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Growing Forward at ICIA
by Barb McMullan, ICIA President

What beautiful fall weather we experienced this year! Good weather, good yields and a smooth harvest season are a few things we can be thankful for as we reflect on this season.

The good season contributed to the busy year ICIA is experiencing. Revenue from lab services in October set an all time record high for a one month period. Congratulations to the staff for their dedication to delivering on time, accurate and consistent quality results. Almost all of our areas of revenue are up and we sincerely thank all of our customers and members for their business that contributes to the success of our association.

The staff is continually looking for new services to add to the portfolio. A new color sorter has just been purchased to separate blended corn so each individual component can be tested. This is a service that will add to the revenues in future years. Many types of testing and services are offered at ICIA, from precise DNA testing, to acres of field inspections, to quality management plans for your plant. However, do not hesitate to contact the office if you have a special interest or project that is not currently offered. Management is always open to discussion of new services.

The New Year is rapidly approaching and online registration is open for the 2017 Corn Belt Seed Conference and the Illinois/Indiana Seed Conditioning Workshop. The Workshop will be held on February 7th followed by the Conference on February 8th and 9th. Both events will be held at the Indianapolis Marriott North, Keystone. The planning committee has lined up yet another great group of speakers and relevant topics. Additional information is contained in this edition of the Seed News. I encourage you to attend and bring along your co-workers. This is a great venue to learn more about our industry and to network with the fantastic people involved with all aspects of seed.

Another event to add to your 2017 calendar is the 3rd Annual Member Appreciation and Open House Event to be held on August 10th and 11th. “Fun, fellowship, insight and education” is an accurate description of the days that are meant to thank our membership.

As this is my final column, I would like to end it in a very similar fashion as I ended my first column. I have truly been honored to serve as the President of the Board of Directors this year. Improvement is part of our association’s name and part of our mission statement. A great management team, enthusiastic and knowledgeable staff, dedicated directors and involved members are all critical to improving and strengthening our association. Thank you all for an “Improved” 2016 and I wish you a Very Prosperous 2017!
Visionary Leadership for ICIA

Featuring ICIA Director, Doug Hubner
General Manager, Hubner Seed

IF you plan to attend the Corn Belt Seed Conference in February at the Indianapolis Marriott North, you are certain to hear many discussions on the multi-generational businesses in the workplace with an emphasis on the impact of today’s farming and seed operations. It’s becoming increasingly difficult to pass the agricultural torch to millennials. Many are choosing a career path entirely different than what they’ve grown up with, therefore retaining and maintaining the ag operation creates even further challenges.

However with some, the influence of being in the great outdoors and the love of big equipment has an inescapable draw – one that keeps Doug Hubner, General Manager of Hubner Seed progressing forward with innovative ideas to grow the cause of agriculture. “I had the mindset from the age of two or three to become engaged in the family business,” says Doug. The love of serving others, increasing yields, creating profitability for farms and advancing the cause of agriculture were at the top of Doug’s to do list as he graduated from Purdue University. “In this industry, each day is different. You have a plan and you’re constantly adjusting the plan.” “Yet, if you spend time talking with most anyone in the industry, whether a farmer, industry representative or one in Academia, you will quickly learn it’s a passion and love rather than a job,” said Doug.

Hubner, who began his career in the middle of the bio-tech revolution, has seen significant changes in agriculture. As data science continues to evolve it creates the challenge of how to process the collected data to increase efficiencies in the industry. Doug adds, “with all the data that is being collected we need to be creating actionable practices that can implemented to improve productivity and quality for our customers.”

“Agriculture is quickly becoming a tech-driven industry. Doug stated, “if you want to reach beyond the ag sector to communicate the opportunities within the industry, you have to promote the benefits of the ever changing challenges utilizing the computer science, bio tech, biological and new technologies that we have yet to discover. Grandad’s generation worked long, hard, physically demanding days; however the operations of today are tech-driven with greater efficiencies, but implemented with the same type of work ethic that Grandad had,” said Doug.

Doug brings visionary leadership to Hubner Seed and the customers they serve. Doug says, “we have been blessed with an opportunity in helping our customers and employees have a greater understanding of agriculture, to realize its importance in our society.” Hubner also lends his insight to the ICIA board of directors. “Maintaining the highest standards of quality and adding value to the industry are benefits of serving the ICIA members,” states Doug. “Serving alongside others in their endeavors with products or projects such as the non-GMO project, popcorn, and native grasses is a great opportunity and learning experience.”

Sharing ideas and knowledge is commonplace in agriculture. Often times, there is collaborative effort to gain better understanding of what’s in the pipeline for next year’s growing season. “Relationships are critical as we continue to work towards a common goal of feeding the world through sustainable practices,” says Doug.

As Doug begins his day at the office of Hubner Seed, his primary focus hasn’t changed since starting his career. And that is to foster motivation and passion to others in the industry. When he’s not at his desk at Hubner’s, Doug enjoys downtime in the field. During the summer months, he and his wife Michelle enjoy skiing and wake boarding at the lake with their girls, Audrey and Bella– ages 5 and 7.
If you’re looking for an opportunity to earn CCA’s and CCH credits while gaining insightful first-hand training and instruction for your production staff, look no further than the 31st Annual Illinois-Indiana Seed Conditioning Workshop. The workshop is scheduled for Tuesday, February 7, the day before the Corn Belt Seed Conference - the Midwest’s largest seed related meetings. Both the workshop and the conference will be held at the Indianapolis Marriott North, Keystone.

The Seed Conditioning Workshop is designed for those who manage or work directly in the seed plants. The planning committee has selected a full line-up of topics for the conditioning workshop. The morning sessions will focus on Air Screen Cleaning, the Evolution of Color Sorters and Total Product Management. After a hearty lunch and networking with the exhibitors, the workshop will deliver afternoon discussions on What’s New in Seed Treatment Equipment, Biological Seed Treatment, What is Needed in Trait Testing and Handling Pesticides. The afternoon session will conclude with Peter Bratney providing attendees with information on Conditioning Plant Innovations.

You will want to stay around to network with exhibitors and colleagues during the social event from 4:30-5:30 PM in the Marion Ballroom.

This workshop will provide a wealth of current information on topics that relate directly to their jobs, along with featuring over 30 commercial exhibitors with information about equipment and products for the seed industry.

We encourage you to make plans now to register for the Illinois-Indiana Seed Conditioning Workshop on February 7, as well as the Corn Belt Seed Conference scheduled for February 8-9. For a copy of the program, hotel information, registration details, and see updates to available CCA and CCH credits, visit the conference website at www.cbsconference.org or contact the Indiana Crop Improvement office at 866-899-2518.

Sonny Beck Named Indiana’s Business Leader of the Year

Sonny Beck, CEO of Beck’s Hybrids was recently recognized as the Indiana Business Leader of the Year and presented an award at the Indiana Chamber of Commerce annual award ceremony. Sonny believes the success of Beck’s Hybrids - the largest family owned seed business in the nation - is a result of the “attitudes and actions of the company.”

“Teamwork, integrity, innovation, adaptability, commitment and passion make up the company’s one-page policy,” stated Beck. Purdue University president, Mitch Daniels stated, “You start with the business philosophy of doing the right thing, doing right by the customer and the business will sort itself out along the way.

ICIA congratulates Sonny Beck in receiving this prestigious honor and award.
VMEK Analytic Color Sorter

ICIA recently purchased a color sorter for the laboratory. The addition of this equipment will increase efficiency, as well as offer new services for customers. The primary use of the machine is to separate RIB corn into its major and minor (refuge) components. The color sorter is currently running at a speed of 300 seeds per second. It operates at a very high speed with results at 99% or higher. The ICIA laboratory is currently using it to separate by color, however it will also separate by size. Each seed is given a data point of the seeds width, length, and area which can be exported to an excel sheet.

The color sorter has a capacity of 1 Million data points at a time, and we plan to utilize the machine to its fullest potential. The addition of the color sorter to the ICIA laboratory will be an asset in our endeavor to continually improve ICIA services and provide quality testing to our members.
Transition in the Industry - Corn Belt Seed Conference

The Corn Belt Seed Conference is once again hosted by the Indiana Seed Trade Association (ISTA) and the Indiana Crop Improvement Association (ICIA). This 8th annual joint meeting is one of the largest seed meetings in the Midwest.

The 2017 conference, set for February 8-9, will return to the Indianapolis Marriott North Hotel at Keystone Crossing. This year’s program is filled with sessions educating the attendees on topics related to transition in the industry, making decisions and production topics. The CBSC will also have commercial exhibitors; social networking; and more.

**WEDNESDAY FEBRUARY 8**

The first day of the Corn Belt Seed Conference offers a lineup of speakers and topics you don’t want to miss. Our keynote speaker, Cara Silletto, will offer a presentation titled, “They Drive Me Crazy! Bridging Today’s Unique Generational Divide.”

Dr. Jay Akridge, Glenn W. Sample Dean of the Purdue College of Agriculture, will kick-off the CBSC again this year. Dean Akridge always shares relevant information regarding happenings in Purdue Ag.

After the morning break we will have a panel of young people and industry veterans discussing the generational crossroads at which we have arrived in the seed industry. Doug Hubner, with Hubner Seed; Bethany Drendel, with DuPont Pioneer; Jim Fleming, with Rich Connell Agri-Search; Jason Carey, with AgriGold; and Samantha Bock, with AgReliant Genetics will all share their generational perspectives on the seed industry.

Wednesday afternoon we will return to break-out sessions. There will be two tracks with three sessions each; one focusing on production topics and the other on relational skills. Our keynote speaker, Cara Silletto, will continue her morning session with thoughts on hiring and retaining millennials. Michelle Payn, author of “No More Food Fights”, will teach us how to better communicate the agriculture story with associates and around the dinner table. Wrapping up the relational skills track will be Dr. Stacy Schetzles, from Ball State University, educating attendees on marketing to millennials. The other track will have Dr. Jim Camberato from Purdue sharing information on nitrogen management. Dr. Mitch Tuinstra, Purdue professor of plant breeding and genetics, will talk about the advances being made in plant breeding with phenotyping. The session will conclude with presentations from Bayer, Alan Kurtz; Monsanto, Dan Childs; and Dow on stewardship requirements for the new soybean herbicides.

The evening social will be held from 5:30 to 7:00 at the conclusion of the Wednesday program.

**THURSDAY FEBRUARY 9**

A 7:30 breakfast features the ICIA and ISTA annual business meetings. We will also have ASTA greetings from Andy LaVigne.

The Thursday morning main program begins at 9:15 with a summary of a multi-generational farm study conducted by Purdue’s Scott Downey and Justin Funk of Canada’s Agri Studies, Inc. Dr. Downey will review the decision making processes of multi-generational farms. Hal Brown, representing a family farming operation will share comments on how he and his son share decision making for their farm and for a retail business they own. Dr. David Widmar from Purdue will report on Purdue’s Ag Economy Barometer which is a monthly gauge of U.S. producer sentiment. David will share the latest market conditions and the current economic pulse of producers. 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.

**Corn Belt Seed Conference**

Whether you’re looking to expand on what’s new in production or enhance the relational skills within your organization - the Corn Belt Seed Conference will deliver! Keynote speaker, Cara Silletto will have you on your feet and moving towards creating a better working environment and there will be plenty of production discussion to bring you up to date for your daily operations. This conference will be well worth your investment. Register now at www.cbsconference.org to attend February 8 & 9, 2017

**Illinois-Indiana Seed Conditioning Workshop**

This one-day workshop on February 7 - 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 impact your business and offer the opportunity to earn licensing credits. Visit www.cbsconference.org for further details.
Seed quality for the 2016 crop is testing above 90% to date for both corn and soybean germinations. The corn germ average is 97% and the bean average is 94%. The soybean moistures have been good. A few soybean samples have shown a small amount of pod and stem disease but generally most samples have not had 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, a reminder if you haven’t already done so, to use the BarLink® update to create your BarLink® labels when submitting your samples.

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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