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Have you ever seen a gifted athlete at any level that has incredible God given ability, size and quickness but because of lack of desire or work ethic underachieves and is just mediocre? It is also easy to see in everyday life. Some people have gifts that are underutilized. Many times these people just need to be shown the direction to greatness or need a little nurturing to become great.

This is how I see our current corn and soybean crop. Many of us had struggles with planting and may now be looking at a late planted crop with reduced stands and non-uniformity. What is the potential of the crop? Can we take the crop that we currently have and realize its full potential so that we have abundant, high quality seed for our customers this next sales season? The real key to the rest of the season is to maximize the potential within the crop that we have. We need to optimize all of the variables we control and not worry about the variables we cannot control.

Indiana Crop Improvement Association is a partner to help you maximize the potential of your seed crop. ICIA’s dedicated staff can help you deliver high quality products to your customers. Whether you need field inspection services for your seed crop or laboratory testing this fall or winter, ICIA can help you deliver quality to your customers.

The seasons that are challenging are the ones in which you can count on ICIA the most. For instance, ICIA decided this year even with escalating costs not to increase the pricing on the basic services that it provides. ICIA has been growing and gaining a strong reputation in seed testing services. Therefore, it is a great opportunity for ICIA to “give back” and help its customers reach their maximum potential. Take advantage of ICIA’s very competitive pricing and reach your maximum potential in 2017!

Have a great growing season!

Kevin Cavanaugh, Director of Research, Beck’s Hybrids, Atlanta, IN
Consolidation and Communication.

featuring Chuck Schneider, ICIA Board Member

Chuck Schneider is a second-year member of the ICIA Board of Director’s and is currently the Director At Large on the executive committee. Chuck has been a part of the seed industry for his entire 26-year career. After growing up on the family farm south of Des Moines, IA and studying Ag Resources at Simpson College, Chuck spent his early years in seed sales and as a District Sales Manager riding the waves of change starting with Lynks Seed Company. Lynks was eventually purchased by Dow Elanco which morphed into Mycogen Seeds, the affiliate company of Dow AgroSciences. In 2005, Chuck met Jim Groepper and John Cassidy from AgVenture and became intrigued by their unique business model of independent seed companies networking together to drive a national brand. He became so intrigued that he has spent the last 12 years as the Eastern Business Development Manager for the AgVenture brand.

Schneider’s role as Business Development Manager is to help the AgVenture Regional Seed Companies (RSCs) build strong sales teams to keep their individual and collective businesses on track. Chuck brings business development, leadership and marketing support to the eastern RSCs. He directs strategic growth initiatives and recruits new seed companies into the AgVenture national network. He says his aim is to help the RSCs sell more seed by providing marketing programs, helping to build sales teams with expertise in interviewing, importing and onboarding the right people to fit the individual needs of each RSC. He says that the chance to work with independent companies is what drew him to AgVenture but that it is also, “a double-edged sword”. “Trying to put together a unified marketing plan with independent owners can have its frustrations as well.”

Chuck feels that with the consolidation in farming operations and seed companies, the most successful players are those that focus on the seed. “I feel that we’ve reached the top end genetic potential in seed, so understanding all the additives, treatments, inoculates etc. as well as the customer’s needs is key to developing a solid plan to increase yield. There are so many moving parts and being able to understand needs and clearly communicate along with the desire to contribute to growth are some keys to success” - they are also the driving forces behind Chuck Schneider.

The seed industry is always changing and now that the majors are consolidating that can weigh heavily on people’s minds but Chuck remains optimistic. He’s seen consolidation before and it doesn’t worry him too much. If he wasn’t enjoying his role at AgVenture so much he might be farming or selling agricultural real estate.

Chuck is pleased to serve on the ICIA board of directors because ICIA plays an integral role in helping the seed industry understand and improve seed quality. Schneider says, “selfishly, seed quality is important to our (AgVenture’s) survival. AgVenture prides itself on their great seed quality standards, but ICIA also provides the entire industry with perspective and understanding surrounding seed quality. Their knowledge and training initiatives benefit the entire industry.”

Chuck and his wife Beth along with their two grown daughters Meagan and Emily, enjoy spending time on their boat in the summer and vacationing in Florida during the winter. Chuck is also an avid hunter and never passes up a chance to get out with his dog, Tucker, and his gun. When not hunting, or spending time with his family, Chuck is secretly a connoisseur of all reality TV.

“ICIA plays an integral role in helping the seed industry understand and improve seed quality.”

Chuck Schneider, Eastern Business Development Manager, AgVenture
The willingness to embrace change and challenges often leads to opportunities of growth. In the ever-evolving industry of agriculture, it’s about taking risks, moving forward and tackling tasks at hand. Beginning her second quarter as ICIA’s new marketing director, Jeanne Storey is doing just that - confronting challenges and covering new ground with an enthusiastic approach!

For me, “the dedicated and long term staff, along with the standard for excellent customer service was an undeniable draw to this organization,” said Jeanne. This replicates the culture which she came from in her role at AgVenture in Kentland - a focus on doing customer service right. Storey brings a background of industry service to ICIA with over 14 years of agricultural experience. She also taught business at the high school level for 7 years and 1 year of accounting at Ivy Tech. It’s quickly become apparent that Jeanne’s approach to understand the issues, along with her ability to create solutions for customers is an asset to ICIA and will help continue their dedication to providing superior services while improving their quality system.

There’s no shortage to Jeanne’s relationships with those in the seed industry, and that had a significant impact on her decision to join the ICIA team, as well. “To continue working with the great people in this industry, providing solutions to the needs of ICIA’s members and customers is a great opportunity. ICIA has a philosophy and vision that matches my own.” said Jeanne. When asked what is one thing she has learned since working at ICIA, she stated, “until I interviewed with ICIA, I didn’t realize the scope of the field inspection services. The inspection programs account for over half of ICIA’s revenue.”

Since arriving in her office at ICIA, Jeanne has been reaching out to customers and says she is looking forward to connecting with them during scheduled summer visits. She is also planning for ICIA’s 3rd Annual Open House and Customer Appreciation event August 10-11. “This will provide an opportunity to connect with our members in a casual and entertaining environment,” said Jeanne.

As progress continues at ICIA, Jeanne noted there will be a greater need for innovative testing to adapt to the industries changing needs. “ICIA has a diverse range of services, we will continue creating ways to improve our services and offer increased solutions,” Jeanne remarked. She stated the ag industry is significantly advanced in collecting data, however we now need to determine how to best utilize the information to its fullest potential.

Raised in Munster - in Northwest Indiana - Jeanne studied public relations and personnel management at Purdue University. Although she describes herself as a city girl, her love and passion for agriculture developed while living in Kentland, which at the time was a kind of “hub” for seed companies. “I’ve always had an appreciation for the country, said Storey. My grandpa was a farmer, as are my in-laws. They all have had a big influence on my passion in agriculture.”

Coming together as a family is one of Jeanne’s favorite pasttimes and she places high regard in this area. She and her husband Tim have two grown children. Their son Brandon currently lives in Seattle, but is moving back to Indiana and planning a summer wedding. Daughter Elyse just bought her first home and lives in Lafayette. “I enjoy family events visiting on my in-law’s farm. We get together for cookouts, fishing in the pond and relaxing around the campfire,” said Jeanne. And when time allows, she also enjoys flying out to visit her large family in Houston, Texas.

Besides her role as ICIA’s marketing director, she will also be inspecting soybean fields in Northwest Indiana for ICIA this summer. And although her schedule doesn’t allow for a lot of free time, Jeanne also bartends at the Old Colonial Inn in Kentland. She invites everyone to come in and enjoy the atmosphere. It is a great place for fabulous food and fun. She is embracing each moment and challenge as it comes. “I’ve been married 33 years and raised two great kids, that’s an accomplishment in and of itself. My career is progressing and I’m finding new challenges. Now we’ll just see what opportunities the future brings” said Jeanne.

She has certainly hit the ground running at ICIA and says she’s enjoying the aspect of meeting and exceeding the expectations and challenges that come along with the job. “I place great value on loyalty and integrity and it’s rewarding when the opportunity comes along to over deliver when I’ve under promised. To be of value to others is her driving force. “I enjoy what I’m doing, I want to make a difference and know that something I’ve done has helped someone along the way.”
3rd Annual ICIA Open House and Member Appreciation Event

ICIA invites all our members to attend the 3rd Annual Open House and Member Appreciation Event to be held Thursday and Friday, August 10th and 11th in Lafayette, IN. Please join us in this opportunity to meet the staff, tour the lab and learn more about all the services we offer. We will also host our educational trait seminar on Friday morning with representatives from Dow, Monsanto and Syngenta. In addition, we will offer CCA/CCH credits for treatment related training and find out more about labeling from Don Robison, State Seed Commissioner.

On Thursday, to express our appreciation for your business and friendship, we will again host a Golf Scramble event and an Evening Reception and Dinner at Coyote Crossing Golf Club. We are also planning an entertaining activity option for all those not inclined to golf.

**Thursday, August 10th**
- ICIA OPEN HOUSE - 9:00 a.m. - 1:00 p.m
  ICIA Office and Lab
  7700 Stockwell Road
  Lafayette, IN 47909
- Golf Scramble - Tee time 1:00 p.m. Followed by Cocktail reception and Dinner at 5:45 p.m.
  Coyote Crossing Golf Course
  5801 Augusta Lane
  West Lafayette, IN 47906
  http://www.coyotecrossinggolf.com/

**Friday, August 11th**
- ICIA Trait Testing Seminar
- BarLink®/Lablink® Tips and Tricks
- OISC Labeling and Treating Presentations

We look forward to seeing you in August. Check out www.indianacrop.org for more details on the Open House. To RSVP, contact Jeanne Storey at 866-899-2518 or storey@indianacrop.org.

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**Visit with ICIA at these Upcoming Summer Meetings!**

...AOSCA Annual Conference Cleveland, Ohio June 12–14, 2017

...AOSA/SCST/ISTA Annual Meeting Denver, Colorado June 19–22, 2017

...ASTA Annual Conference Minneapolis, Minnesota June 20–24, 2017

...Purdue Turf & Landscape Field Day West Lafayette, Indiana July 11, 2017

...Northern Seed Trade Association Annual Meeting, Sioux Falls, South Dakota July 19–21, 2017

...ICIA 3rd Annual Open House & Member Appreciation Event Lafayette, Indiana August 10–11, 2017

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**PLAN Now to attend the 2018 Corn Belt Seed Conference**

The Indianapolis Marriott North will once again welcome back attendees of the CBSC! Mark your calendar now and plan to attend the Corn Belt Seed Conference scheduled for February 6-8, 2018. Whether you’re looking for an opportunity to earn CEU and CCH credits, bring your group to learn what’s trending in agriculture or network with others in the industry, you won’t want to miss this event! The Professional Development Workshop will kick things off on Tuesday, February 6. These meetings will deliver a line-up of educational sessions and workshops with up-to-date information to impact your employees and your business. The conference will continue Wednesday and Thursday with a keynote speaker and two tracks of breakout sessions to maximize your educational experience. Make certain you take advantage of this opportunity to meet with your customers and network with those in the industry at the beautifully renovated Indianapolis Marriott North during the 2018 CBSC!

**EXHIBITOR and SPONSORS**

Exhibitor space is now open for the Corn Belt Seed Conference! Exhibit space is available on a first-come, first served selection basis. The 2018 CBSC will offer multiple opportunities for exhibitors to meet with attendees and promote their businesses. Take the opportunity to promote your business at the next level - many sponsorships for the Corn Belt Conference are available. These are great tools to promote your business, interact with your customers and impact your bottom line. Your customers and colleagues will be there….don’t miss out! Contact Susan Overdorf at overdorf@indianacrop.org or 866-899-2518 for more details.
ISTA DIAGNOSTIC DAY

ISTA will host its 2017 Diagnostic Day on Wednesday, June 28th at the Beck Agriculture Center, 4540 U.S. 52 W., West Lafayette, IN.

Plan now to attend this full day of informative and educational sessions regarding current issues in the agriculture industry.

Topics & Speakers include:

- Weed Management Issues for 2017
  Bill Johnson, Travis Legleiter and Joe Ikley

- In-Season Update: What's Going On In My Cornfield?
  Bob Nielsen

- Things We’ve Learned from Truck Accidents
  Fred Whitford

- The Role of Seed Treatments in Modern Crop Production
  Nick Tinsley

- Cover Crops Impact on Soil Nitrogen Distribution and Availability
  Shalamar Armstrong

- Unintended Consequences of Seed-Applied Insecticides
  Christian Krupke & John Obermeyer

Available Credits:
CEU’s 3.0 PM, 1.0 SW, 1.0 CM, 1.0 PD
CCH’s 4.0 for Category 1 & RT, 2.0 for Category 4, 1.0 for Category 14

For further information, please visit the ISTA website at www.indianaseed.org or contact Eric Rupenthal (317) 916-4188 or email erupenthal@frickassoc.com.

It was recently announced Dr. Ron Turco, Professor in Purdue’s Department of Agronomy, will become the new Head of the Department of Agronomy on July 1.

He succeeds Joe Anderson, who is returning to his faculty role after serving as department head since 2010. Ron received bachelor’s degrees in soil science and in bacteriology from the University of Idaho and his PhD in soil microbiology from Washington State University. He joined the Purdue Department of Agronomy as an Assistant Professor in 1985, was promoted to Associate Professor in 1990, and to Professor in 1994. While at Purdue, Ron has served in a number of roles, including Director of the Environmental Sciences and Engineering Institute, Director of the Indiana Water Resources Research Center, Director of the Purdue Water Community, and Assistant Dean for Agricultural and Environmental Research. He won Purdue Ag’s College Spirit of the Land Grant Mission Award for excellence across the Land-Grant missions of learning, discovery and engagement in 2013.

Ron brings the vision, leadership experience, reputation as a scholar, and deep appreciation for the land-grant mission that will help the Department of Agronomy move to even higher levels of excellence and national prominence.

Source: Purdue Department of Agronomy
An international Wild Species Working Group has been formed with members from the International Seed Testing Association (ISTA), Association of Official Seed Analysts (AOSA), Society of Commercial Seed Technologists (SCST) and the Millennium Seed Bank of KEW Gardens. Gil Waibel, Director of the Native Seed Program at the Indiana Crop Improvement Association, is the chair of this working group. The primary aim of the group is to create a book of protocols of species for which there are no rules. This will help to find more meaningful methodologies for testing wild species (natives), promoting more harmony internationally in protocols for testing wild species, develop a database of photos of seeds of wild species to help with seed identification, and holding workshops.

A 3-day native species workshop will be held at the Annual AOSA/SCST Meetings in Denver, Colorado June 16-18. Gil Waibel is the organizer of the workshop. Deborah Meyer (AOSA Purity Committee Chair) and Riad Baalbaki AOSA (Germination Committee Chair) of the California Food and Agriculture Seed Lab will be teaching how to test purities, and germination methods respectively. Annette Miller (from the National Center for Genetic Resources Preservation in Fort Collins, CO and the AOSA Tetrazolium (TZ) Committee Chair) and Steffi Kramer (from Germany and the ISTA TZ Committee Chair) will teach proper TZ techniques on native species. Rachael Davies and Alice Di Sacco from the Millennium Seed Bank (KEW Gardens in Wakehurst, England) will teach protocol development, and assorted other specialized testing methods for native species.

Good Day Seedsmen!

My name is Don Robison, I’m the new Seed Administrator for the state of Indiana. My background includes nearly 30 years in the seed business in Missouri, Colorado, and Indiana. I was raised on a diverse farm and still work with my family on a grain farm in central Indiana near Greenwood. I’m very pleased to be in the position I am at this time in the seed industry. This is an exciting industry! So many questions are being answered with sound science. I’m not sure there has been a time with this much new information since hybrid corn was introduced back in the thirties.

The seed industry is working to improve yields while trying to fully understand things such as neonicotinoids and how they potentially affect the bee population, a new flush of biological seed inoculants — seemingly increasing every day. Add on to that a new and sinister weed population that is resistant to many common herbicides and even more pressure from non-farm related activist groups to ignore sound science and turn back the clock. We are also seeing substantially more organic seeds in testing at the Indiana State Seed Lab here at Purdue, in some cases it isn’t pretty. Finally, cover crops have created a new season in the lab with a heavy dose of samples from both regulated and non-regulated seedsmen. All of these things and more add up to uncertainty about the future, but this we know… the seed industry will survive and thrive as it always has with the strong leadership available in state.

I want to personally thank Larry Nees. After 40+ years in this chair, Larry is an icon in the United States seed industry. He has been very helpful when I needed advice or just a quick question answered. Larry, enjoy your well-deserved golf games in retirement.
Seed Quality Update

Test results through May 1, 2017

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<tr>
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<td>Sand</td>
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<table>
<thead>
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<th>Corn</th>
<th>2016/17</th>
<th>2015/16</th>
<th>2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm Germ</td>
<td>96.6%</td>
<td>96.8%</td>
<td>97.2%</td>
</tr>
<tr>
<td>Cold Test</td>
<td>93.4%</td>
<td>93.1%</td>
<td>92.3%</td>
</tr>
</tbody>
</table>

2016 Corn and bean quality was excellent. Vigor scores were very strong for corn and soybeans. The table above shows the germination and vigor scores for the 2016 testing season along with the previous two years. Contact Kevin Seward at 765-523-2535 or email seward@indianacrop.org with your testing needs or questions.