Smith’s Segment (2)
Greg Smith, President ICIA

Timely Issues and Practical Application (4)
Highlights from the 2012 Corn Belt Seed Conference

ICIA’s Honors Two Distinguished Seedsmen (Inside)
With Crops & Soils Merit Award
Smith’s Segment
by Greg Smith, President ICIA

2011 has turned out to be one of the most unique and challenging years in the Seed Industry. Production acres were up from 2010. The planting season extended into early June because of a wetter than normal spring. The summer season was extremely hot during the critical pollination window. The harvest season was disappointing as yields were much below average. The conditioning season had its share of challenges with the short crop. We also had to do something that the seed industry has always tried not to do – blend seed. With the approval of RIB (refuge in the bag) for Genuity Smart Stax™ and Genuity VT Double PRO™ hybrids we had to install equipment and develop the procedures to get the job completed. As I write this, we are finishing the job!

We are ready to close out the 2011 production year and start fresh with the 2012 production year. The late winter and early spring season has been nice with the exception of severe weather out breaks that plagued some areas.

Carryover seed corn supplies after planting will be at the lowest levels any of us can remember. That makes this production season very critical. Seed corn production will be at maximum capacity during the growing season and we need the crop to come in on target.

It is also the beginning of another season for the staff of ICIA. At this time, all indications point to a very successful end to the 2011 fiscal year. With the anticipated increase in production acres this year, 2012 could be a record year for ICIA. The staff at ICIA is always willing to assist your organization with existing programs or develop new programs to fit your needs.

I am looking forward to serving as president of the Board of Directors this coming year. With the help of Alan and Joe and the ICIA staff, the board of directors will be working on a new strategic plan. If you have any ideas for improvements or additional services that could be provided, please contact us.

Finally, please remember to take time to think about safety this spring. Life is very precious, a little extra time taken to ensure the safety of you and your team is time well spent. Be safe and have a wonderful spring!

Upcoming events

April 5, 2012
ICIA Board of Director’s Meeting
Lafayette, IN

May 20-24, 2012
AOSA/SCST
DesMoines, IA

May 28, 2012
ICIA Office Closed
Memorial Day observed

June 20-23, 2012
ASTA 129th Annual Convention
Washington, DC

June 24-27, 2012
AOSCA Annual Meeting
Sun Valley, ID

July 22-26, 2012
AASCO Annual Meeting
New Orleans, LA

Seed Lab Notes
Results through March 10, 2012

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Mike McKillip of McKillip/AgVenture Seed is a third generation seedsman, who literally “grew up in the seed business”. It all began with long hours sitting on the corn sorting line as an infant while his mother and his father worked sorting the seed corn crop. In the years to come he anxiously followed his father to work, where he learned and participated in various aspects of the family seed business, which his grandfather established in 1935. Since these early years Mike has held about every position in the company. As his son-in-law Mitch Snyder detailed during his presentation, “from tractor driver to de-tasseler, from production manager to agronomist, warehouse manager, logistics, processing, conditioning and bagging to sales representative, product manager, marketing manager, owner partner, customer service to President to head of custodial affairs, and to be honest, he has probably held them all at the same time. I’m probably not telling many of you in the room anything new, as this is just life as an owner/partner in an independent family seed business and farm. You just do what needs done.”

Mike has also given back to the industry through service on the Board of Directors for the Indiana Seed Trade Association from 1999-2003 and the Indiana Crop Improvement Association Board from 2000-2003. During his time with ICIA, he was a member of the Executive committee in 2001, served on the soybean committee for 5 years, the small grains committee for 7 years, 4 of those as chairman, and as a member of the seed and grain committee for 5 years. Mike has always been very supportive of Indiana Crop Improvement and was one of the first to use the AOSCA Quality Assurance Program implemented in the mid 1980s.

Congratulations to Mike McKillip.

Mark Wenning grew up on a farm in South East Indiana where he learned the values and work ethics necessary to shape a successful career that would soon lead him to the seed business – a business he has been a part of now for the past 36 years.

In 1974 he graduated from Morehead State University with a degree in Agriculture and he took off from there! From 1975 to 1981 Mark served as production manager at Ag Alumni Seed, responsible for the production of 2000 acres of popcorn, soybeans, wheat and oats seed. In 1981 he moved to North American Plant Breeders in Iowa where he filled the role as export manager for all seed corn moving to Europe, South America, Japan and South Africa. Ready to return to Indiana, in 1983 he accepted the role of Production Manager for Rohm and Haas Seeds in hybrid wheat seed production. But when Rohm and Haas closed in 1988 Mark moved on to the role of production manager at Callahan Seeds where he spent the next 10 years of his career managing over 20K acres of soybean production, processing and distribution.

In 1998 he returned home to Greensburg and started Next Gene Seed where he is today working in soybeans and the bulk chemistry division of Kova Chemical Co.

Mark has been a strong supporter of ICIA and is always willing to devote his time and effort to help when asked. He has served on the Board of Directors from 2004-2008 and served as president in 2007. Mark served on the nominating and executive committee for 3 years, the awards, conference planning and soybean committee for 5 years.

Congratulations to Mark Wenning.
The 2012 Corn Belt Seed Conference found the perfect formula for Pursuing Excellence.

A goose bump-giving and motivating keynote speaker + a cornucopia of industry experts + fresh and realistic perspectives on the future of the Ag industry and policy = a Corn Belt Seed Conference with Excellence to spare.

Building Human Capital for the Seed Industry

Jay Akridge, Glenn W. Sample Dean, Purdue College of Agriculture, gave everyone in the room a real look at the future workforce trends facing the Agriculture Industry. Technology plays a huge role in the readiness of students entering the workforce; the speed of change is so rapid it is a challenge to stay current and prepare and train employees. He reminded us of the collective responsibility we have to make the Ag Industry “sexy” and that recruiting from outside traditional degrees and schools may be a necessity. Purdue University is continuing its efforts with corporate partnerships and other vehicles for engaging young people, generating interest in our industry and teaching them the skills they need to be successful.

And speaking of Human Capital...

“I’ve never seen an audience so fixated,” commented Liz Pestow, ICIA Marketing Director, “as this one was listening to Keni Thomas’ keynote address.” In 1993 Sergeant Keni Thomas was a member of the Ranger Battalion sent to Mogadishu Somalia, later that year he and his fellow rangers were part of an eighteen hour fire-fight that we are all familiar with now as the book and movie “Blackhawk Down.” Keni captivated our audience from beginning to end and then some! Not only recounting the incredible events of that day but how he related that experience to how we can all achieve greatness by embracing leadership at every level. Keni sums it up like this, “Leadership has never been about the rank or the position you hold. It’s about the example you set. There are people to your left and to your right who are counting on you and it’s up to you to deliver. But you will only be as good as you prepared yourself to be.”

Are you sure you want to eat that?

No really, how sure are we about where our food comes from? What are the safety regulations in place to make sure our food chain is indeed safe? And if there are precautions in place, why do we have outbreaks? From the days of “typhoid” Mary Mallon to today’s global food supply concerns, Dr. David McSwane, REHS, CP-FS, Indiana University shared in depth information about the history of the regulations regarding the production of our food supply and the various reasons why, even today in our more aware and diligent state, we can still encounter salmonella in peanuts and sprouts, e. coli in spinach and raw cookie dough and other things we don’t like to think about!

Winning with Workshops

The Corn and Soybean Production & Management workshops at the Corn Belt Seed Conference are always standing room only - attendees have come to expect a high level of technical and production focused information at these sessions – and that standard was met again in 2012. Some first time attendees were impressed by the caliber - “there is a lot of valuable information here,” commented Travis Beans, Nebraska Irrigated Seeds, “I had no idea this meeting included this type of material, this is really relevant to what I do every day.”

In-Depth Perspectives on Post-Patent Material

Valuable insight on this hot topic from a variety of resources made this session engaging and helpful for attendees who may be strategizing around the impending product coming off patent. “It’s a difficult issue to find the right answer or action that will suit everyone. The best action is to be informed, stay involved...
and ask questions” stated Joe Deford, ICIA. Thanks to Greg (Gerard, JGL), Tim (Johnson, IFSI/SGI), Bernice (Slutsky, ASTA), Torbert (Rocheford, Purdue), and Jason (Morales, Purdue) attendees were able to do just that and have resources going forward.

**Future Workforce – where to get ‘em and how to keep ‘em**

This unique panel shared their individual company approaches to finding and keeping the right people – questions covering: where to find them, how do you know they are “the one”, and once you have them, making sure they stick around were free flowing from the audience in this interactive session. “We like to include sessions of this nature to encourage the audience to get involved and get the most out of the panel we put together, says Liz Pestow, ICIA. In fact we are open to suggestions for future workshops – let’s hear those ideas!”

**Farm Bill Friday**

Thanks to a second-to-none line up of speakers, Friday’s Farm Bill Update session was nothing short of impressive and informative. The topic itself a bit of a moving target, especially in an election year, Congressman Marlin Stutzman, Michael Dykes of Monsanto and Megan Ritter from Indiana Farm Bureau, narrowed it down and gave the audience “real” perspectives from the hill and beyond.

**In Memoriam**

**Virginia Lenderman**  
(83)  
January 16, 2012

**Scot McNabb**  
Retired - ICIA  
January 31, 2012

**Dolores Eliason**  
Eliason Seeds  
February 20, 2012

**COMMUNICATION TECHNOLOGY**

Marketing & Communication Technology savvy professionals gave attendees something to talk about at the Communication Workshop, a pre-Corn Belt Seed Conference seminar, sponsored by Total Seed Production, on Wednesday, February 8, 2012. Each presenter gave the audience practical and applicable solutions to their business plan – breaking down different vehicles for communicating their messages to current and potential customers.

When it comes to marketing your business with the tools available today it can be overwhelming. Rob Thurston, Thurston, Inc. commented, “Technology changes rapidly and the choices are numerous, without guidance from those that use it every day, how can you be certain you are selecting the right tool for your business? Our presenters during this workshop helped to define the choices and break down the implementation process so it doesn’t seem like such a daunting task.”

Website specialists Ron Brumbarger and Curt Franke from BitWise Solutions, Indianapolis talked attendees through the process of developing and executing a web strategy being mindful to point out that it is neither a “general” strategy or an “IT” strategy but really a reflection of your overall business strategy. It is an ongoing journey, there is no end destination – just on to the next stop as your business changes and grows. Curt explained the advantages to a content management system. These include flexibility, creative and interactive design abilities and user enabled editing options. CMS tools can empower anyone in your organization to update text, images, videos and other key information in which your website visitors see value and can increase traffic and search effectiveness.

Search engine optimization, also known as SEO, is a term frequently thrown around in casual conversation but rarely fully understood. Wright Frazier from Purdue brought us back to basics with some easy steps to determining where your site ranks now and what changes you need to make to improve your position on that Google search page!

Feeling Social? Why do you need to consider social media? How do you pick the right vehicle? And what are you supposed to say on there anyways? Ryan Parkin from Becks Hybrids gave attendees a look into what they have tried, the trials and the triumphs, and how they have learned from these experiments the benefits social media can provide when it comes to communicating your brand and message to your audience. In the event you missed these workshops...all the presentations from the day are available on the ICIA website at www.indianacrop.org
Christmas Honored with ICIA Distinguished Service

Service and Commitment Characterize Indiana Ag Mentor

For more than 50 years the word “service” has been synonymous with this year’s recipient of the 2012 ICIA Distinguished Service Award, says Dr. Herb Ohm, Purdue University, who presented the award to Dr. Ellsworth “Chris” Christmas at the 2012 Corn Belt Seed Conference. From the time Chris received his BS in agriculture in 1959, he has served Indiana agriculture. Throughout his career he has made extensive and varied contributions to vocational education, Extension, crop production research, classroom instruction and graduate student mentoring.

An Indiana native from Warrick County, Dr. Christmas started his career by teaching high school Vocational Ag. He went on to earn his MS is ’61 and Ph.D. in ’64. He then joined the faculty as undergraduate teacher and extension specialist at Vincennes University. In 1969 he accepted an international assignment in Vicosa, Brazil as a forage production specialist. Upon returning to the U.S. he served in the capacity of Assistant Director and Agricultural and Natural Resources Program Leader of the Indiana Cooperative Extension Service. In 1989 he joined the Purdue Agronomy Department as extension specialist for oil seed, specialty crops and small grains.

Outside of his professional career he continued to serve Indiana Agriculture by representing the Indiana Cooperative Extension Service on the State Soil Conservation Board and the USDA State Technical Committee. He has also devoted many hours of service to public events throughout the state such as the Pioneer Village at the Indiana State Fair, the Farm Progress Show and Purdue Agronomy Field Days to name just a few. Recently, he provided extensive training and education to the Indiana National Guard Afghanistan Agricultural Development Team as Professor Emeritus.

Chris also has extensive knowledge of Indiana hardwoods, which he uses for his hobby of woodworking and furniture restoration.

Thank you Chris, for your devotion to Indiana Agriculture and congratulations on being this year’s recipient of the ICIA Distinguished Service Award.

Purdue University College of Agriculture alumni, Kevin Cavanaugh received the college’s highest honor, the Distinguished Agriculture Alumni Award, at a ceremony on Friday, March 2 on the Purdue campus.

The award, given each year to 10 recepients, honors mid-career Purdue Agriculture graduates who have made significant contributions to their profession or society and have a record of outstanding accomplishments.

“They are businesspeople, farmers, scientists, and entrepreneurs, working in both the public and private sectors - and they are all leaders. We take great pride in our alumni” stated Jay Akridge, Glenn W. Sample Dean of Purdue Agriculture.
Announcing

New 2012 ICIA Board Members

**Above left to right:** Mitch Snyder, McKillip/AgVenture, Al Carlson, Dow AgroSciences and Joe Steyer, ISTA (not pictured: Jeff Perry, Bayer CropScience)

Announcing

2012 ICIA Executive Committee Members

**Below left to right:**Aaron Conaway, Total Seed Production, Marshall Martin, Purdue University, Mike Davis, AgVenture D&M and Greg Smith, Hubner Industries, LLC (not pictured: Craig Anderson, AgReliant Genetics)

New 2012 ICIA Board Members
Sponsors. Thank You!

» Syngenta
» Dow AgroSciences
» Corn States Hybrid Services
» Ag Alumni Seed
» AgVenture, Inc.
» Monsanto
» Total Seed Production
» Beck’s Hybrids
» Buhler-Sortex, Inc.
» Greenleaf Genetics
» Hubner Industries, LLC
» IPSA
» Merritt Hall Insurance
» Peterson Genetics
» Bayer CropScience
» Indiana Soybean Alliance
» NuFarm Americas Inc.
» AgReliant Genetics

» AgriPro Wheat
» Greif Packaging LLC
» H&S Forest Products
» Hood Packaging
» Illinois Foundation Seeds Inc., SGI®
» Incotech
» Indiana Corn Mktg. Council
» JGL, Inc.
» Pioneer Hi-Bred Int’l.
» Tech Services, Inc.
» Thurston Genetics
» Thurston, Inc.
» Valent
» WestBred
» MayerSeedLine
» Commercial Bag Co.
» LRA Marketing
» MBS Genetics

Exhibitor Listing. Thank You!

» Advanced Biological Mktg.
» Advanced Sort Industries LLC
» Ag Printers
» American-Newlong
» Bayer CropScience
» Becker Underwood
» Bratney Companies
» Buhler-Sortex, Inc.
» Buskirk Engineering
» Creative Inc.
» Design Graphics Group
» Direct Enterprises
» Fumigation Service & Supply
» Greenleaf Genetics
» Greif Packaging LLC
» IntelliAir

» IPSA
» Krauter Solutions
» Long Brothers Bag Co.
» Midco Enterprises
» Novozymes BioAg
» O’Mara Ag Services
» Precision Laboratories
» Quality Ag Solutions
» Rich Connell AGRI-SEARCH
» Syngenta
» Tech Services, Inc.
» United Bags Inc.
» USDA NASS
» Valent
» Winfield Solutions