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Highlights from the 2011 Corn Belt Seed Conference

ICIA’s Honors Director of Ag Research and Longtime Seedsman (Inside)
With Crops & Soils Merit Award
Dialogue with Davis
by Mike Davis, President ICIA

Every February at the annual Corn Belt Seed Conference sponsored by the Indiana Crop Improvement Association (ICIA) and the Indiana Seed Trade a new group of leaders is elected and installed. In that regard this year is no different. An experienced, stable team has guided the association through the many changes in agriculture and particularly the seed industry. The demands of technology raise the need for highly skilled, technical expertise. Those demands have continually been met and often exceeded by ICIA.

This year poses another new challenge. Finding, recruiting and developing two new members of the management team to guide the association into the future. In the book Good to Great, Jim Collins talks about putting the right people on the bus, then putting the right people in the right seats on the bus. That is our top priority this year. Larry Svajgr and his team have skillfully navigated through the agricultural maze for over 3 decades. We appreciate that effort and realize it will be a significant challenge to fill his shoes.

Those who are selected to fill the positions of Executive Director of the Association and Genetics Lab Director will color the direction of the organization for years to come. The holders of these positions will be charged with searching for innovative products to offer, staying current with communication strategies such as the implementation of LabLink, and continuing to strengthen the marketing effort of the association. Effectively spreading the word about the valuable services the Indiana Crop Improvement Association brings to the industry promises to open fulfilling and unexpected doors. All this, of course, must be done while maintaining a solid financial position. The leadership is charged with knitting the fabric of the organization together to the benefit of the association’s customers, employees and stakeholders. It promises to be an exciting year. We will keep our members, employees and stakeholders informed along the way.

Mike Davis, President
Ag Venture D&M
Kentland, IN.

Upcoming events

April 12, 2011
ICIA Board of Director’s Meeting
Lafayette, IN

May 30, 2011
ICIA Office Closed
Memorial Day observed

June 7-10, 2011
AOSA/SCST
Williamsburg, VA

June 20-24, 2011
ASTA 128th Annual Convention
Huntington Beach, CA

July 17-21, 2011
AASCO Annual Meeting
Madison, WI

July 24-27, 2011
AOSCA Annual Meeting
St. Louis, MO

Seed Lab Notes
Results through March 10, 2011

<table>
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Indianapolis Seed Conditioning Workshop Draws Record Crowd

The outside temperature may have dipped below zero for the February 9 Illinois/Indiana Seed Conditioning Workshop, but the hot topics inside the Marriott North Hotel warmed the record number of attendees throughout the day. Moderator Bob Bischoff welcomed the 140 participants and introduced the lineup of speakers who covered a wide variety of high value topics. Thanks to Total Seed Production of Tipton, Indiana for sponsoring the day-long program.

In Depth Discussion
Alan Gaul, from the Iowa State Seed Science Center, opened the morning session with an in depth discussion and review of the basic operations in seed cleaning & handling. He covered air screen cleaners, gravity tables, spiral separators, and other integral pieces of equipment in conditioning processes. Levi Smith with Hubner Industries, Pat Pike, with Satake, and Don Uglow with Buhler-Sortex, covered color sorting from A to Z. Levi spoke from a seed conditioner’s perspective, while Pat and Don each presented informative updates about their respective companies’ products and innovations.

Panel of Experts
After a hearty lunch, the afternoon session started with a highly informative seed treating panel of experts. Lewis Bradley with Syngenta Seedcare, Vikram Mehrota with Monsanto, Mike Reed with Bayer CropScience, and William Olson with INCOTEC, delivered up to date information about products and services from their respective companies. As part of the overall seed treatment session, Leo Reed, with the Indiana State Chemist’s Office, presented information about the seed treatment applicator training and licensing program in Indiana. He explained how individuals can achieve licensing and the points needed over specific periods of time to maintain certification. The treatment session generated five CCH credits for Category 4 seed treaters which had much value for many attendees. The meeting also generated CCA credits for Certified Crop Advisors who were in attendance.

Next on the program was Marissa McDonough from the Purdue Entomology Department. Marissa talked about how to control various pests in a seed conditioning facility. She covered everything from bugs to birds to rodents – and the best (and safest and most legal!) methods to control them.

The Impression That Counts
Batting “clean up” on the program was Chet Boruff, CEO of the Association of Official Seed Certifying Agencies (AOSCA). Chet’s topic was “The Impression that Counts.” He talked about the importance of image, professionalism and why good customer relations are critical to any organization’s success. Audience reaction was positive as his thoughtful comments interlaced with timely humor hit home.

The Seed Conditioning Workshop also featured commercial exhibits where attendees could talk with representatives from various supply companies and learn about new products, technologies and services for the seed industry. The Workshop location rotates every other year between Indiana and Illinois, so the meeting will be held in Illinois in 2012. The specific date and location will be announced later this year.

Thanks to all the speakers who contributed to the success of the workshop. And thanks again to Total Seed Production for their generous sponsorship to help make the meeting possible.
Lloyd Lenderman was presented with the Indiana Crop Improvement Association’s highest distinction at the recent Corn Belt Seed Conference in Indianapolis.

**CONGRATULATIONS TO LLOYD**

Lenderman for receiving ICIA’s highest recognition – the Crops & Soils Merit Award. Here are words from Fayte Brewer, President of Ag Alumni Seed Improvement Association, who presented Lloyd’s award: “It is a double honor for me to present this award. First, it’s a personal honor because this person is someone I admire and respect, and one who embodies a virtue that is in short supply now – humility. Second, it’s a professional honor because this individual has been a strong supporter of Purdue University agriculture, the Indiana Crop Improvement Association, and Ag Alumni Seed.”

Lloyd graduated valedictorian in his high school class and went on to get a Bachelor’s Degree in Agronomy from Purdue University in 1967. Lloyd was active in ICIA affairs having served on the Junior Projects committee and also on the ICIA Small Grains committee. He also served a four-year term on the ICIA Board of Directors from 1996 to 2000. Lloyd has been an avid and loyal supporter of ICIA. He was an early adopter of ICIA services, including Quality Assurance (QA) inspections for seed production fields that were not officially certified.

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Lloyd has also been a loyal attendee at ICIA Annual Conferences, and regularly attended the ICIA Regional Seed Meetings when those were held around the state for many years. One of the locations was Vincennes, and ICIA could count on Lloyd being there rain or shine. He also unselfishly shared his time and talents with ICIA management regarding programs, events and issues in agriculture.

Lloyd and his family have served their local community well over the years by providing high quality seed and for being good stewards for production agriculture.

ICIA records show that his dad, Floyd, started in the seed business with 30 acres of Clark soybeans in 1955 and another 15 acres of Clark soybeans in 1956. The Lenderman family received ICIA’s 50 Year Seedsman Recognition in 2005. This year will be the first time in more than 55 years that Lloyd won’t be producing and bagging seed for his customers but instead will be focused on his family and general crop production.

Congratulations again to Lloyd for this well-deserved recognition from ICIA by his seed industry peers!

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**ISTA NEWS - Bob Bischoff, President ISTA**

**Save The Date**

June 23, 2011 will be ISTA’s Diagnostic Field Day at Purdue’s Beck Center. Speakers include Shaun Casteel, Kiersten Wise and Jeff Volenec. We are putting an excellent program together so please reserve that date on your calendar with more to follow on this.

**National Issues**

Most of the Indiana Representatives and Senators in Washington understand the impact EPA is having on your business. The EPA is being called to the hill in D.C. to explain their actions. Please stay tuned for more information in the future.

**State Government**

As of this writing, there is not much activity at present in Indiana impacting the seed industry. With the situation in the House, I anticipate not much will happen outside of the Budget and District Realignment.

The Corn Belt conference was a great success!! We would like to thank all the exhibitors, sponsors and everyone in attendance. We anticipate another successful conference next year. We look forward to your future commitment of belonging to the Indiana Seed Trade Association.
The Corn Belt Seed Conference is a joint conference hosted by the Indiana Seed Trade Association and Indiana Crop Improvement Association replacing the individual organizations annual conferences.

Corn Belt Seed Conference Delivers

“I wouldn’t miss this meeting for the world!” “Best lineup of speakers I’ve heard in a long time.” “I liked the program, the exhibitors, the new location, and I especially liked the networking opportunities.”

These were just a few of the positive comments overheard from attendees at the recent Corn Belt Seed Conference in Indianapolis. The successful February meeting was the second Corn Belt Seed Conference powered jointly by the Indiana Crop Improvement Association (ICIA) and the Indiana Seed Trade Association (ISTA). The two-day conference featured experts who presented cutting edge information across a wide range of topics. There were also nearly 30 commercial exhibitors providing information about products and services used by the seed industry. And, there was ample time for attendees to “meet & greet” colleagues during the excellent meals, social events and refreshment breaks.

Sustaining Profitable Ag Systems

Sustainability was the central theme for the conference. Speakers during the general sessions focused on the concept of sustaining profitable agricultural systems in a dynamically changing environment. Attendees heard how the rapidly expanding world population will need to impact food production in the next 25 to 50 years. Can we feed twice as many people with shrinking land and water resources? One highlight was a presentation by noted New Yorker journalist and author, Michael Specter, who talked about how irrational thinking by many consumers hinders progress, harms the planet and threatens our lives. His book Denialism details many of the points he made during his presentation.

Attendees also heard how integrating technology, managing variability and avoiding information overload impacts agricultural systems. The question of the need for abundant and safe food being on a collision course with sustainable agriculture was also examined. Speakers talked about food technology and choices; sustainability as a growing reality; and how organic production systems connect with long term sustainability. These speakers and topics provided in-depth cutting edge information that generated many questions from the audience.

High Value Workshops

The conference also featured four afternoon workshop sessions enabling attendees to attend two in which they had interest. Nitrogen loss issues, mycotoxins, and corn ear rots were featured in the Corn Workshop, while the Soybean Workshop covered diseases and other production/management topics. Another workshop provided an excellent review of human resource issues for small to medium sized businesses. The fourth workshop was a panel of experts who discussed identifying, hiring and retaining employees who are the right “fit” for your organization. All the workshops were well-attended and received high marks for delivering programs with real value.

Another major highlight was an evening social event providing attendees with food and other refreshments – and the opportunity to network with program speakers, exhibitors and other attendees. An Awards Luncheon was held where ISTA and ICIA presented awards and announcements. And, both organizations held their short official business meetings in conjunction with an excellent buffet breakfast.

If you missed the 2011 conference, make sure you attend next year’s meeting. The 2012 Corn Belt Seed Conference will again be held at the Marriott North Hotel in Indianapolis on February 9 & 10. Mark your calendars now for one of the Midwest’s largest and most relevant seed meetings!
Marshall Martin Receives
ICIA Crops & Soils Merit Award

The Crops and Soils Award is ICIA’s highest award. It is given for outstanding contribution to the Association and the seed industry.

Marshall Martin, Senior Associate Director of Agricultural Research Programs and Assistant Dean of the Purdue College of Agriculture, was recently awarded ICIA’s highest honor – the Crops & Soils Merit Award. The award, presented to Marshall by Jay Akridge, Glenn W. Sample Dean of the Purdue College of Agriculture, is given for outstanding service to the Association and Agricultural industry.

Marshall has a long history of service to Indiana agriculture. He serves on the Agricultural Alumni Seed Improvement Association, Indiana Soybean Alliance, Indiana Corn Marketing Council, and Indiana Aquaculture Council. He is the Director of the Indiana Wine-Grape Council and Secretary of the Indiana Pork Board.

Marshall also has extensive service to agriculture at the national level. He was appointed by Secretary of Agriculture Dan Glickman to the Advisory Committee on Agricultural Biotechnology for the United States Department of Agriculture. He co-chaired a national conference for the National Agricultural Biotechnology Council. For several years, he was a member of the Committee on Biotechnology of the Division of Agriculture of the National Association of State Universities and Land Grant Colleges and a member of the Operating Committee of the National Agricultural Biotechnology Council.

Marshall is a member of many academic honoraries including Sigma Xi, Phi Kappa Phi, Gamma Sigma Delta, Epsilon Sigma Phi, and Ceres. He is a past President of the Purdue University Chapter of Sigma Xi. He also is a member of several professional organizations including the Agricultural and Applied Economics Association, the International Association of Agricultural Economists, and the American Association for the Advancement of Science. He is past-chair of the Purdue University Band Advisory Committee.

Marshall has also held several leadership roles at the local, district, and state levels of the United Methodist Church.

Marshall has served on ICIA’s Annual Conference Planning Committee (now called the Corn Belt Seed Conference Planning Committee) since 2003. He has been a regular on the conference program as a session moderator. He has served on the ICIA Board of Directors since 2009. He has an excellent understanding of ICIA programs and activities, as well as the relationship between ICIA and Purdue. And, by virtue of his Purdue position, he serves on the Executive Committee which is instrumental in assisting management with budgeting, salary considerations and other issues. Marshall also serves on the ICIA Intellectual Property Rights Committee.

If Marshall were not in his role at Purdue, he would be farming. Indeed, he spends part of his vacation working for a local grower at harvest and donates the ‘pay’ for his labor to his church. Through his formal involvement in commodity organizations, and his informal networking, Marshall plays a key liaison role between Indiana’s farmers and Purdue University, working tirelessly to help align the College of Agriculture at Purdue with the needs of producers and growers in the state. Given his passion for agriculture, this is a role for which he is well prepared. He has a tremendous desire to serve, and never forgets the fundamental mission of Purdue Agriculture is to make a difference for the Indiana agricultural industry.

Marshall has been a real “go to” resource for ICIA for many years and exemplifies the type of individual deserving of this award. Congratulations, Marshall!
2011 Corn Belt Seed Conference

New 2011 ICIA Board Members

Above left to right: Steve Roswarski, Ag Printers and Craig Anderson, AgReliant Genetics. Not pictured: Bryan Gerard, JGL, Inc.

2011 ICIA Executive Committee Members

Above left to right: Ben Kaehler, Dow AgroSciences, Mike Davis, AgVenture D&M, Aaron Conaway, Total Seed Production, Greg Smith, Hubner Industries, LLC and Marshall Martin, Purdue University.

New 2011 ICIA Board Members

Below left to right: Steve Roswarski, Ag Printers and Craig Anderson, AgReliant Genetics. Not pictured: Bryan Gerard, JGL, Inc.
Sponsors. Thank You!

» Corn States Hybrid Services
» Syngenta Seedcare
» Dow AgroSciences
» Ag Alumni Seed
» AgVenture, Inc.
» Midco Enterprises, Inc.
» Monsanto
» Total Seed Production
» Bayer CropScience
» Beck’s Hybrids
» Buhler-Sortex, Inc.
» Greenleaf Genetics
» Greif Packaging LLC
» Hubner Industries, LLC
» Indiana Soybean Alliance
» Merritt Hall Insurance
» NuFarm Americas Inc.
» Peterson Genetics
» AgReliant Genetics
» AgriPro Wheat
» Bio-Plant Research
» Bratney Companies
» H&S Forest Products
» Illinois Foundation Seeds Inc., SGI®
» INCOTEC
» Indiana Corn Mktg. Council
» Pioneer Hi-Bred Int’l.
» Tech Services, Inc.
» Thurston Genetics
» Valent
» Westbred
» MayerSeedLine
» Commercial Bag Co.
» Hood Packaging
» JGL, Inc.
» Lawgix International
» LRA Marketing
» MBS Genetics
» Rethceif Packaging

Exhibitor Listing. Thank You!

» Ag Printers
» American-Newlong Inc.
» Bayer CropScience
» Becker Underwood
» Bozell Industrial Products
» Bratney Companies
» Buhler-Sortex, Inc.
» Design Graphics Group
» Direct Enterprises
» EMD Crop BioScience
» Fumigation Service & Supply
» Greenleaf Genetics
» Greif Packaging LLC
» Krauter Solutions
» Long Brothers Bag Company
» Midco Enterprises, Inc.
» O’Mara Ag Services
» Precision Laboratories
» Quality Ag Solutions
» Rethceif Packaging
» Rich Connell Agri-Search
» Runnebohm Construction Co
» Stephen Gould Corp.
» Syngenta Seedcare
» Tech Services, Inc.
» USDA NASS
» Winfield Solutions