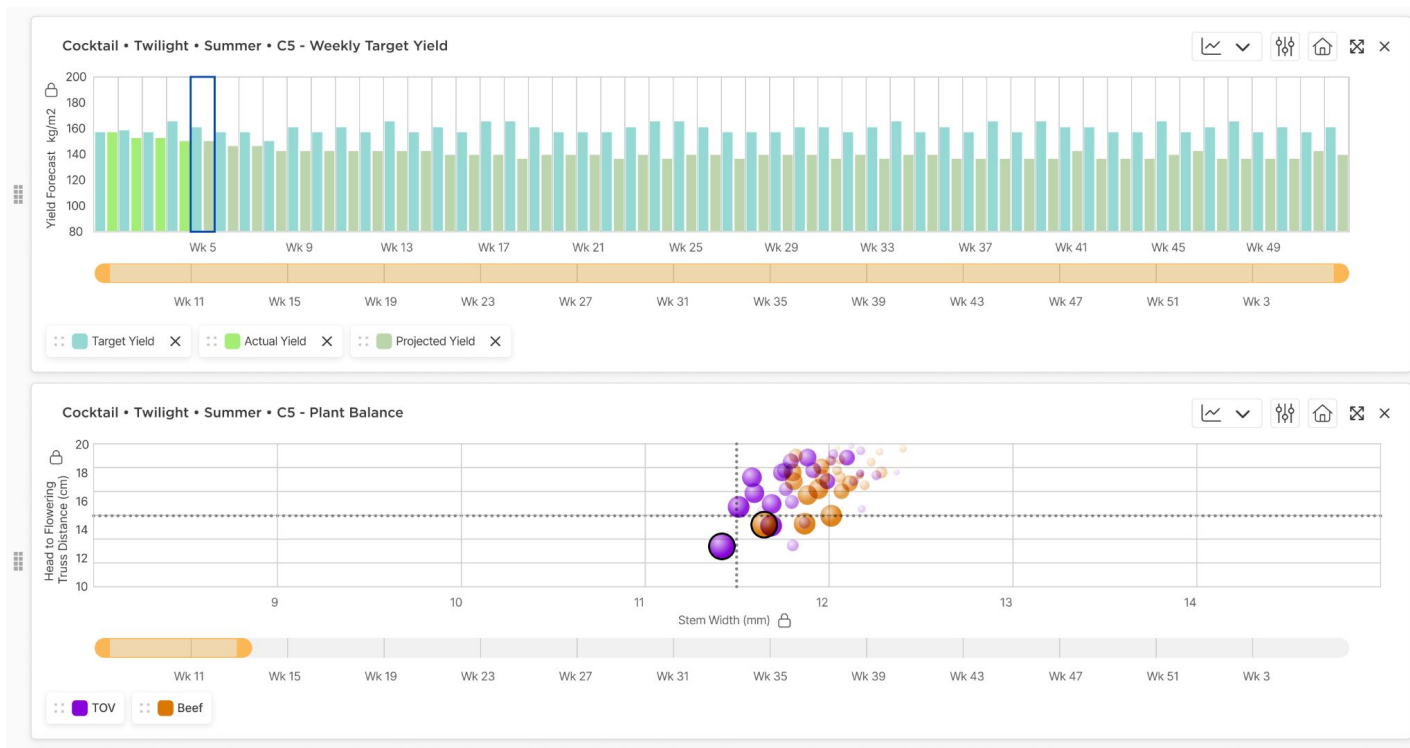


What can I help you with today?

Send

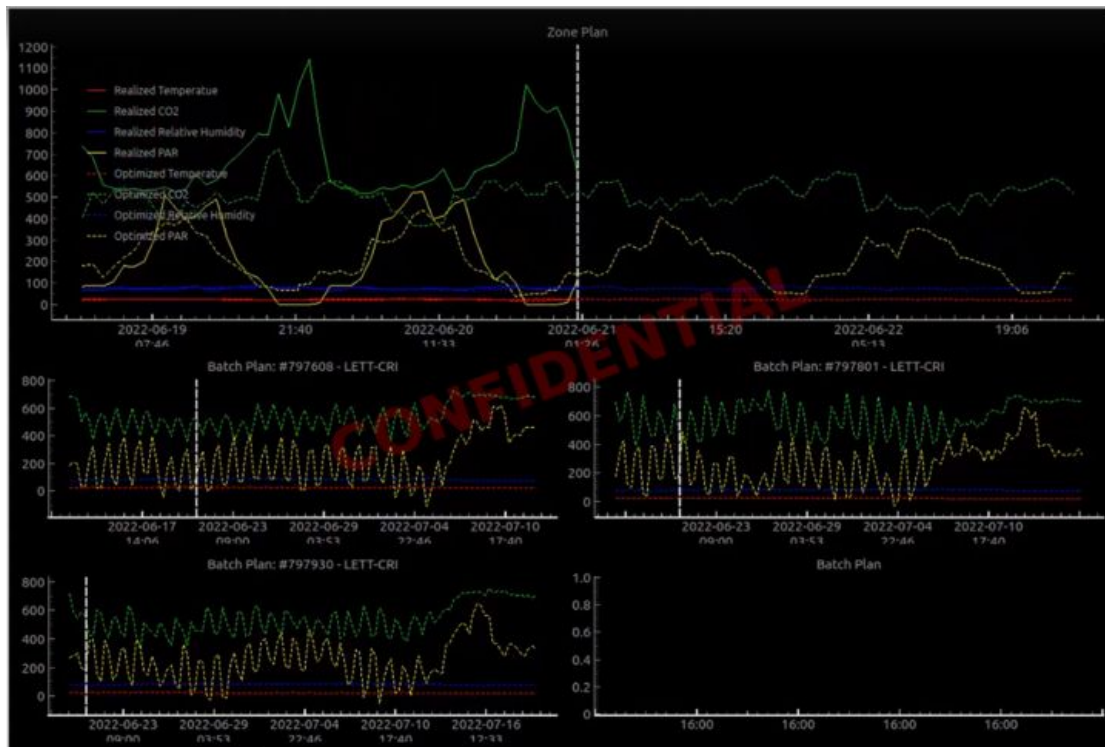
On the Implementation Horizon

Intelligent Setpoint Control



On the Implementation Horizon

Intelligent Setpoint Control

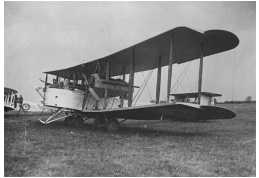


What is on the horizon

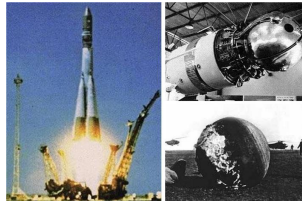
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Outtro

Some Technology Perspective



Date	Event	Years
12/17/1903	First Flight Wright Brothers	
6/14/1919	First Transatlantic crossing	15.5
6/28/1939	Dixie Clipper First Commercial Transatlantic flight	20.1
10/14/1947	Chuck Yeager breaks the sound barrier Bell X-1 MACH 1.06	8.3
4/12/1961	Yuri Gagarin Orbits the Earth	13.5
7/28/1976	Air breathing engine speed record SR-71 Blackbird MACH 3.3	15.3
4/12/1981	First Space Shuttle launch Columbia	4.7
9/16/1992	50th Space Shuttle flight Endeavour	11.4
11/16/2004	Fastest aircraft (rocket engine) NASA X-43 UAV MACH 9.6	12.2
12/21/2015	Falcon 9 Vertical Landing of Booster	11.1
10/13/2024	SpaceX's Super Heavy booster landed on the launch tower	8.8
		120.9



Outtro

There's a lot of work to do



Can you generate me a timeline of the following data with small thumbnails of the events



Can you generate me a timeline of the following data in chronological order with legible text and pictures of the events