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Are You Ready For the Corn Belt Seed Conference?

by Kevin Cavanaugh, ICIA President

The Holiday Season is always a great time to spend with family and friends. As you reflect on 2017 and think about the fast approaching 2018, are you positioned for success in the future? As many of us experienced, 2017 brought some very challenging weather conditions early in the growing season. As the season progressed, hope for an average crop became more realistic and by the end of the growing season, many of us were very surprised by how well the crops prospered and outperformed our highest expectations. The USDA Crop Report has the 2017 corn crop as the highest US average of all time and soybeans are second behind last year. I think that shows our efforts in improved genetics, seed quality, and agronomic practices have really paid off!

Turning to 2018, have you thought about changes you would like to make to your business to improve your position? Are you planning a strategy to serve your customers at even a higher level than last year? Certainly one event to provide you with the tools to help you perform at a higher level next year is the Corn Belt Seed Conference. The Corn Belt Seed Conference begins on February 6th with the focus on Professional Development. This session will prepare you with leadership skills needed to successfully lead your team for the future. The session is designed for not only the senior managers of your company but also less seasoned managers that are beginning their career path into management. It is vital to invest in these managers for the success of your business long term.

The following two days, February 7th and 8th are filled with information that will help your business and knowledge base for 2018. The keynote speaker, Drew Hastings will entertain us and provide a fresh perspective of agriculture. You will not want to miss his address! Informative sessions around current technologies in the marketplace and future technologies that will affect your business will be discussed. Learn the latest about dicamba usage in season and the latest on technologies such as CRISPR/CAS technology. And of course, networking with fellow seedsmen and access to the vendors that serve our industry will be an integral part of the conference.

Prepare your business to be successful in 2018! Spend some time thinking of ways to improve you and your organization. Make sure you attend the Corn Belt Seed Conference February 6th-8th to hone your skills and learn the latest developments in the seed industry to prepare you for 2018!

Kevin Cavanaugh, Director of Research, Beck’s Hybrids
ICIA is proud to announce that our bioassay lab has completed proficiency testing requirements and is now approved by DowDuPont to test Enlist Corn. We have a knowledgeable staff that is here to answer any questions.

For more information, contact Bioassay Department Head Justin Milcarek at 765.523.2535 Ext. 132.
Plan now to attend the Professional Development Workshop held on Tuesday, February 6, the day before the Corn Belt Seed Conference (CBSC). Both the Workshop and the Conference are held at the Marriott North Keystone. The workshop day is packed full of information offering two tracks in the afternoon so we can get it all in. Be sure to bring a colleague so you can divide and conquer to get the most information out of the workshop.

The Professional Development Workshop will focus on Leadership: Sharing the Vision. The program kicks off with three morning speakers from Envision Partners, HRD Advisory Group and Crescendo Strategies. They will be sharing insights and ideas for engaging your workforce by developing a leadership mindset and managing upward.

Jonathan Shaver brings a combination of experiences in agriculture as a former research scientist for Monsanto and Professor both Agronomy and Biology. Mingle that with his current work at Envision Partners coaching and facilitating workshops and he is uniquely designed to help build cohesive teams and equip new leadership talent in the ag industry. Andrea Butcher is certified as both an executive coach and a professional in learning and performance and brings practical experience in talent development, building-up new leaders and driving business results. Cara Silletto is committed to reducing unnecessary employee turnover and making leaders more effective in their roles. You may remember Cara’s engaging and insightful presentations from the last CBSC. She is back by popular demand with new thoughts and ideas.

The afternoon workshops will be in two tracks with three sessions in each track. Feel free to follow one track all the way through or pick and choose the sessions you wish to attend in both tracks. Track 1 begins with Rodney Vandeveer from Purdue’s Polytechnic Institute focusing on how to build a winning team. Rodney brings 30 years of industrial experience as Plant Manager, Operations Manager and Director of Human Resources among his titles as well as consulting in the areas of leadership and supervisory training. Rodney is focused on emerging leadership strategies for effective leadership and human behavior in organizations. Jenny Banner from Smallbox will be discussing communicating with impact. Jenny’s background in human resources, consulting and coaching with companies from Fortune 500 to start-ups will offer something of interest to everyone. Jenny is focused on helping individuals and organizations find their own solutions to issues. Finally, Cara Silletto, MBA and president of Crescendo Strategies will be joining us again to discuss bridging generational gaps and managing the millennial mindset.

Track 2 will focus on leadership and financial analysis but don’t let the titles scare you off. James Rosseau, Chief Commercial Officer for LegalShield where he is responsible for company strategy, products, brand advocacy and organizational alignment will be discussing the footprints of a leader. As an experienced executive James has played a key role in mergers, acquisitions and divestitures and numerous operational and technology transformations. In addition to James, Mike Gunderson, Associate Professor in Agricultural Economics at Purdue University will be featured in two separate sessions. Mike is gearing his sessions to the non-financial ag business professional. His first presentation with be on “How Do You Affect the Bottom Line?” Intended to show that every position either directly or indirectly does influence a company’s profitability. His final session will provide some guidance on financial analysis for the non-financial professional.

The Workshops will be packed full of practical tips for sharing the vision of leadership and equipping the next generation of leaders to be successful. We hope to see you all there.

For more information visit www.cbsconference.org or contact Susan Overdorf at the CBSC headquarters: 866-899-2518.
Corn Belt Seed Conference

Plan to join us in Indianapolis February 6-8 for the Corn Belt Seed Conference. There will be plenty of discussion to bring you up to date on production, as well as industry conditions to assist you in making decisions in your day-to-day operations. This conference will be well worth your investment. Register your group at www.cbsconference.org to attend February 7 & 8, 2018.

Professional Development Workshop

This one-day workshop on February 6 - will be held at the Indianapolis Marriott North Hotel. The workshop, hosted by Total Seed Production, is designed to deliver on-the-spot, practical information to place your employees as front-runners and impact your business. This is also an opportunity to earn CEU credits. Visit www.cbsconference.org for further details and registration.

In Memoriam

Mark Pickering
Pickering Seed Company
October 27, 2017

Tom Burrus
Burrus Seed
October 28, 2017

Save the Date:
ICIA OPEN HOUSE

August 9-10, 2018
Collaborating: Challenges of Change

Dr. Karen Plaut, interim Dean of the Purdue College of Agriculture, will kick-off the CBSC this year. Dean Plaut will provide updates regarding happenings in Purdue Ag.

After the morning break we will have Dr. Kevin Folta from the University of Florida. Dr. Folta is recognized globally as a leader on how to communicate about agricultural biotechnology with the public. He focuses on consumer communication rather than consumer dictation.

Wednesday afternoon we will return to break-out sessions. There will be two tracks with two sessions each; both will focus on topics related to production. The first track will begin with a discussion on the Dicamba. Joe Becovitz, from the office of the Indiana State Chemist will review the latest requirements for Dicamba applications. Dr. Bryan Young, from Purdue, will present research findings related to the herbicide. The next session will have biology as a topic. Dr. Molly Cadle-Davidson, ABM, will explain what a biological is and why they are important to the seed industry. Jennifer Riggs, Bayer, will discuss some of the regulatory issues involved with biologics.

The second concurrent track will start with Dr. Peter Goldsborough from Purdue explaining CRISPS/CAS technology and how it is being used in the industry. Bernice Slutsky from ASTA will discuss how the seed industry is communicating and positioning plant breeding innovations with the public so they are not perceived as GMOs have been. The second session in track 2 will have Dr. Katy Rainey from Purdue sharing her research using Unmanned Aerial Vehicles on soybean production coupled with the technology available at the Purdue Phenotyping Center.

The evening social will be held from 5:30 to 7:00 after the Wednesday program. New this year will be an optional excursion to The Main Event for a fun evening of games and activities. This will provide an excellent opportunity for your group or one-on-one networking.

THURSDAY FEBRUARY 8

A 7:30 breakfast features the ICIA and ISTA annual business meetings. We will also have ASTA greetings from David Pearl, ICIA Board Member and Regional Vice-President of ASTA.

The Thursday morning main program begins at 9:15. Dr. Jim Mintert, who leads the Purdue Ag Economy Barometer program, will share his thoughts on the farm economy in 2018 and beyond. That is followed by Purdue’s Dr. Mike Gunderson presenting the large commercial farmer survey results. This survey is conducted every five years and gathers information about farmer purchasing decisions. Andy LaVigne, ASTA CEO will conclude the morning session with an update on the 2018 Farm Bill. Marshall Martin will once again moderate the session as he has done for many years.

For conference meeting registration information, hotel room registration and detailed program information, visit the meeting website at www.cbsconference.org.
Seed quality for the 2017 crop is testing above 90% to date for both corn and soybean germinations. The corn germ average is around 97% and soybean average is around 94%. The soybean moistures have been good. A few soybean samples have shown some pod and stem disease but generally most samples have not showed much disease or mechanical damage. The corn germs have been strong. When submitting samples to the lab for testing purposes, please be reminded to send the appropriate amount of seed needed for the testing choices requested. Also, if you haven’t already done so, please use the Barlink® update to create your Barlink® labels when submitting your samples. We look forward to providing all your testing needs.

ICIA looks forward to providing all your testing needs. For any questions or information please contact Kevin Seward or Susan Dadacz at 866-899-2518 or email seward@indianacrop.org or dadacz@indianacrop.org.

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<th>Warm Germination</th>
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<tr>
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</tr>
<tr>
<td>Corn</td>
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