



# ICIA SEED NEWS

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# Snyder's Segment

by Mitch Snyder, President, ICIA

Welcome to Fall! It's been a roller coaster of a growing season for the Eastern Cornbelt. We've experienced delayed and prevented planting, uneven crops, and the ensuing host of challenges those weather and environmental conditions create. But now at harvest, we get to measure three qualities; how well our seed performed, how well we performed for our seed and how well we did those things together for the farmer.

Quality is essential in the seed business. It is the standard as measured against other things of similar kind, or the degree of excellence possessed. In this business, we all have an important partner to help us verify quality and assure our success. Indiana Crop Improvement lab services provide accurate and timely information throughout the harvest and the year.

Recently, ICIA received exciting news. They were approved by the Non-GMO Project as an accredited lab. Thanks to very hard work and persistence by Emily Dierking and the staff, ICIA's new approval helps validate their top quality testing. The accreditation will help ICIA regain some old business and hopefully attract some new business!

ICIA Board and Staff hosted our first annual customer appreciation golf outing and dinner reception August 12. The event was well attended and a certain foursome seemed to be unfairly stacked. There was good fellowship, and I feel a great event to get seedsmen together and show the association's appreciation to our membership. For those non-golfers there was a tour of the Fair Oaks Farm and many commented on how impressed they were with the state of the art technology being implemented. Thursday

August 13 was an open house for both current members and prospective members to tour the lab. The staff was very well prepared and provided an excellent detailed description of test procedures and how the lab operates. You know you have hit the mark when the old boss, Larry Svajgr comments how impressed he was with the tour! Friday we hosted technology stewardship seminars for Syngenta, Monsanto and Dow AgroSciences.

Mark your calendars for the Corn Belt Seed Conference February 2-4, 2016 in Indianapolis. The staff and committee have been working hard on the conference and have some excellent speakers on the program. The pre-conference workshop will focus on mid-management leadership training in the seed industry.

We should be proud of our ICIA staff and their leadership and service throughout our industry. Alan is the current president of AOSCA and has been elected as the current Vice Chair to the ASTA Seed Industry Relations Committee. Liz was recently elected to the board of directors for First the Seed Foundation. Emily was appointed to the Plant Variety Protection Advisory Board earlier this summer.

Top quality people, excellent quality in science and seed – it's good to work together for the quality of life we all enjoy as we help feed the world. This harvest, be sure to take the time necessary to protect that quality of life for yourself and those around you. Have a safe harvest!

*Mitch Snyder*

*Mitch Snyder, VP Sales & Marketing,  
AgVenture McKillip Seeds*



# ICIA Expands Field Programs

“Many companies have a desire to deliver exceptional service. This is ICIA’s mission and focus each and every day.”



Justin Milcarek, Field Programs, ICIA

With corn inspections behind us and the warm fall days that have turned the soybeans at a rapid pace, Justin has hit the ground running. ICIA is a busy lab, they’re excited about a new version of LabLink<sup>®</sup> and BarLink<sup>®</sup> that recently released, testing season is underway, and the phones are ringing.....so if you haven’t met the new guy - ICIA has welcomed Justin Milcarek to the field programs and bioassay department. Justin comes to ICIA with a background of working in turf management and agriculture after earning his bachelor of science in agronomy at Purdue.

Rather than a traditional interview, we took the approach of the highly publicized debates and recently met with Milcarek in his “back 40” office and asked some non-traditional questions - giving our readers an up-close glimpse of the authentic ICIA staff who work for you, our customers!

SN: What is your favorite past time?

JM: Golf!

SN: Do you have a decent game?

JM: I can break a 100. I’m looking forward to playing on a course in Michigan - Arcadia Bluffs. It’s challenging and I’m looking forward to the challenge.

SN: If you could meet anyone, who would it be?

JM: Michael Jordan. He’s extraordinary at everything he does.

SN: What would you ask him?

JM: Tell me about the Dream Team.

SN: What wisdom have you heard - and from whom - that has made a difference in your life?

JM: Don’t lie, always be honest. My dad told me that as a kid. He said the punishment would be less harsh if I told the truth.

SN: What is your preference of social media?

JM: Facebook

SN: What is your go to website each day?

JM: ESPN

SN: What did you care about when you were 20 years old?

JM: Graduation from college - and where do I go from here?

SN: What is the most rewarding job you’ve ever completed?

JM: My 3<sup>rd</sup> trip to Argentina on my own for the Weaver winter nursery trip.

SN: Who is your hero? And why?

JM: My parents. They never ceased in giving me a balance in what was right. Raising a family is difficult, they stayed the course.

SN: What are the unique qualities of ICIA lab and its services?

JM: It’s a customer driven organization. Everything we do revolves around the customer and their best interest. “Many companies have a desire to deliver exceptional service. This is ICIA’s mission and focus each and every day.”

SN: With that mission in mind, what do you believe is important to motivate and empower employees to make exceptional customer service a priority?

JM: Great communication. It’s that simple. Every employee needs to know how important the delivery of their service or job is to the customer, which comes in knowing the mission statement of ICIA.

SN: What do you perceive is the value in working at ICIA?

JM: Honestly, it is the first time I’ve worked for an organization where they embody loyalty and longevity. Any previous jobs were set to be part-time or resumé builders. ICIA customers and staff work together and provide a sense of team and ownership.

SN: Tell us something about yourself that might surprise our readers.

JM: I can dunk a basketball!

SN: And your achievements?

JM: A hole in one.

Milcarek said one misconception of him is that he’s quiet and reserved, however when you get to know him, it’s the opposite, he’s outgoing and has many interests to talk about. “I’m eager to learn more about ICIA and its customers and look forward to working with the staff in the coming months to increase my knowledge of our programs.”

Justin and his wife Molly are the parents of a beautiful 20 month old daughter, Ren and adorable 3 month old son, Luke.

# ICIA Customer Appreciation



## ICIA's 1<sup>st</sup> Annual Member Appreciation and Open House Event

On August 12, 13 and 14<sup>th</sup> ICIA hosted their 1<sup>st</sup> Annual Member Appreciation and Open House event. Liz Pestow, ICIA Marketing Director said, "It had been more than a few years since we invited our members to come visit us and tour the lab. We know people are busy and it's hard to make time for extra events. We really wanted to show our members how much we appreciate their business and our relationships by offering some fun, fellowship and educational opportunities to learn more about the lab and prepare for the upcoming season."

There were a variety of choices for those that participated in the three day event: a golf outing, Fair Oaks Dairy and Pig Farm tours, Reception and Dinner, All-day Open House with extensive lab tours, and an educational program featuring representatives from trait technology providers and Indiana Seed Control.

Due to the positive feedback we received about every part of the program we intend to make this a recurring annual event. "Next year we plan to condense the agenda a bit to two days, hopefully making it easier for some more folks to attend. We also hope to offer some continuing education (CCA) credits for the Friday program as well," says Liz.

Look for Save the Date information coming soon!

# ICIA and ASTA Leadership Workshop February 2

ICIA is excited to announce the creation of an employee development training session for the seed industry. ICIA, in cooperation with the American Seed Trade Association's Management Skills Committee and Purdue University, will be offering a soft skills training session for seed industry employees the day prior to the Corn Belt Seed Conference. The long term goal of this pilot project is to create a curriculum and model that can be replicated with local resources at other regional and state seed conferences. The topics identified for this program include the following: Coaching and Mentoring; Team Building and Teamwork; Conflict Management; Communications.

**Coaching and Mentoring:** Provide a strong foundation with examples on the importance of and how to develop a coaching and mentoring program in your workplace. **Team Building and Teamwork:** Provide tools on how to build a strong team and to use teamwork to encourage a productive organization. **Conflict Management:** Explore the types of workplace conflict and strategies to address them in a positive manner. **Communications:** Provide a framework for determining the different styles of communication among work-place peers (across generations and corporate hierarchy) and how to best utilize this knowledge to provide clarity and effectiveness when communicating in the workplace. Develop internal guidelines on using appropriate media to communicate with different internal audiences based on the level information being shared and the desired result of the communication. It is these key topics that compose the program line-up for this year's CBSC pre-conference workshop.

This program will feature nationally recognized experts addressing the topics selected for this program. ICIA CEO Alan Galbreth comments, "The goal of ICIA, ASTA and Purdue University is to provide companies with an educational and enriching day that would benefit their whole organization by getting multiple team members out of the office and learning together. This educational session provides opportunities for employee development that are not currently being offered to our entire seed industry. This session will cultivate not only your talented employees individually but could also be a benefit to the overall success of your company."



## PLAN TO ATTEND!



**M**ark your calendars now for the 2016 Corn Belt Seed Conference. This major regional seed meeting is scheduled for February 3-4 at the Indianapolis Marriott North, Keystone.

The two day conference begins on Wednesday, February 3 and opens with Jason Henderson, Associate Dean and Director of the Cooperative Extension Service at Purdue University sharing his vision of the future of the Cooperative Extension program. Following is a high energy presentation by Dirk Beveridge, author and motivational business speaker. The general theme of the conference will be "Managing Risk" with current climate and market volatility. The morning session will feature a presentation on how climate is affecting production and what risk management practices, in addition to having crop insurance, growers can employ to ensure their financial security. There will also be a discussion on how global weather patterns affect local market prices. The Wednesday awards luncheon will provide an opportunity to relax and congratulate individuals honored by ICIA and ISTA.

Wednesday afternoon continues the risk management theme with presentations on soil fertility and how growers can evaluate fertility needs for 2016 after all the rain in 2015. Following that is a presentation on diseases and the efficacy of various fungicides related to the 2015 production season. Then we will hear from a farm lender and the financial perspective on managing production risks. We conclude the afternoon session with Josh Bleill, the community spokesman for the Indianapolis Colts, an Iraqi war veteran who has an incredible story to share.

You won't want to miss the evening social reception which is a great chance to network and enjoy conversation with friends. Thursday morning we will look at risk management from a trade perspective. The topics will include international trade agreements, trade with Cuba and trade with China. The Cuba presentation will be a report from a member of an Indiana trade mission team that visited Cuba in September 2015. The China presentation will be specific to the seed industry and will also discuss the biotechnology trait approval process. Join us for another great Corn Belt Seed Conference in February 2016.

# Industry Direction

## Samantha Sisk Demonstrates Impact on Seed Industry

*Samantha Sisk, Corporate Communications Manager,  
AgReliant Genetics LLC*



Samantha Sisk doesn't remember a time when she didn't feel connected to agriculture. Growing up in rural Danville, Ind., and participating in the National FFA Organization and 4-H cemented her decision that she had found her calling. "I was a 10-year 4-H member, showing cattle and pigs," recalls Sisk. "Additionally, I was active in the Danville FFA chapter and participated in career development events such as public speaking, parliamentary procedure and the essay contest. The continued support of my parents, my small-town upbringing and involvement in so many activities helped to establish the foundation that would encourage me well into the future."

After earning a degree in 2010 from Purdue University's College of Agriculture in agricultural communication, Sisk held various ag-related positions. She served as an intern with the Indiana Beef Cattle Association, Indiana Pork, DuPont Pioneer and as a marketing specialist for AgriGold.

Today, Sisk is corporate communications manager for AgReliant Genetics, LLC, the third largest corn seed company in the U.S., which is headquartered in Westfield, Ind. As corporate communications manager at AgReliant, Sisk is responsible for both internal and external communications. She edits the company newsletter, assists in event preparation, develops internal presentations and material, and has various photography assignments, among other tasks.

She was recently named 2015 Future Giant of the industry by Seed World at the American Seed Trade Association's 132nd Annual Convention in Washington, D.C., in June. The award recognizes an early career individual who demonstrates the ability to make a significant impact on the seed industry. Nominations were judged by Seed World's editorial board and based on leadership, industry involvement and success in their area of specialty.

"To me, it affirms that the steps that I've taken so far have been in the right direction," says Sisk, who feels both honored and humbled to receive this award. *Article permission: Julie Deering: ASTA*



### **November 10, 2015**

*ICIA Board of Directors Meeting*

### **December 7-11 2015**

*ASTA Corn & Sorghum and Soybean Research  
Chicago, IL*

### **January 11-13, 2016**

*IPSA Annual Meeting  
St. Louis, MO*

### **January 30- February 2, 2016**

*ASTA Vegetable & Flower Conference  
Anaheim, CA*

### **February 2, 2016**

*ICIA/ASTA Leadership Workshop  
Marriott North, Indianapolis, IN*

### **February 3-4, 2016**

*Corn Belt Seed Conference  
Marriott North, Indianapolis, IN*

### **March 15-16, 2016**

*Illinois-Indiana Seed Conditioning Workshop  
Champaign, IL*

# Director's Corner

featuring ICIA Board Member, Matt Langdon

Meet Matt Langdon, a third generation member of Langdon Bros. Seed Company. Matt is involved in all aspects of the company, from plot work to production, including processing, sales and distribution. "Some of my earliest memories involve going to work with my dad at the Seed House, and one of my greatest achievements as a kid was when I was finally big enough to stand at the end of the bagging line and stack a pallet of seed," Matt remembered.



Matt Langdon, Langdon Bros.Seed

Langdon Bros Seed is a full service seed company that retails Partners Brand corn and soybeans, AgriMax brand wheat, oats, forages and lawn seed, as well as, lawn fertilizers and herbicides. Matt has been around the seed industry nearly his entire life. He graduated from Purdue in 1995 with a Crop Protection degree through the Botany and Plant Pathology Dept. After an internship with a national seed company, he knew he wanted to come home to the family seed business. "We are still a family run seed company that always thinks seed first." Matt said. "From the selection of varieties, to our farming practices, to conditioning and bagging, we do all we can to offer a quality product to our customers."

Langdon Bros. have been an active member of ICIA for many years. In fact, they were an early adopter of the Quality Assurance "QA" program. "We have all of our seed acres enrolled in the Quality Assurance program. All of our fields are inspected by ICIA inspectors, then we rely on the laboratory for warm and cold germinations and seed counts to pick our best lots of seed," Matt shared. "Though there have been many changes in our industry, at the end of the day we are still striving to provide our customers with a quality product that is going to meet their individual needs. Since herbicide resistant soybeans were first introduced, there has been a new trait or variation introduced almost every year. We are challenged to explain

these new traits and how to manage them to our customers," states Matt.

In addition to serving on the ICIA board of directors, Matt has served on the Board and Research Committee of the Indiana Soybean Board. Currently, Matt serves as Chairman of the Administrative Board at Grace United Methodist Church and is also a small group leader.

Matt and his wife, Karen, an R.N. at IU Health Ball Memorial Hospital, live near Hartford City, Indiana and have two daughters, Ellie (13) and Abby (11).

Thank you Matt for serving on the ICIA board!!



Plan to visit ICIA at booth #506 at the CSS 2015 Seed Expo. Submit your Corn Belt Seed Conference attendee registration or exhibitor reservation before we see you in Chicago and you will be entered to win a \$100 Visa Gift Card! Visit [www.cbsconference.org](http://www.cbsconference.org) or email Susan: [overdorf@indianacrop.org](mailto:overdorf@indianacrop.org)

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Soybeans

Test	Germination
Warm Germ	94.6%
Cold Test	90.4%

Corn

Test	Germination
Warm Germ	96.2%
Cold Test	93.6%



Seed Quality Update Test Results  
October 8, 2015

In a normal season our average wheat germination is between 93 to 95 percent. This season, due to some presence of fusarium, wheat germination for untreated wheat is 83.5% and for treated it is 91.0% on samples tested to date. We have tested several carryover samples and are in testing new crop corn and soybean samples. The testing averages above reflect new crop samples. Quality looks to be good for both crops.

We here in the lab are looking forward to another exciting season to serve all your testing needs. We have a very experienced staff in all of our different testing departments.

Lastly, we invite you to use our testing services for any small seed crops, vegetable seed, native, reclamation, wild flowers, etc. For any assistance for testing in these areas contact Gil Waibel at [waibel@indianacrop.org](mailto:waibel@indianacrop.org)

If you have any questions or if we can be of any assistance, contact Kevin Seward or Susan Dadacz in our lab at 866-899-2518 or [seward@indianacrop.org](mailto:seward@indianacrop.org) or [dadacz@indianacrop.org](mailto:dadacz@indianacrop.org).