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Anderson’s Article
by Craig Anderson, President ICIA

We can all agree that this winter has been officially long and cold enough. As we get ready for the eventuality of Spring 2014, we need only look back to the Corn Belt Seed Conference to be reminded of the type of winter we have had. Despite a winter storm, the turnout was very good and early feedback after the conference was that it continues to hold a valuable place in the Indiana seed industry.

The 2013 season was one of the largest corn seed crops on record, both in terms of acres planted and also seed yields realized. This was both good and challenging at the same time for the field team at ICIA. The group definitely proved up to the challenge, adding the increased number of inspectors needed and handling the increase of acres needing inspection. As we look at the prospects for 2014, we see the other side of a record seed crop and declining US corn acres. I am confident that the team will adjust to the ever-changing dynamics presented and be ready to deliver that same great service to all of their customers.

This past year we have watched as ICIA began a new chapter in their service offering with the opening of the Native Grasses Testing Lab. The lab is up and running and receiving samples regularly. This is just one example of the staff at ICIA continuing to look at ways to add services that meet customer needs.

Lastly, I am very excited to serve as ICIA President this year. The Board has just approved the updated strategic plan and is working with the staff and leadership of ICIA to implement this plan. It is easy to see the commitment from everyone at ICIA to improving the customer experience and adding value to the services they provide to all of us. I want to wish all of you a safe and prosperous 2014.

Craig Anderson
Craig Anderson, VP Sales & Marketing, AgReliant Genetics
Joe Deford exemplifies what the founders of the Crops & Soils Merit award envisioned when they established it 65 years ago.

Deford was born and raised on a farm here in Indiana. He began his long and productive career with ICIA in July of 1980. He has contributed in major ways to ICIA, the seed industry, and agriculture across a broad area. His leadership and entrepreneurial spirit, and foresight has, and continues to, positively impact the customers of ICIA and the seed industry in a major way.

Joe started working in the cold test laboratory at Indiana Crop, and quickly migrated his way into management, where he is currently the Chief Operating Officer.

Joe’s management style and personal “credo” at ICIA has always been “what can we do to make life easier and better for our customers.” He pioneered the electronic “Field Link” system for field inspection, and was an instrumental part of ICIA becoming the first Crop Improvement ever, to become ISO Certified. With his leadership and attention to customers’ needs, ICIA inspection and auditing programs have become major enterprises for the Association. Joe leads the IVY Tech Agronomy classes each year during their visits to the ICIA laboratories and he developed the first ICIA internship for a Purdue student this past summer.

Joe is a proud husband, father and grandfather. His wife Cathy is an educator at Rossville Junior High. His two children, Ryan and Adrian, are married – and have provided Joe and Cathy with 3 wonderful grandchildren. If Norman Rockwell had known the Deford family, they would have been on the short list for a Saturday Evening Post cover picture.

Congratulations Joe, in receiving ICIA’s highest recognition – the Crops & Soils Merit Award!

Mike Harshbarger was born and raised on the family farm in Fountain county Indiana at a time, in the mid-sixties, when small schools were consolidating into large schools. Hillsboro High School was no exception. Mike had to adjust to the new, large Fountain Central High School during his senior year. He truly enjoyed his early life on the family farm and would spend his evenings plowing fields by the light of the moon.

After high school he enrolled at Purdue in Aeronautical engineering. He met his wife Pam at a mock political convention, while doing research on George Romney.

Pam could tell his heart was not in Aeronautical engineering. She convinced him to switch his major to Agriculture where his passion was. Mike was also a member of the Farmhouse Fraternity. He graduated from Purdue with a Bachelor of Science Degree in Agronomy. He would have loved to return to the family farm after graduation but the farm was not large enough. His Turf management professor Bill Daniel convinced him to apply to the Ag Alumni association for a job after graduation.

He started his career with Ag Alumni in June of 1970 and was employed until joining Corn States Hybrid Service on February 1, 1979 as a Seed Stock representative.

Can you imagine after 35 years having had the same job at a company where the average person stays 18 months? He retired with Monsanto Corn States as a Technical Product Representative on February 2, 2014. Mike also has served Indiana Crop Improvement on a number of committees over the years.

Mike and Pam have 4 boys, Chris, Brad, Matt and Jeff. They have been blessed with 8 grandchildren. During their retirement, Mike and Pam plan to enjoy antiquing and gardening.
This year was another huge success for the Corn Belt Seed Conference! While the weather may have dampened attendance somewhat there was no shortage of enthusiasm and positive feedback from those who braved the snow storm and attended the 2014 CBSC. Compliments were given related to speaker presentations, program content, the new look for the trade show and the quality of the Wednesday evening reception. Several attendees remarked, “ICIA and ISTA need to continue to maintain the high caliber of the Corn Belt Seed Conference.”

The week began with a pre-CBSC Employee Development Workshop. Christine Hassler set the tone for conference by providing an entertaining and very educational presentation on how to work with multiple generations. She had the audience laughing about the work force culture differences of the Baby Boomers, the Gen X’s and Gen Y’s. Interestingly, the Baby Boomers were more tolerant of both the Gen X and Gen Y groups than the Gen X’s and Gen Y’s were of each other. One audience member who was Gen Y suggested that Gen Y’s just needed to be dropped on their heads occasionally. Her talk was followed by a presentation from Linda Dausend, with Flashpoint, entitled “Creating an Environment of Accountability.

She focused on employees being accountable in the workplace and taking responsibility for the jobs they perform. Suresh Prabhakaran with Dow AgroSciences put on a mini workshop on employee development and how the individual needs to craft their own career development path. Suresh made sure there was plenty of audience participation during his session.

The day wrapped-up with a panel discussion on creating an organizational culture. Kena Hollingsworth and Christina Zivitz, Indianapolis attorneys, talked about how their firm has been recognized as one of the best places to work in Indianapolis. Sonny Beck, with Beck’s Hybrids discussed their company culture and how they have maintained that with employees during the rapid growth the company has experienced. Terry Garner, representing a multi-national corporation discussed the DuPont Pioneer corporate culture. After short presentations from each panelist the audience spent 45 minutes asking questions of the individuals on the panel. There was very good audience give and take with the panel members.

Many of the attendees who were in the employee development workshop were people who would not ordinarily attend the Corn Belt Conference. Based on audience feedback, future workshops like this one would be a good reason to attend the conference.

Rebuilding Harley Davidson

On Wednesday morning the Corn Belt Seed Conference began with greetings from the Honorable Sue Ellspermann; Lieutenant Governor and Secretary of Agriculture for the State of Indiana. She talked about the state of agriculture in Indiana and what her office was doing to promote Indiana agricultural products to the rest of the world.

Keynote speaker, Clyde Fessler, retired vice-president of Harley Davidson Motor Company, delivered a fascinating story on how Harley Davidson pulled itself from the brink of bankruptcy to become the iconic and profitable company that exists today. Clyde was one of a very small group of individuals who rebuilt the image of Harley Davidson through a lengthy, difficult, expensive and at times hilarious process. One attendee commented, “That talk was worth the registration fee just by itself.” And the CBSC was just getting started!

Charlie Arnot is the CEO of the Center for Food Integrity and his organization deals with widely diverse groups who constantly have comments to make regarding our nation’s food supply and the production practices and safety procedures that are part of generating our supply of food in the US. His message
to those of us who work in agriculture was we have to take a new approach in communicating with the consumers who are more and more skeptical about various aspects of our production practices and the resulting food supply.

Shelia Lingle, Indiana Soybean Alliance, educated the audience on the growing aquaculture industry in Indiana. 91 percent of the seafood consumed in the United States is imported. Indiana has some entrepreneurs who are taking advantage of that and producing seafood on farms around the state. Shelia showed slides of the Bell Aquaculture facilities in Jay County. Bell Aquaculture is a fast growing business and is adding facilities in other areas of the state.

After lunch, Purdue University’s Glenn W. Sample Dean of the College of Agriculture, Jay Akridge, gave a short update on activities on campus. Jay then gave a presentation on how the swings in commodity prices have and will be impacting current farming operations. As commodity prices drop, obviously cash rents, land prices and investments in equipment will decrease.

The production talks were given in the general session this year so all could attend instead of having workshops which ran concurrently. Topics included corn rootworm resistance, corn population studies, management of Palmer Amaranth, a weed that is creating serious problems in crop production fields and the expanding use of cover crops to reduce erosion and compaction, maintain soil moisture and increase fertility as the fields lay fallow between crops.

Thursday morning’s breakfast provided the setting for an once-in-a-lifetime occurrence. Craig Newman with AgReliant Genetics and current Chairman of the Board of Directors of the American Seed Trade Association (ASTA) gave a short update on ASTA activities. He also noted the ASTA annual meeting would be held in Indianapolis in June of 2014. The ASTA annual meeting has never been in Indiana. Craig was followed at the podium by Tim Johnson, Illinois Foundation Seeds, who is the current President of the International Seed Federation (ISF). Tim gave a report on ISF activities and noted the ISF annual meeting would be held in China in May 2014. It is also a first to have China host an ISF annual meeting.

Craig and Tim, both based in Indiana, are the current leaders of the two largest seed trade organizations in the world. That speaks volumes for the seed industry in Indiana as our members continue to provide leadership on seed related issues at the state, national and international level. Congratulations, Craig and Tim!

Thursday morning’s general session had three diverse topics which generated many questions from the audience. Sarah Funke, from Indianapolis law firm ICE Miller started the session with an update on the ever controversial Affordable Care Act and employer responsibilities for compliance. Jenifer Brown, also with ICE Miller, was back in front of our group for an encore performance on the topic of immigration reform and the reasons we can’t seem to make much progress on that issue. David Widmar from the Center for Food and Agricultural Business at Purdue concluded the CBSC for 2014. David shared a snippet of the results from the recently completed Large Commercial Producer Survey which Purdue conducts every five years. David concentrated his comments on the section of the survey which asks producers about their seed buying habits. Obviously, with an audience of seed company representatives in the room this information was of high interest. When the three speakers finished their presentation there was plenty of time for questions and the audience used all of that time with questions divided fairly evenly between health care, immigration and the producer survey.

The 2014 CBSC was a well-attended, educational and entertaining meeting. And perhaps the greatest value was the opportunity to visit with old friends and meet new people in the seed industry.

In Memoriam

**Ralph Kistler**
ICIA Inspector
December 27, 2013

**Earl Lenderman**
Lenderman Farms
January 15, 2014
Beck’s Hybrids was the 15th recipient of the ICIA Distinguished Service Award at the 2014 Corn Belt Seed Conference. ICIA initiated the award in 1984. It specifically recognizes significant contributions to Indiana Crop Improvement Association and the seed industry.

Beck’s Hybrids has had a long history of service to ICIA and the seed industry. Beck’s involvement with Indiana Crop traces back to the 1930’s. “Whenever we have asked something of the Beck’s organization they have responded positively. They have given consistently of their time and resources,” said ICIA CEO Alan Galbreth. Six individuals from Beck’s have served on the ICIA board of directors since the 1970s. Sonny and Scott both served as Presidents of the ICIA board. The management and staff at Beck’s have served numerous times on various ICIA committees. They currently have another representative on the board and three of their staff are serving on ICIA committees.

They have made presentations at the ICIA annual conference, the seed conditioning workshop, and other industry venues over the years. Sonny has served on the ASTA board of directors and as Chairman of the board of ASTA. Scott has been a division chair for ASTA. The Beck group has been very active with the Indiana Seed Trade Association with a number of them serving on the ISTA board of directors; Kevin Cavanaugh and Lee Rulon served as Presidents of the ISTA Board. Their staff has participated in countless industry and agricultural related meetings and activities. Beck’s Hybrids has donated time to Ag Alumni Seed Improvement and Purdue University.

They also donated a building to Purdue which is the Beck Ag Center at ACRE. They saw the need for a facility to host the thousands of visitors that go to ACRE each year and stepped up to fill that need. For many years they have sponsored the Indiana Crop Improvement past presidents and managers dinner which is held every three years at the Corn Belt Seed Conference.

Since 1937 the Beck family and their employees have supported ICIA and many other Indiana agriculture organizations by giving of their time and monies. Congratulations to the Beck’s organization!
Since 1937 the Beck family and their employees have supported Indiana Agriculture

(Pictured L-R) Matt Langdon, Langdon Bros Seed; Paul Ackerman, Precision Soya and Kevin Cavanaugh, Beck’s Hybrids. John Larimer, Lords Seed, not pictured (ISTA).

2014 ICIA Executive Members

(Pictured L-R) Marshall Martin, Purdue University; Vice-President-Mitch Snyder, Ag Venture McKillip Seeds; Director at Large-Barb McMullan, Illinois Foundation Seeds; President-Craig Anderson, AgReliant Genetics; Immediate Past President-Aaron Conaway, Total Seed Production.

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