Leading with Innovation (2)
Kevin Cavanaugh, ICIA President

ICIA Crop & Soils Merit Award (3)
ICIA’s highest honor

Corn Belt Seed Conference (4)
Attendees benefit from premier Midwest seed meeting

Distinguished Service (7)
Outstanding service in ag industry
ICIA: A Model of Innovation
by Kevin Cavanaugh, ICIA President

I am proud to be serving as President of the ICIA Board of Directors because the Association is a tremendous example of innovation for the US seed industry. ICIA has a deep history beginning in 1900 and has seen many changes to the seed industry. For an association to be relevant for almost 120 years, innovation needs to be a central core value in the way it thinks and acts. Indiana Crop Improvement Association has done just that.

The 2017 Corn Belt Seed Conference demonstrated innovation with providing needed base knowledge in the Illinois-Indiana Seed Conditioning Workshop and then offered a “must attend” meeting addressing the uniqueness and professional work patterns of the Millennial Generation. Did you know that the Millennial generation will outnumber Baby Boomers and Generation Xers in the work force within a few years? This meeting which included panel discussions on “Hiring Millennials” and “Decision Making on Multi-Generational Farms” all provided unique insight that will help us all guide our businesses as we prepare for the future.

I’ve addressed the innovation around the annual conference, but the real innovation takes place in the labs and field services at ICIA. From handling the routine services that are necessary for your seed business to the boutique options that make your business unique and relevant, ICIA can handle your needs. ICIA continues to grow its business because it finds ways to lead the industry in professional, accurate and innovative testing.

ICIA seeks ways to be relevant for all members of the seed industry. As part of its strategic plan to reach out to new segments of the seed industry that was implemented a few years ago, ICIA is innovating in areas of native seed testing and has implemented new genetic testing methods that are more reliable and less expensive to serve the broader seed industry customer.

Currently as mergers and buy outs are taking place with technology providers in our industry, ICIA is prepared for these changes and continuing to work for you to provide testing for the latest technologies such as multiple mode of action soybean technologies. Let me ask you, with all the changes taking place in the industry, will you follow ICIA’s lead and innovate in your business to be successful in the future? ICIA will be there to help you all along the way!

Have a safe planting season!

Kevin Cavanaugh, Director of Research, Beck’s Hybrids and ICIA President

Upcoming events

May 29, 2017
ICIA Office Closed
Memorial Day observed

June 19-22, 2017
AOSA/SCST
Denver, CO

June 11-14, 2017
AOSCA Annual Meeting
Cleveland, OH

June 21-24, 2017
ASTA Annual Convention
Minneapolis, MN

In Memoriam

Kyle Smith
Beck’s Hybrids
December 28, 2016

Steve Wolf
S&R Consulting
January 2, 2017
ICIA’s history of hosting an outstanding regional seed conference continues to deliver. Attendees are offered the opportunity to network with colleagues, attend sessions to gain insight of an ever-changing industry and take away a fresh perspective just before planting season. The Corn Belt Seed Conference continues to build on its tradition - while improving the annual event - year after year. One of the featured highlights of the conference is to present the prestigious Crop & Soils Merit Award. This year, was no exception and Kevin Cavanaugh had the privilege of presenting the 2016 award to his long-time colleague, Scott Beck.

Scott, President of Beck’s Hybrids, has been an instrumental part of the history in growing the nation’s largest, family owned seed company. Growing up, he did a lot of typical things you would expect from a farm kid, from baling hay to detassling corn to cultivation and plowing on the weekends. After graduating from Purdue University in 1987 Scott began working in sales and advertising as the company’s 12th employee. He worked in several roles over the years, including Head of shipping, Head of marketing, Practical Farm Research Director and Leadership Team Member. Today, the Beck’s team has over 595 employees.

Scott has also served in his commitment to the success of ICIA beginning with his leadership on the ICIA Board of Directors from 2003-2007 and serving as President in 2006. His industry knowledge has provided insight on other ICIA committees including the committees of Small Grains, Soybean, and Nominating & Awards. Scott has served in many roles with the American Seed Trade Association including the Board of Directors, Organic committee, Chairman of the Intellectual Property Rights Committee, International Executive Committee, and the Legislative and Legal Concerns Committee.

In addition to many years of dedicated service to the ag industry, Scott is committed to his family, friends, church and community. Congratulations Scott on your well deserved recognition as a deserving recipient of the 2016 Crop and Soils Merit Award!

**DID YOU KNOW.......?**

ICIA is now offering a laboratory test for Dicamba tolerant soybeans. If you would like more information about this or any other of ICIA’s services contact the ICIA office at icia@indianacrop.org or call 866-899-2518.
The 2017 Corn Belt Seed Conference was a great success and truly offered something for everyone. 328 attendees were treated to a variety of speakers, breakout sessions and exhibits at the newly renovated Indianapolis Marriott North.

The Wednesday morning session kicked into gear with Dr. Jay Akridge, Dean of the Purdue College of Agriculture, who filled us in on the three big efforts the College of Ag is focusing on in Indiana. Of interest were his thoughts on Diversified Food and Farming Systems, Soil & Water and Food Safety. Dr. Akridge was then surprised to be honored with the 2016 ICIA Distinguished Service Award.

Cara Silletto, Crescendo Strategies, provided an insightful look into “those pesky millennials” during her Keynote address. Cara showed us some of the reasons behind the unique generational divide we currently see in the workforce, consisting of 80 million “Boomers” (who are retiring), only 45 million “Gen X” behind them, then the influx of 80 million “Millennials” or “Gen Y”. These Millennials will soon be a driving force in the work world. Consider that 70% of these young professionals leave their jobs in less than two years and turnover costs can range from $5,000 - $25,000 or more, it only makes financial sense to try to find a way to curb the “job hopping” trend.

Cara Silletto, Crescendo Strategies, delivered an insightful keynote during the Wednesday morning session at the 2017 Corn Belt Seed Conference.

The morning concluded with a panel discussion comprised of mostly millennials in leadership positions who tried to help us successfully navigate the younger generation. The bottom line is, everyone wants to feel valued and respected, even Millennials. The changing workforce isn’t all about Millennials; everyone wants a voice, recognition and flexibility. Being a great coach is what can lead our teams to success.

The afternoon offered two different tracks that were both packed with content. In Track One, Cara Silletto expanded on her morning address, suggesting that by communicating expectations clearly, appreciating ANY job well done, scheduling/advancing innovatively and by thinking coaching/mentoring; we may be able to efficiently navigate this ever-changing landscape.

Michele Payn, of Cause Matters Corp., challenged the audience to “advocate for our industry” and share the truth with consumers about farming and food. Michele is passionate about countering the misinformation encouraged by activists, celebrities and politicians who care more about emotional appeals than the facts about agriculture.

Dr. Stacey Schetzlsle, from Ball State University, discussed how best to market to Millennials. Stacey gave us some insight into what they find important, explaining that they want to make a difference and need to be heard/understood. They want an authentic experience which they share with others via social media and product reviews. “Being where they are” (online) is the key to reaching them.

In Track Two, Jim Camberato, Agronomy Professor at Purdue, stressed the need for developing and effectively evaluating new and improved tools for fine-tuning Nitrogen recommendations.

Mitch Tuinstra, Professor at Purdue, provided an overview of the challenges/opportunities of large scale field phenotyping. Included were many of the tools available at the new Indiana Corn and Soybean Innovation Center at Purdue’s ACRE farm. The goal is to link genes to phenotypes to ultimately advance breeding efforts and manage the data carefully to produce high quality, informative results that have potential for breeders to make significant progress.
Track Two concluded with discussions on the requirements for the new soybean traits that are coming to market. Dan Childs, from Monsanto, talked about the new Xtendimax™ with VaporGrip™ Technology. John Chase from Dow discussed the Enlist™ Duo 2,4-D herbicide with Corlex-D® Technology. Lindsey Seitz from MS Tech concluded with information about Balance™ GT soybeans.

Thursday morning Purdue’s Dr. Scott Downey and David Widmar, along with Hal Brown of Windy Lane Farms made up a panel discussion moderated by Dr. Marshall Martin. The panel took a deeper dive into strategies to facilitate good decision making on multi-generational farms. A lively question and answer period followed which was a highlight of the conference.

Attendees learned about Air Screen Cleaning and What’s New in Seed Treatment, while earning CCA’s and CCH’s credits during the Illinois-Indiana Seed Conditioning Workshop held in Indianapolis.

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Practical. Informational. Innovative. This best describes the Illinois/Indiana Seed Conditioning Workshop on February 7, 2017. The event held in Indianapolis drew a large number of attendees that were captivated by numerous educational speakers. The speakers ranged from university researchers to hands-on experts in the industry. Each speaker added real value to the program for the day.

The goal of this workshop is to provide an educational opportunity for employees in the seed industry to learn the basics of seed conditioning. The speakers and content of the workshop is organized throughout the year to ensure that the day is most beneficial to attendees as possible. There is a committee in place to make sure that every year this workshop is providing seed industry employees with up to date, quality information that will equip them to be better employees in seed conditioning plants across the Midwest. An informed and knowledgeable employee is a better employee for your company.

Greg Smith, from Hubner Industries, introduced each of the speakers that specialized in a specific part of the seed conditioning process.

To start the day, attendees were informed about the basics of air screen cleaning by Alan Gaul, Iowa State University. Pam Jiminez, Satake and Jonathan Lainhart, Buhler Inc. led us through the stages of color sorter evolution and talked about the increasing role color sorter technology could have in seed conditioning in future years.

Jim Shearl ended the morning encouraging each of us to consider the role we have in taking care of something, specifically seed. He challenged us in our roles as seedsmen as we manage resources to be good stewards and provide high quality products.

Jeff Elwer, EES Companies and Dan Custis, Advanced Biological Marketing gave presentations to kick off the afternoon about what’s new in seed treatment equipment and biological seed treatment. Although the day is geared towards new employees, even veterans in the seed industry benefited from talks like these, that keyed in on how seed conditioning has made changes and businesses can stay up to date and relevant with what they are using.

Emily Dierking from Indiana Crop Improvement and Matt Raymond from Illinois Crop Improvement covered the basics of trait testing. These speakers discussed seed testing from a laboratory, how the tests work and the benefits of the results seed companies receive.

Conditioning plant innovations was covered by Rick Brewer from Bratney Companies, but only after he showed the crowd his famous, award winning Harley Davidson. Rick reflected on some of the changes that have happened over the course of his time in the seed industry and how we can be prepared for tomorrow.

The Office of the Indiana State Chemist finished the workshop as Joe Becovitz instructed us on the proper use of handling pesticides. His examples of real life situations were sometimes humorous but always very educational.

Next year the workshop will take place in Illinois, the specific date and locations will be announced at a later time. Thanks to all the speakers who contributed to the success of the workshop. Thanks to Total Seed Production for their generous sponsorship to make the meeting possible. Lastly, thanks to those who attended and contributed to a successful event.
ICIA Executive Assistant, Susan Overdorf is congratulated by ICIA's COO, Joe Deford and CEO, Alan Galbreth for 15 years of dedicated service to ICIA members.

Mary Gumz, DuPont Pioneer presents Quincy Cunningham with an Honorary Membership Award at the 2017 Corn Belt Seed Conference for his exemplary service to ISTA.

Brad Thada, recipient of the $3,000 Indiana Seed Industry Graduate Student Study Scholarship Award is pictured above with his professor, Dr. Mitch Tainstra at the 2017 Corn Belt Seed Conference.

ICIA Executive Assistant, Susan Overdorf is congratulated by ICIA's COO, Joe Deford and CEO, Alan Galbreth for 15 years of dedicated service to ICIA members.

Plan Now to Attend.....
Corn Belt Seed Conference
February 6-8, 2018
Indianapolis Marriott North
the academic, research, Extension, and international programs of the College of Agriculture as well as the Office of Indiana State Chemist.

Nationally, Jay currently serves as Chair of the Association of Public and Land Grant Universities (APLU) Policy Board of Directors and has served in a variety of leadership roles with APLU. Jay’s research has examined the buying behavior of commercial agricultural producers, innovations in marketing strategies by agribusiness firms, and adoption of new technology by agribusiness. Jay has assisted with numerous activities for ASTA. He is involved with a number of agricultural organizations throughout Indiana and has been a positive support for ICIA and its programs.

Dr. Akridge received his M.S. in 1983 and his Ph.D. in agricultural economics in 1986 from Purdue University specializing in marketing and finance. He earned his bachelor’s degree in agriculture and business administrations in 1982 from Murray State in Murray, KY. A native Kentuckian, his family owns and operates a fourth-generation retail farm supply business in Fedonia, Kentucky.

Congratulations Jay! Thank you for your outstanding service to the agricultural industry.

The ICIA Distinguished Service Award is presented to an individual, group of individuals or a company for direct contributions to Indiana Crop and its members - contributions that are above and beyond the normal business relationship.

Jay Akridge, the 2016 Distinguished Award recipient, works assiduously to advance the ag industry. Akridge serves as Purdue University’s Glenn W. Sample Dean of Agriculture. He has administrative responsibility for

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2017 ICIA New Directors

(Pictured L-R) Rod Busick, Greenleaf Genetics, David Pearl, The Cisco Companies, Jill Zeller, Dow AgroSciences, and Matt Nice, Thurston Genetics

2017 ICIA Executive Members

(Pictured L-R) Director at Large, Chuck Schneider, AgVenture, Inc., Purdue Faculty, Marshall Martin, Purdue University, President, Kevin Cavanaugh, Beck's Hybrids, Immediate Past President, Barb McMullan, Illinois Foundation Seeds Inc., Vice-President, Ryan Campbell, Total Seed Production
Sponsors. Thank You!

» Ag Alumni Seed
» AgReliant Genetics
» AgVenture, Inc.
» Bayer
» Beck’s Hybrids
» Buhler Inc.
» Corn States
» Dow AgroSciences
» DuPont Pioneer
» EES Companies
» El Dorado Packaging
» Greenleaf Genetics/Syngenta Seedcare
» Hubner Industries LLC
» Husker Genetics
» Illinois Foundation Seeds Inc.
» Indiana Corn Marketing Council
» Indiana Soybean Alliance
» IPSA
» MayerSeedLine
» MBS Genetics
» Merritt Hall Insurance
» Peterson Genetics Inc.
» Popp Engineering Inc.
» Quality Ag Solutions
» Thurston Genetics
» Thurston Inc.
» Total Seed Production

Exhibitors. Thank You!

» Advanced Biological Mktg.
» AEC Group
» Agra Industries
» Agricultural Research & Testing
» AGRI-SEARCH
» American Newlong
» Bayer
» Biodyne-Midwest
» Bratney Companies
» Buhler Inc.
» Clipper Separation Technologies
» Creative Cust. Programming
» DEEM LLC
» Delmar Software Development
» Direct Enterprises
» Donaldson Company
» EES Companies
» El Dorado Packaging Inc.
» Fumigation Service & Supply
» Greenleaf Genetics/Syngenta Seedcare
» ICIA
» Inpak Systems Inc.
» Micro-Matic USA, LLC
» Monsanto BioAg
» Oliver Manufacturing Co.
» O‘Mara Ag Services