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Winter is here which means a few very important items need to be on your “To Do List”. (1. Plan the busy holiday schedule 2. Complete all of the year end tasks 3. Register for the Corn Belt Seed Conference.) It is very important to ensure all of these items get completed. The Corn Belt Seed Conference (CBSC) is a joint conference by Indiana Crop Improvement (ICIA) and Indiana Seed Trade Association (ISTA), and is one of the premier seed conferences in the country! The CBSC is the only place to learn about all of the relevant topics of today from a lineup of unparalleled presenters all in one place. CBSC is also an excellent opportunity to network with other attendees connected to the industry, as well as a wide variety of exhibitors.

The CBSC gets kicked off on Tuesday February 4th with an employee development workshop. This is a one of a kind opportunity for all individuals in any organization, especially new attendees that have never attended this conference. This workshop is focused on developing all levels of employees, as well as creating a sound culture with multiple generations. Wednesday February 5th and a partial day on Thursday February 6th are filled with exciting topics. A few examples of the topics are: rebuilding the brand presented by the retired VP of Harley Davidson, commodity prices and the impact on today’s farming presented by Dr. Jay Akridge, Dean of Purdue College of Agriculture, as well as U.S. immigration reform presented by ICE Miller. There are multiple ways you can register, please check out the website www.cbsconference.org for additional information and to register online.

Lastly, this will be my final column as President of ICIA and I am proud to be part of a monumental year. This past year ICIA has finalized a few strategic developments that will keep the organization on the cutting edge of science and service for all of our members. Some of the developments that occurred this year include the hiring of Gil Waibel along with the start of a Native Seed Testing Program; the hiring of Srilakshmi Makkenna as a Research Associate for the Genetics Program; the creation of an entire new website; and the approval and implementation of a new strategic plan that will guide the organization into the future. I have enjoyed working with the entire staff and getting to know more about all of them. Thank you for the opportunity to serve as President of this wonderful organization.
It’s a cold, December afternoon in downtown Chicago. Christmas lights adorn city streets, holiday shoppers move about the Magnificent Mile - it’s business as usual in office buildings that tower over the city.

While attending the CSS Seed Expo - with the winter weather outside - we captured the opportunity to stay indoors and visit one-on-one with Indiana Crop Improvement board member, Jay Hulbert.

You don’t have to wander far into a conversation with Jay to obtain a sense of his leadership. It’s not something he points out - but rather a synopsis of the path that has led Jay to his current role as Vice President & CEO of Ag Alumni Seed.

When Jay was growing up and working on the family farm in Northwest Washington state - he was certain of one thing - he wanted to pursue a career in anything but agriculture. His love of history landed him at the University of Washington - majoring in history. Upon graduation, he served 4 years active duty as an infantry officer with the U.S. Marine Corps.

After completing his service in the Marine Corps, Jay returned to the family farm. He worked production and operations - while managing the finances for their 1,000 acre farm of vegetable seed, flower bulb production and specialty horticultural crops. The experience Jay gained in farm management soon directed him to leadership opportunities with corporations over the next several years.

Jay worked the next 10 years in North America and Asia as Vice President of Sales for Petoseed, a vegetable seed company. While working for Petoseed, Hulbert was called to active duty in the Persian Gulf War.

Proven sales results, blended with a practical approach in corporation management, led Jay further in the direction of agriculture. Over the next several years, he managed production and operations in 32 countries and supported sales in 120 countries as SVP and GM of Operations with Seminis Inc. He later supervised their post-merger consolidation before serving as President and CEO of International Garden Products, a grower and supplier of ornamental plants.

Jay’s enthusiasm for agriculture is evident in his role as President and CEO of Ag Alumni Seed. “Corn, touches nearly every culture in the world. “In Mexico they enjoy it with chili powder and lime juice and in India they mix it with curry powder,” says Jay.

With son James, teaching in Los Angeles and daughter Kate currently in nursing school, the decision to move to Indiana for Jay, his wife Jodi, and their six year old son Aaron was simple. “I have thoroughly enjoyed being back in the seed business, the people in this industry are fundamentally very real.”

In his service on the ICIA board of director’s, Jay states “it offers the opportunity to learn the scope of Midwest agriculture, as well as learn the business philosophies of others in the industry.”

As the industry continues to evolve, we will continue to see changes in traditional production and sales patterns, says Jay. “Brazil has brought on the equivalent of two Indians in acreage terms. Global production like that will change the traditional Midwest dominance. From a global perspective, China, Africa and India will be important for the crops we grow in the Midwest.”

While it is important to enjoy what you do each day - and to make a difference, Jay keeps it all in perspective. He enjoys reading history, and just completed “Salt” a book about - you guessed it - “Salt” authored by Mark Kurlansky. When the opportunity arises, he blends family time with his passion for flying - having acquired his private pilot’s license in 1974.

At the end of the day, “it is our family that matters most.”
When it comes to improving the organizational culture of your workplace there are some subjects that naturally come to mind: Teamwork, accountability, and generational differences – just to name a few. It is these key topics that compose the program line-up for this year’s CBSC pre-conference workshop.

“The agenda was developed with the whole organization in mind,” says Liz Pestow, ICIA Marketing Director. “Just as our industry is becoming more global every day we need to think globally within our organizations as well. A staff is comprised of various areas of expertise, education levels, family backgrounds and age differences and that’s just the tip of the iceberg. In order to be successful an organization not only needs all of these working parts but they have to be able to work together toward the common goal of the company.”

This global perspective sets the tone of the Tuesday line-up beginning with Christine Hassler, an author and speaker on the subject of Working with Multiple Generations. Christine has spoken internationally on this topic and for companies with locations that span the globe. After gaining some tools on how to understand each generation, Linda Dausend of Flashpoint in Indianapolis will speak to the group regarding Accountability – a concept that goes beyond traditional praise or a slap on the wrist.

After lunch, Suresh Prabhakaran, DAS, will keep the energy level up by engaging the audience in a true workshop style session, “Exploring your Employee Development.” This will provide an opportunity for co-workers and colleagues to collaborate and exchange ideas. The afternoon will wrap up with a panel discussion on Creating an Organizational Culture that is sure to generate dialogue between the speakers and audience. Guest speakers include Sonny Beck from Beck’s Hybrids, Terry Garner, DuPont Pioneer and Kena Hollingsworth, Hollingsworth & Zivitz; a law firm in Indianapolis consistently rated one of the best places to work in Indiana.

ICIA CEO Alan Galbreth comments, “Our goal was to provide companies with an educational and enriching day that would benefit their whole organization by getting multiple team members out of the office and learning together. These topics all packed into one day is a recipe for success when trying to cultivate not only your talented employees individually but how that translates into overall success in your company.”

In Memoriam

Merle Voris
Voris Seeds
November 27, 2013

Bill Mann
Mann Seed Farms
November 9, 2013

Wayne Bailey
Bailey Seed Company
November 8, 2013
Fred Halsema, Warm Germination department head at ICIA celebrated his 40th anniversary on November 1. He is the most tenured employee at the organization and has seen it grow and change to adapt to the dynamic needs of the seed industry.

Fred joined ICIA after working at a cemetery. He was initially hired to print bag tags using the addressograph machine. His load was so large and labor intensive he spent his first two weeks on just that project! ICIA eventually upgraded to a tickometer which required setting type to print tags.

Fred has been through many changes at ICIA including moving to the new headquarters off of South Highway 52 and then the facility expansion a few years later. He was working with small germinators at the old lab and now enjoys walk-in germinators that have capacity for 1000s of samples.

As an indication of the longevity and loyalty of many employees at ICIA, Fred is working for only his third ICIA boss in 40 years! He has seen the ebb and flow of part time lab staff and is a critical resource for training and lending his expertise to new recruits.

In addition to his experience with germination Fred also contributes to the application of seed treatment, planting growouts in ICIA test plots, the maintenance of the facility and the caretaker of the grounds. “No one knows this building like Fred does,” says ICIA CEO Alan Galbreth. “Not only does he know it like his own home, he cares for it that way as well.” It’s a bit more work though to make sure ICIA is locked down for the night – Fred checks all of the doors around the entire facility before setting the alarm and heading home!

Fred has many hobbies and spends a great deal of time outside. He enjoys gardening, old school tractors and collecting chain saws and crosscut saws. Some of these he displays as his special collection, others he uses to cut the wood he uses to heat his home and barn.

Thank you Fred for all you do for us at ICIA and Congratulations on your 40th Anniversary!

**Corn Belt Seed Conference**

Mark your calendars to attend the Corn Belt Seed Conference hosted by ICIA and ISTA. The CBSC will be held February 5-6, 2014 at the Indianapolis Marriott North in Keystone. The 2014 CBSC will feature keynote Clyde Fessler, retired VP Business Development, Harley Davidson Motor Company. Also, you won’t want to miss the opportunity to register your entire staff to attend the Employee Development Workshop scheduled for the day prior, February 4. This workshop, hosted by Total Seed Production, is designed to deliver on-the-spot team building and strategizing. Visit the meeting website www.cbsconference.org for details.
CBSC: Creating an Organizational Culture

The Indiana Crop Improvement Association (ICIA) and the Indiana Seed Trade Association (ISTA) are teaming up for the fifth time to serve the seed trade and the eastern Corn Belt by providing a powerhouse conference this February. Members of these two organizations will be able to come together for the annual Corn Belt Seed Conference February 4th-6th.

The site of the conference will be the Indianapolis Marriott North, near Keystone at the Crossing. Conference leaders are working with meeting organizers to plan an informative and educational program. Participants will have access to multiple commercial exhibits; receive training credits for CCA and CCH programs and network with industry leaders for the two and one half day program.

FEBRUARY 4

Day one of the conference sponsored by Total Seed Production, Tipton IN, will focus on Employee Development: Generational Workforce and Accountability.

Christine Hassler, author/speaker and life coach will kick off the first session on Tuesday and will speak on the topic of “The Generational Divide”. She will present her views of today’s workforce and how to communicate between the four distinctly different generations.

Session two will be led by Linda Dausend, a Flashpoint consultant from Indianapolis. Day-to-day, Dausend provides leadership in talent development programs, designing and facilitating manager training sessions. She also provides expertise in building talent process systems, including programs for talent acquisition and performance management. This session entitled “Why Can’t People Just Be Accountable” should give all participants insights for the enhancement of accountability and engagement for all employees.

Suresh Prabhakaran, PhD., Dow Corporation will share his expertise as he leads a workshop on Employee Development. This session promises to have several take home points that everyone can put to use.

Wrapping up the first day will be a panel discussion with three industry leaders you will not want to miss. “Creating an Organizational Culture” is the shared topic of Kena Hollingsworth, Hollingsworth and Zivitz, Terry Garner, Pioneer Hi-Bred International, and Sonny Beck, Beck’s Hybrids. Each will share ideas and highlights of their own experiences during the development of the work cultures in their own businesses. This is a great opportunity to send employees who would not ordinarily attend a CBSC session.

FEBRUARY 5

The second day of the conference will begin with an update from Sue Ellspermann Lt. Governor. Her update will focus on the different aspects of the economic Development in Agriculture. Immediately following the Lt. Governor is keynote, former vice president of Harley Davidson, Clyde Fessler, “Rebuilding the Brand – The Harley Davidson Success”. This will be an exciting hour of information exchange on re-branding and successfully taking a brand to the next level!

After a sponsored networking break at 10:00 AM, Charlie Arnot from the Center for Food Integrity will resume the conference by sharing information from his perspective on “Ethics, Values and Science – Building Trust in an Age of Radical Transparency.” Wrapping up the morning session will be two individuals who will give us information about the aquaculture industry in Indiana. What is that you ask? That is exactly what they will answer. Indiana has an Aquaculture? Shiela Lingle – Indiana Soybean Alliance and Norman McCowan – President and COO, Bell Aquaculture will educate us about Indiana’s aquaculture industry.

Following the awards lunch, Dr. Jay Akridge, Glenn W. Sample Dean, Purdue College of Agriculture will challenge each of us to think about the impact of today’s commodity prices, both now and the future. Following Dr. Akridge, a general session will replace the separate corn and soybean sessions of the past, no more having to choose between two sessions and one time slot! Instead Christian Krupke, Bob Nielsen, Eileen Kladivko, and Bill Johnson will discuss root worm pressure, corn populations, cover crops and Palmer amaranth. Timely information on topics of immediate concern to your operations.

FEBRUARY 6

Owners and managers of seed companies will want to attend the finale of the conference on Thursday morning for an update and much needed information on the topics of the Affordable Care Act with Sarah Funke, from ICE Miller; Immigration Reform from Jenifer Brown, also with ICE Miller; and the current Farmer Survey from David Widmar; Ag Economics, Purdue University.

Join us in early February in Indianapolis, won’t you? - Yule be glad you did! – (Hey, tis the season!)
The average germ on corn is around 97% to date. The average score on corn cold test samples is 96.5%. Corn quality and visual appearance are both good this year. Very little disease has been seen, but a few samples have a small amount of abnormals with shredded leaves.

Soybean warm germ averages are running around 93%. The average score for cold test samples is 90.8%. The soybean moistures conducted in the lab generally have been running between 12 to 13 percent for new crop beans. We are seeing a small amount of mechanical damage in the lab during testing and some samples are showing pod and stem disease. If pod and stem is present, we recommend running a treated germ and maybe a treated sand germ, as well. A reminder for soybeans if you do experience mechanical damage in some lots, the Tetrazolium Test (TZ) is a quick test to predict the germination potential as well as the amount of damage present. Our lab is accredited 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 also can grade several other crops moving into Canada. Feel free to give the lab a call or email.

A reminder to submit a minimum of two pounds of seed for corn testing when asking for several tests within the same lot of seed. This will help ensure we have enough seed for conducting all the tests for each given sample.

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<th>Soybeans</th>
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<tr>
<td>Cold Test</td>
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February 5 & 6, 2014

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