

News Release



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Asmark Institute Launches VIP Network

Owensboro, Kentucky -- The Asmark Institute today announced plans are underway to provide a Videoconference Internet Protocol (VIP) Network to its affiliated state and national organizations. The VIP Network allows live video, audio and data to be transmitted across the Internet, enabling participants from two different geographic locations to meet synchronously. President Bush utilizes this same videoconferencing technology at his Crawford, TX ranch to receive his morning briefings from the White House and in a variety of meetings with federal, state and local officials. The VIP Network will help facilitate collaborative efforts between the agricultural inputs industry and governmental agencies, many of which are already equipped with videoconferencing technology.

"Two essential elements critical to the future success of our industry are collaboration and technology," said Allen Summers, President of the Asmark Institute. "Collaboration, or the sharing of talent, time and resources, will continue to leverage the positive effects of all who effectively participate. The smart adoption of technology such as videoconferencing will be a powerful force in gaining new efficiencies and controlling costs in the future," added Summers.

This technology is heralded to change the way we communicate, collaborate and work in the future. It's hard to imagine a solution that brings everyone together in real-time with no travel however this technology has been around for some time. Government and large corporations have utilized videoconferencing since the late 1980's. With the standardization of network protocols and equipment standards over the past 15 years, users can now transparently meet with the simplicity comparable to dialing a phone. Additionally, for every three meetings held by videoconference instead of flying cross-country, is the equivalent of taking a car completely off the highway for an entire year.

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Asmark Institute:

The Asmark Institute is a private, non-profit organization that provides a forum for state and national organizations, and government agencies to effectively collaborate on issues. The Institute acts as a resource center to provide compliance materials and services to benefit the agricultural industry and government agencies, develops common sense solutions to new regulatory requirements, monitors enforcement activity for uniformity and supports industry efforts to ward off adverse regulation.

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