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Investing in the Future
by Ryan Campbell, ICIA President

History. Opportunity. Future. These are words that standout to me as I step into the role as President of the ICIA board in 2018. During the Corn Belt Seed Conference, ICIA hosted the triennial Past Presidents and Managers dinner. With its highest attendance ever, the dinner was an enjoyable history lesson hearing about what major items were going on during past presidents’ terms and the impact they brought to our organization. The outstanding attendance for this event was a testament to not only ICIA but also of this great Industry. Even though the Seed Industry has continued to change in many ways, it still remains to be a very unique and rewarding industry. This was a great lead-in for my term as president and I cannot be more honored to join these great men and women.

Attending this year’s Corn Belt Seed Conference, one could not ignore that those who had a hand in organizing this event did an excellent job. A huge thank you to the planning committee, Susan, Alan, and the rest of the staff for all your hard work that goes into delivering a meaningful and worthy conference. Also, thank you to the sponsors and exhibitors who support and attend the conference.

After starting the year with this note-worthy conference, it is easy to see why the Indiana Crop Improvement Association has experienced many successes with responding to the needs of its members and continues to grow and invest for the future. The foresight to see the needs of the industry and to provide solutions to these needs is shown through accomplishments like: Native seed testing, an approved lab for Roundup Xtend®, Enlist™, Non-GMO project approved lab, and improved electronic reporting for field inspections. ICIA’s next challenge is evaluating how to continue meeting the expectations of its growing business. The laboratory has had back-to-back record-setting years in terms of volume and has almost outgrown the existing workspace. Alan and Joe are meeting with consultants to come up with a building expansion proposal to present to the board of directors for feedback. This is an exciting time because we have the opportunity for growth and expansion to meet our customers’ needs, while continuing to provide them with fast, accurate testing. This will also improve the work environment for the dedicated staff at ICIA.

ICIA is a membership association that strives to accommodate and exceed the needs and wants of its members and customers. A top priority for ICIA is utilizing member and customer feedback to enhance the level of quality and service we provide. Please continue to communicate and allow us to be a partner to your business.

Again, it is an honor to preside as the President of the ICIA Board of Directors. I look forward to helping guide the direction of the organization this year as we continue to grow and review the strategic plan. Here’s to a safe and successful start to the 2018 season!

Upcoming events

May 28, 2018
ICIA Office Closed
Memorial Day observed

June 1-8, 2018
AOSA/SCST
Raleigh, NC

June 9-13, 2018
ASTA Annual Convention
Washington, DC
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 Darren Yerks had the privilege of presenting the 2017 award to his long-time colleague, John Larimer.

John Larimer, along with his wife Sherrie and sons David and Mark own and operate Lord’s Seed, a family farm specializing in production of corn and soybeans in Northern Indiana. Lord’s Seed has grown from 200 acres to over 15,000 acres of production. They pride themselves on meeting the needs of their customers with production of both small and large lots, placing high priority on quality. John also provides leadership to Partners Brand Seed - providing quality seed, traits, and genetics to farmers.

John served on the ICIA Board of Director’s from 2004-2008 and on the ICIA Seed & Grain Committee for 10 years, serving as committee chair for 5 of those years. John was instrumental with his recommendations of creating a marketing department at ICIA, as well as their lab expansion. He served on the IPSA Board from 2010-2016, as well as Board Treasurer and Chair of Member Services. IPSA has experienced significant growth under Larimer’s leadership. John also served on the Indiana Seed Trade Association Board of Director’s, serving as president in 2014.

In addition to many years of dedicated service to the ag industry, John is committed to his family, friends, church and community. He has served on the Economic Development Council of LaGrange County, served 12 years on the school board, LaGrange County Extension and County Farm Bureau and also serves as an Elder and Deacon at Brighton Chapel Brethren Church.

Congratulations John on your well deserved recognition as the recipient of the 2017 Crop and Soils Merit Award!

**ICIA Crop & Soils Award**

The Crop and Soils Merit Award, ICIA’s highest distinction is given for outstanding contribution to the Association and Seed Industry.

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

ICIA is now scheduling for its Spring and Fall field inspections. 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.
60% of new managers under perform in their first year and that is in direct response to the fact that 60-70% of new managers never receive training, mentoring or coaching in their leadership roles.

Andrea Butcher, President of HRD Advisory Group, continued the program by looking at reasons and ways to equip leaders to lead. Andrea shared that 60% of new managers under perform in their first year and that is in direct response to the fact that 60-70% of new managers never receive training, mentoring or coaching in their leadership roles. Andrea encouraged us all to develop a leadership mindset by getting to know your team. Style profiles and trust relationships are tools that can help but also developing a mindset of Accountability. Are you “Above the Line”; open, curious and focused on growth? Or, are you “Below the Line”; defensive, blaming and based in fear? Andrea made it clear that we need to be aware of our thinking process and actively manage how and what we are thinking about.

Tuesday morning concluded with a dynamic presentation by the popular Cara Silletto of Crescendo Strategies, on Engaging Today’s New Workforce. Cara explained that we are in an employee’s market regarding recruiting and retaining talented individuals and that “retaining” talent is the key to a successful organization. Cara encouraged us to be intentional in our employee retention efforts and to engage with employees to create organizations with meaning and purpose.

After a wonderful lunch, participants had six different breakout sessions from which to choose. Purdue University’s, Mike Gunderson addressed financial analysis in two of these sessions and James Rosseau from LegalShield gave us a look at some attributes of a leader. Leaders, James explained, have passion, they can identify strengths and weaknesses to help stretch employees to reach their untapped potential and they set expectations and coach/mentor and sponsor employees to reach the next level.

Meanwhile in the Dawson Room, Rodney Vandeveer gave us some insights on building a winning team by looking at what it means to be a team and providing some strategies to get through the Group Development Process quicker. Rodney also shared the 5-Dysfunctions of teams to help keep us out of the ditches. Jenny Banner from Smallbox helped us understand that our communications should have IMPACT meaning they should have Intention, a growth Mindset, be well Prepared, have an Action, and come to a Close but also have a Touchback for follow-up. Cara Silletto rounded out this session with her presentation on the Millennial Mindset which was back on the program by popular demand.

Wednesday’s topic was Collaborating through Change and Karen Plaut started us off with Purdue University’s College of Agriculture Update focusing on the various departments, multidisciplinary research projects and the use of UAV’s and other technology in the College of Ag. Karen was followed by the funny and clever, Drew Hastings, who gave a humorous and
entertaining Keynote address by relating his escapades as the “most unlikely farmer in America”. Drew played to a packed house in this “not to be missed” event. Dr. Kevin Folta from the University of Florida rounded out the morning session by helping us to understand that when engaging with the public our goal should not be to “educate” but to “earn trust” and “build a rapport”. Kevin said that “to establish trust you have to override the human reactive brain and tribal tendencies”. Kevin also encouraged the audience to begin creating content, amplifying shared messages from trusted experts and using social media to gain trust and make your voice heard. Kevin practices what he preaches, check out his podcasts at www.talkingbiotechpodcast.com.

After the awards luncheon, attendees had to choose between four different programs. Track 1 began with an update on dicamba and dicamba research studies that were conducted during 2017. Joe Becovitz from the Office of the Indiana State Chemist reported that a total of 128 dicamba-related injury investigations were reported in Indiana and 2,708 were reported nationwide. In Indiana the dicamba investigations alone were record setting over all types of applications in any prior year. Indiana and other states are requiring applicator training specific to dicamba in 2018. The EPA will decide whether these products should continue to be registered. This will depend partially on the number of off target incidents in 2018. Bryan Young, Department of Agronomy, Purdue reported that eight universities are conducting research on dicamba volatility including Purdue University. Bryan’s presentation of his research is available under resources at indianacrop.org and on the Corn Belt Seed Conference website at cbsconference.org.

Molly Cadle-Davidson from Advance Biological Marketing and Jennifer Riggs from Bayer CropScience concluded Track 1 by discussing what biologicals are, what they are not and what they can do for the user. Molly explained that in general biologicals are living organisms or their byproducts that are used to improve plant performance. However, the nuances of what a biological is depends on your perspective.

Track 2 opened with Bernice Slutsky and Peter Goldsborough discussing CRISPR/CAS and other plant breeding innovations. Bernice focused on ASTA communication recommendations regarding plant breeding innovations promoting phrases like “enhanced quality of life”, “sustainability” and “enhance natural plant characteristics”. Peter focused on the science of CRISPR technology and how it varies from traditional transgenic technologies. Goldsborough explained that many gene-edited plants using CRISPR or other methods do not contain any DNA from a plant pathogen and the USDA has concluded that “if there is no DNA derived from a plant pathogen, the agency has no authority to regulate these plants under current law.” To find out more about how CRSPR/Cas9 works go to: https://youtu.be/4YKFw2KZA5o.

Katy Rainey from Purdue concluded Track 2 with an interesting presentation on her work with UAV’s. It was a great day that concluded with a lovely reception followed by a networking opportunity at The Main Event; where participants had a great time bowling, playing laser tag and enjoying the camaraderie.

After the ICIA Annual Membership Meeting on Thursday morning, the conference continued with Purdue’s Jim Mintert discussing the Midwest farm economy and Mike Gunderson shared the results of the large commercial survey. The conference concluded with Virginia Houston who shared the ASTA take on the Farm Bill.

As Richard Denhart, Illinois Seed Trade Association put it, “I thought this Corn Belt was the best one I’ve been to. I don’t know how you guys do it, but the topics were great and the speakers were exceptional!” Indiana Crop Improvement Association would like to thank all the sponsors, presenters, exhibitors and attendees for making the 2018 Corn Belt Seed Conference one of the best! Many of the presentations are available on our website www.indianacrop.org and at www.cbsconference.org.
2018 ICIA Past Presidents and Managers Dinner

On February 6, 2018 the ICIA Board of Director’s hosted the Past Presidents and Managers Dinner at the Indianapolis Marriott North during the Corn Belt Seed Conference. (Pictured L-R Back row) Tony Martin, Gary Reding, Chris Staiger, Greg Smith, Joel Magiera, Allan Boehle, Zarrel Gray, Mitch Snyder, John Larimer, Bruce Yerks, Aaron Conaway. (Middle row L-R) Kevin Cavanaugh, Steve Houghton, Gene Krieger, Mike Davis, Bob Hubner, Bill Biddle, Mike Mossburg, Steve Kinsell, Tim Johnson, Scott Beck, Russ Wilkin, Roger Kemper. (Seated L-R): Sonny Beck, Paul Cardinal, Ralph Baumheckel, Alan Galbreth, John Gerard, and Larry Svajgr.

Susan Dadacz is congratulated by ICIA’s COO, Joe Deford for 25 years of dedicated service to ICIA members.

Alan Galbreth, ICIA CEO was presented with the ISTA Distinguished Service Award at the 2018 Corn Belt Seed Conference for his exemplary service to ISTA.

Brooke Dennis, recipient of the $3000 Indiana Seed Industry Graduate Student Study Scholarship Award is pictured above with Assistant Dean of Agriculture, Dr. Marshall Martin.
information. Nielsen provides timely agronomic news and information for the U.S. Corn Belt with his “Chat ‘n Chew website (www.kingcorn.org/cafe). The site links to current and relevant information about corn production from around the country, with the latest crop production newsletters and releases compiled from universities and the public. In addition, the site provides upcoming crop-related educational events and opportunities.

Bob has also demonstrated his leadership and service as an inaugural member of the team that established Purdue’s Crop Diagnostic Training Center in 1985 and has remained active as a program participant ever since. He is particularly skilled at creating field plot examples of the issues he wants to educate on recognizing and managing. The center is known across the Midwest for its unique “hands-on” approach for teaching the art and science of accurately diagnosing agricultural crop issues.

Bob’s expertise from a research perspective has been an invaluable asset to the ICIA. He has served on the ICIA Seed and Grain committee for 16 years and has been a presenter on the ICIA conference program 18 times!

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