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Anderson’s Article
by Craig Anderson, President, ICIA

It doesn’t seem possible that I am already writing an article for the fall newsletter. It seems like just yesterday I was talking about our amazing industry’s ability to get things done in a hurry, as the seed crop was just being planted. Today, seed corn harvest has begun in some of the more southern growing areas and will be in full swing across the Midwest later this week and next. Please make sure to consider ICIA for all of your fall/winter testing needs as the lab is ready to go to work on your behalf.

We are now finishing the first year of implementation of the strategic plan. To give you some background, we started the process in August of 2012 and finalized it in the spring/summer of 2013. The key overview of the plan is; a defined mission and vision statement to help guide the organization, five core values were defined, and four strategic goals were accepted. A key objective of the plan was for a regular review of the goals with the intent of using the document to challenge continual improvement. We take one goal at each meeting for a thorough review of what has been accomplished and a quick check to make sure the goal, tactics, and measurements are still relevant. I am pleased with the progress thus far.

Planning has also been underway to make sure the next Corn Belt Seed Conference measures up. The committee met in April and again in August to get an early start on the planning. Both ICIA and ISTA have committed their organizations to the conference and their desire to have it add value to all companies that exhibit and send employees to the event. This year we will also host the Illinois-Indiana Seed Conditioning Workshop, I can report that plans are already being made for that program as well. The conditioning workshop occurs the day before the Corn Belt Seed Conference begins. Stay tuned for more information on these great programs coming in February 2015.

Harvest time is a busy time for everyone in the seed industry. I urge you all to be careful and stay safe during this hectic time in our business. As I started this newsletter, this season will also come and go much quicker than we imagine. Spend some time trying to just enjoy it for what it is; our time to reap the rewards of our earlier hard work.

November 20, 2014
ICIA Board of Directors Meeting
TBD

December 8-12 2014
ASTA Corn & Sorghum and Soybean Research
Chicago, IL

January 6-8, 2015
IPSA Annual Meeting
Tucson, AZ

January 24-27, 2015
ASTA Vegetable & Flower Conference
Tampa, FL

February 3, 2015
Illinois-Indiana Seed Conditioning Workshop
Indianapolis, IN

February 4-5, 2015
Corn Belt Seed Conference
Indianapolis, IN

Craig Anderson, VP Sales & Marketing, AgReliant Genetics
The Evolution of Kevin Seward at ICIA – 40 years in the making

Longevity, commitment, loyalty: three words that most definitely describe ICIA Seed Lab Director Kevin Seward, and his 40 year career with ICIA.

Kevin got his start at ICIA in 1974 as a lab technician working in the germination and cold test departments. At that time, he reflects, there were only about three to four part time laborers that helped out in the lab. Now we work with anywhere from 17 – 20 people each season! As Seed Lab Director it is one of Kevin’s many responsibilities to coordinate the part time staff needs and also to provide the training necessary to maintain the high level of customer service and accurate test results. There has been a fourfold increase in the number of warm and cold tests the lab has handled since Kevin began his employment 40 years ago. Back in that day, the lab samples and test results were recorded on cards and put in notebooks. It wasn’t until 1980 that Kevin and the lab staff made the transition to entering data into the AS400 system on a computer.

1983 marks a significant year in Kevin’s professional advancement and one that has proven invaluable to the success and growth of ICIA over the years – this is the year Kevin passed the exam to become a Registered Seed Technologist (RST). A person qualifies to become an RST by completing at least two years of work experience, 100 hours of education and must sit and pass the exam. In order to maintain current and active RST status Kevin must also complete a certain amount of continuing education. ICIA COO Joe Deford comments, “A baseline understanding of seed testing and attention to detail are key strengths of Kevin’s – specifically his experience and expertise with regard to Tetrazolium testing give ICIA members superior service and quick turnaround time results.” Kevin takes pride in his knowledge and experience and shares his interest and passion with his team here at ICIA on a daily basis.

There has been a lot of growth and change both within the industry and at ICIA. Over the years Kevin has ebbed and flowed with the consolidation of the seed industry, the boom of biotechnology traits and the new tests required for those products and the growth beyond Indiana of the ICIA membership. ICIA CEO Alan Galbreth notes, “Kevin’s experience is key to keeping the seed lab functioning. His responsibilities have increased as ICIA has grown and he has proven his ability to handle the changes which have occurred over the last 40 years.”

Kevin has other passions in life including his lovely wife Carole, his two daughters and two grandchildren. Just as he has coached the lab staff at ICIA he also coached softball and baseball for 12 years – these days he enjoys teaching his grandchildren the sport and watching them play.

Thank you Kevin and Congratulations on your 40th Anniversary at ICIA!

NATIVE SEED TESTING

It was a full house at the ICIA Seed Technology Center on Tuesday, June 10th as ICIA hosted its first Native Seed Testing focused seminar which featured Q&A with ICIA Management and Native Seed Technicians and a demonstration of testing methods & techniques. “We are thrilled that so many of our industry’s Native seed producers and seed industry leaders took an interest and invested their time in attending our event.” said Liz Pestow, ICIA Marketing Director. This event was an excellent opportunity for all parties involved to exchange ideas and thoughts about the current topics and future of the Native seed industry as well as some of the seed testing challenges.

While this event was scheduled specifically to coincide with the ASTA Annual Convention hosted in Indianapolis this summer, ICIA hopes to provide this type of opportunity again in the future. We welcome our membership to stop by the lab anytime – if you/your organization is interested in planning a visit, please contact the ICIA office at 866.899.2518.
In the spirit of the AOSA Merit award, ICIA Native Seed Director, Gil Waibel works every day in the seed lab. He seriously enjoys the challenges of testing the remarkably wide range of species his lab tests. “He is an excellent analyst with a naturally inquisitive mind and has brought much to both AOSA and SCST and the seed industry at large,” said AOSA President Susan Reed, who presented the award at the AOSA/SCST Annual Meeting in Fargo, ND. “His dedication, knowledge and ability to communicate effectively served him well, and he has earned the respect from seedsmen throughout the state and region.”

On a state level, Waibel started on the ground floor with the opening of a new seed lab for the state of Wyoming in 2003. His appointment as Director was challenging, but also very eventful. Gil left Wyoming in July 2013 to begin building a Native Seed Testing program for ICIA. Since becoming involved in seed testing in 1975, Gil has participated in both AOSA and SCST. Waibel served as president of both AOSA and SCST. “His broad background has given him a true and unique understanding of the breadth of the seed industry and has exposed him to just about every species of seed tested commercially in North America,” Reed says. In the last several years he was instrumental in organizing the Seed Issues Forum at the annual meeting. The informal session gives analysts the opportunity to present current issues or preliminary data on issues of interest to seed technologists. “He has always supported the analysts he works with in receiving education and training and understands the importance of sharing knowledge with friends and colleagues,” says Susan Reed.

“AOSA’s recognition of Gil with their Merit Award demonstrates his seed analyst peers have a great deal of respect for him not only as an expert bench analyst but also as an individual who has dedicated his career to improving testing methodologies and educating and training others in the seed analysis field,” said Alan Galbreth, ICIA, CEO.

Seed Quality Update Test Results
Sept. 11, 2014

In a normal season, our average wheat germination is between 93 to 95 percent. This season wheat germination for untreated wheat is 85.1% and for treated it is 93.8% on samples tested to date.

We have tested several carryover samples and are just now starting to test a few new crop corn samples. Soybean harvest will soon start and new crop samples will be arriving.

A reminder for your soybean samples, if you experience mechanical or freeze damage in some lots of seed; the Tetrazolium Test (TZ) is a quick test to predict the germination potential as well as the amount of damage present.

Our lab is certified to assign Canadian grades to seed moving into Canada. Having ICIA grade the seed eliminates the extra grading step that has been occurring when the seed crosses the border. We can also grade several other crops moving into Canada. When asking for several tests within the same lot of seed, please be reminded to submit a minimum of two pounds of seed. This will help ensure we have enough seed for conducting all the tests for each sample.

We invite you to use our testing services for any small seed crops, vegetable seed, native, reclamation or wildflowers. For any testing assistance in these areas contact Gil Waibel at waibel@indianacrop.org or if we can be of assistance, contact Kevin Seward or Susan Dadacz in our lab at 765-523-2535. seward@indianacrop.org or dadacz@indianacrop.org.
The 29th annual Illinois/Indiana Seed Conditioning Workshop is set for February 3, 2015 at the Indianapolis Marriott North in Keystone. The Workshop is the day prior to the Corn Belt Seed Conference, one of the Midwest’s largest seed related meetings.

The Conditioning Workshop line-up will begin with an overview of air screen cleaning & gravity. The afternoon session will cover the regulations for seed treatment and how the industry has advanced in seed treatment care. The afternoon features workplace safety and a new perspective on image; a view on the agricultural industry.

This workshop is planned specifically for individuals who manage or work directly in seed plants. The workshop not only provides a wealth of educational information on topics specific to seed conditioning, attendees who are licensed Category 4 Seed Treaters will also be able to receive continuing education credits for the session.

The workshop also features 30+ commercial exhibitors with information about equipment and products for the seed industry; lunch at noon; refreshment breaks; and a social hour at the close of the workshop for networking opportunities.

We encourage you to take advantage of this Seed Conditioning Workshop as well as the educational program offered at the Corn Belt Seed Conference that follows on February 4-5. For more detailed information about the hotel, workshop registration information and the meeting program, plan to visit the Corn Belt Seed Conference website at www.cbsconference.org where information will soon be available. For conference details you may contact Susan Overdorf at the ICIA office at 866-899-2518.

Indianapolis Marriott North, Keystone

Mark your calendars now for the 2015 Corn Belt Seed Conference.

This major seed meeting is scheduled for February 4-5 at the Indianapolis Marriott North, Keystone.

The two-day conference begins on Wednesday, February 4 and opens with Jay Akridge, Glenn W. Sample Dean, Purdue College of Ag. Following is a general session featuring Author and Public Speaker, Aaron Thomas. Other speakers will focus on Precision Farming and Herbicide Resistance Technology. The Wednesday awards luncheon will provide an opportunity to relax and congratulate individuals honored by ICIA and ISTA.

Wednesday afternoon offers an in-depth look at generational selling and the afternoon rounds out with an informative grower panel. You won’t want to miss the evening social reception, a great opportunity to network with industry leaders and enjoy conversation with friends.

The Thursday morning session will offer a lineup of presenters discussing water quality and quantity and its impact on Indiana agriculture.

In Memoriam

Louie Rusch
March 18, 2014
L&R Rusch
Vincennes, IN

Jim Hubner
August 17, 2014
Hubner Seed
West Lebanon, IN
Each year, the Future Giant of the Seed Industry Award recognizes an early career individual who demonstrates a commitment to the seed industry and shows the potential to make a significant contribution to the industry.

Seed World, in partnership with the Future Seed Executives of the American Seed Trade Association, recognized Chris Boomsma, Dow AgroSciences agronomic traits product characterization leader, with the 2014 Future Giant of the Seed Industry Award at ASTA’s 131st Annual Convention in Indianapolis, Indiana.

“Chris has been instrumental in reaching out across a large company to pull experts together to collaborate and solve common research problems,” said Jim Parks, Dow AgroSciences. “He’s a consistent generator of new ideas that are well thought-out and highly respected by his peers.”

“We had several outstanding nominations for this award,” said Seed World Editor Julie Deering, who presented the award in Indianapolis, Indiana. “While it was a very competitive pool of talent, Chris’s nomination quickly rose to the top.”

Boomsma is a graduate of Purdue University’s Ph.D program in agronomy. Upon completion, he went to work for Dow AgroSciences in 2009 as a crop physiologist and agronomist. During the past five years, he’s transitioned into the area of adaptation development leader and currently serves as agronomic traits product characterization leader.

Active in the American Society of Agronomy and the American Seed Trade Association, Boomsma is an ambassador for the industry. Today, he is working with a team to help develop and execute the company’s precision agriculture strategy.

Plans for the Purdue University Soybean Center were announced August 8, 2014 during a news conference on the Indiana State Fairgrounds in the Indiana Soybean Alliance building, the Glass Barn, as part of Purdue Day during the state fair.

The Soybean Center will formally begin operations in the fall. Marshall Martin, senior associate director of agricultural research, assistant dean of agriculture, and a professor of agricultural economics, was appointed as the center’s founding director for two years.

“Dr. Martin has deep connections with the Indiana Soybean Alliance and Indiana soybean farmers, and a comprehensive understanding of Purdue’s work on soybean,” said Jay Akridge, Glenn W. Sample Dean of Purdue Agriculture. “He brings exceptional administrative skills to the role and will be key to helping launch the center successfully.”

Martin’s immediate focus will be to consult with faculty and staff members and representatives of the soybean industry in developing a strategic plan for research and Extension that engages Purdue faculty and staff in key issues of the soybean “value chain.” That includes food for a fast-growing world population and feed for animals as well as other uses such as biofuels and industrial uses.
**Director’s Corner**

*featuring ICIA Board Member, Paul Ackerman*

There are successful leaders who are not driven by personal success, yet more by the passion of helping others. Zig Ziglar once said, “You don’t build a business – you build people – and then people build the business.” If you ask Paul Ackerman what directs his passion for agriculture….. the answer is simple, his customers and employees. “At the end of each day, I consider if my employees and my customers have been provided with what they need, if the answer is yes, I’ve done my job.” Most days, you won’t find Paul sitting behind a desk. He spends 2-3 days per week visiting directly with customers and other Precision locations. Keeping a pulse on the needs of customers is what’s most important.

Managing and operating two locations for Precision Soya in Indiana and one in Ohio, Paul Ackerman, VP – Eastern Region, began his ag career from unassuming beginnings. His first job after high school led him to Golden Harvest in Pekin, IL where Ackerman was born and raised – noting it was nothing profound, “I needed a job.” It wasn’t long before he developed an appreciation for the industry. Since beginning his career, Paul has witnessed the constant change in agriculture. The most significant being the introduction of Roundup Ready Soybeans in 1996 followed by Roundup Ready Corn in 1998. He stated the size of grower competition has considerably changed, “with evolving genetics of corn and soybeans, it is important to stay in tune with what is offered on the market, when the opposition is resilient, it’s imperative to produce the right product from the start.” Customers expect more – and Paul strives to stay ahead of their expectation. In keeping with standards of quality, in 1999, Ackerman completed ISO: 9002 audit certification for Precision Soya in Bluffton, IN and later became ISO 9001:2008 certified. To meet further expectations, a new color sorter was added to their conditioning tower at the New Castle location this summer.

Paul values the importance of serving in both the community and industry. Ackerman, in his first year of serving on the ICIA board of directors states; “serving on the ICIA board is a great opportunity to build relationships among other board members and ICIA staff, while impacting future testing services available to ICIA members.” He has served on the Chamber of Commerce and now volunteers with the Economic Development of Henry County.

Those in agriculture will agree the industry is constantly changing and bringing growth in many areas – and with that, there are few days in between busy seasons. When Ackerman finds a few days in the summer to slow down, he takes the opportunity to throw a line in off the side of his pontoon. “You have to make time for the good things in life.” Spending time with his wife Jeanie of 34 years, rounds out a good week. Fishing with son Brock and spending time with grandson Carter and granddaughter, Nola, born recently in August, Paul may spend more time untangling fishing lines than catching fish!

On August the 8th ICIA hosted a Tetrazolium (TZ) workshop. Four analysts attended from the Indiana State Seed Lab along with four analysts from ICIA.

Together they reviewed how the Tetrazolium test which is a chemical stain test, is used to evaluate seed viability and quality. They examined the TZ test’s capabilities through the presentation of slides and prepared displays of stained seeds. There was good discussion concerning the TZ testing process of preparation and evaluation. There was also review on how the TZ test can be conducted quickly on all crops and how the test gives an estimation of warm germination results. Likewise the TZ test can provide the detection of mechanical damage, frost damage, and other seed lot problems.
ICIA hosts 8th Annual Trait Testing Seminar

Harvest is now in full swing, samples will be hitting the dock and the ICIA ab will be abuzz with lab technicians, ringing phones and quality questions. In preparation for this fun and hectic season, ICIA hosted a customer focused seminar/webinar that reviewed testing requirements for products in the marketplace from each of the major corn trait providers. Kevin Peyton, Syngenta, Kyle Arvin, Dow AgroSciences, and Dale Aaberg, Corn States each gave presentations to the group, and via webinar for members unable to attend, that covered the latest and greatest regarding their current and upcoming products as well as the minimum required quality testing protocols. Liz Pestow, ICIA Marketing Director shared, “We are always looking for ways to partner with our members to assist them in running their businesses effectively, efficiently and ultimately – successfully. Hosting this seminar annually is an example of that effort. Attending this with our members and having the chance to dialogue with the trait providers and receive the same information at the same time is invaluable.”