



# ICIA SEED NEWS

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# Embracing the Future

by Chuck Schneider, ICIA President

Planting time is just around the corner. Our many customers around the state are actively planning, fine-tuning equipment, updating technical tools, checking orders, and making sure every possible detail is ready for the 2019 crop. They do it better every year because they know the value of being prepared and see the difference that careful planning and attention to detail makes on safety, on timeliness, and ultimately on yields and profitability. They do it better every year because they have your help, support, and the trust that being an ICIA member provides.

As your newly-elected ICIA President, I'm honored and pleased to serve the organization and its members. This is an exceptional group dedicated to improving productivity and profitability of its members. This organization has dedicated employees and a forward-thinking leadership team. That's what makes it special. Together with this team, I am committed to making this year a success.

Planning paid off as the hard work of the conference planning committee made for a very successful 2019 ICIA Corn Belt Seed Conference. The sponsors and exhibitors who support and attend the conference contributed to the meaningful and worthwhile event. The networking of attendees from across the industry and the state made it a refreshing and rewarding conference. Congratulations and thanks are due to all.

Just as our customers are busy planning for the year ahead, ICIA is at a very busy planning period. These next 12 months will be exciting as the Board of Directors has several important projects to embrace.

1. Our search for a new CEO: Alan's commitment, dedication and leadership will be very difficult to replace. The board has a search committee in place, and we plan to have a strong candidate identified early this summer.
2. Completion of the new 11,000 sq. foot addition to the facilities: this addition was needed to continue the high-quality work being done by the staff and to better serve you, its members.
3. Fiscal assessment: as a board we need to keep the organization fiscally strong while positioning ICIA to advance its capabilities for the future. This includes personnel, infrastructure and the necessary technologies.

As a board and staff, we will continue to implement, review and measure the ICIA strategic planning document. This document will continue to be a very important part of ICIA as it will guarantee the future success of the organization.

Like the farmers we serve, planning is critical to a good year ahead. As we make plans and take solid steps to support our organization, I look forward as serving as your Board president and to working with the leadership and members of Indiana Crop Improvement Association. Have a safe and wonderful spring.

## Upcoming events

**May 27, 2019**

ICIA Office Closed  
Memorial Day observed

**June 23-26, 2019**

AOSCA 100th Annual Meeting  
Chicago IL

**June 1-6, 2019**

AOSA/SCST  
Sparks, NV

**July 4, 2019**

ICIA Office Closed  
Independence Day observed

**June 15-19, 2019**

ASTA Policy & Leadership Development Conference  
Denver, CO



*Chuck Schneider, Regional Business Development Manager, AgVenture and ICIA President*

# 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.



*ICIA's 2018 Crop and Soils Award recipient, Greg Smith (pictured right) receives the award from colleague, Doug Hubner on February 6, 2019 at the Corn Belt Seed Conference awards luncheon.*

ICIA has a long-standing reputation of hosting an exceptional conference for its members. Attendees are offered the opportunity to network with colleagues, gain valuable insight of an ever-changing industry from multiple speakers 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 Doug Hubner had the privilege of presenting the 2018 award to his colleague, Greg Smith of Hubner Industries.

In addition to Greg's role as General Manager with Hubner Industries in West Lebanon, IN, Greg has long standing service to the agricultural industry. Smith served on the ICIA Board of Director's from 2010-2013, serving as president in 2012. He also served on the ICIA Seed & Grain Committee for 5 years, he served for 5 years on the Awards Committee, with 1 year as chair, 3 years as chair on the Nominating Committee and is currently serving as Chair of the Seed Lab Advisory Committee. Greg serves on the Illinois-Indiana Seed Conditioning Workshop Planning Committee and has served as moderator for the workshop when hosted by Indiana. Greg is also current president of the Illinois Seed Trade Association.

In addition to many years of dedicated service to the ag industry, Greg and his wife Cathie, enjoy family time with their 7 grandchildren, their son, Levi, daughter Megan and son-in-law Jared Farmer and daughter, Emily and son-in-law, Cory Downs. Congratulations Greg on your well deserved recognition as the recipient of the 2018 Crop and Soils Merit Award!

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

**ICIA is now scheduling for its Spring and Fall field inspections. If you would like to discuss your field inspection needs or any of ICIA's services contact us at [icia@indianacrop.org](mailto:icia@indianacrop.org) or call Justin Milcarek (field services) or Kevin Seward (lab services) at 866-899-2518.**





*Dr. Karen Plaut kicks off the Wednesday morning session with updates from Purdue College of Ag.*

*Wednesday morning keynote, Tom Morrison discusses the value of frequent contact with customers.*

*Attendees participated in a farm panel discussion during the Corn Belt Seed Conference.*

...tied well to Tom Morrison's talk on disrupting forces moving into the seed industry. None of the four panelists purchase any seed over the internet and they all use their seed company representatives to assist them in their seed purchases. They all indicated that for seed purchases they needed professional, face-to-face assistance from individuals who know their operations and their land.

After the awards luncheon, attendees had to choose between four different programs. Track 1 began with additional information from keynote speaker Tom Morrison continuing his thoughts on being prepared to change. His afternoon session was titled, "Extreme Success...Change or be Left Behind." Angie Stocklin, Co-Founder and COO of One Click, presented a primer on E-Commerce in Today's Market. She talked about the platform for e-commerce, the advantages and the pitfalls.



*Angie Stocklin, Founder and COO of One Click shared her knowledge on the platform of e-commerce.*

*CBSC attendees enjoyed a fun evening of networking at TopGolf sponsored by Greenleaf Genetics/Syngenta Seedcare.*

*Cassandra Kuball, Edelman offers her perspective on trade policies during the Thursday session.*

Track 2 opened with John Scott, Purdue University Extension, talking about Unmanned Aerial Vehicles and their select uses in agriculture. John talked about the real-world use and some of the task's UAVs cannot do for the farmer. He focused on those uses which the Purdue researchers have learned have real, practical value for the farm. John was followed by Emily Whiston, of Envirologix, whose topic, "A CRISPR Approach to Trait Development," focused on the science of CRISPR technology and how it can be used. Todd Martin, CEO of IPSA, concluded Track 2 with thoughts on soybean technology and how IPSA seed company members are trying to sort out which soybean trait packages they will offer to customers. Many companies are still wrestling with those decisions.

After the breakouts everyone reconvened in a general session to hear "The Rest of Story" on communicating about genetically modified organisms and agriculture from Dr. Kevin Folta, University of Florida, who was back by popular demand. Kevin had a great presentation on communicating not only with neighbors, friends, family and strangers but also how to talk to the media and others in positions of influence. Kevin 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](http://www.talkingbiotechpodcast.com).

It was a great day that concluded with a lovely reception followed by an optional networking opportunity at Top Golf. The Top Golf event sold-out and the 60 some participants had a great time hitting golf balls, eating, drinking and networking.

In addition to the annual membership business meeting on Thursday morning the attendees heard from the following organizations: Bruce Kettler, Director of the Indiana Department of Agriculture; Ellen Zimmerman, Director, Internal Communications and Engagement, American Seed Trade Association (ASTA); Chet Boruff, CEO of Association of Official Seed Certifying Agencies (AOSCA); Todd Martin, CEO of Independent Professional Seed Association (IPSA).

**I**t was another major success for the Corn Belt Seed Conference in 2019. The thought provoking general and engaging breakout sessions focusing on solutions for tomorrow were well received by the nearly 275 attendees. With CCA and CCH credits available for participants, 29 exhibitor stations and some fun networking opportunities, the 2019 CBSC had it all!

The Corn Belt Seed Conference began on Wednesday February 6 with the theme, "Innovative Strategies: Solutions for Tomorrow." Glenn W. Sample Dean of Agriculture, 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. Dr. Plaut was followed by the energetic Tom Morrison whose keynote address was "Extreme Disruption...Are you Ready for 2020?" Tom spoke about not planning five years out but being prepared for immediate disruptive competition. He talked about the importance of being in regular, frequent contact with customers and driving maximum value to them.

## *"Extreme Disruption....Are you Ready for 2020?" ~ Keynote, Tom Morrison, MTI & Associates*

The morning session was completed with Wade Wiley from Beck's Hybrids moderating a farmer panel with representatives from four large, diverse farming operations. They discussed commodity prices and the farm economy, digital agriculture and technology in today's farm operations and how they analyze costs at all levels of their operations. In addition to the questions provided by Wade the audience also asked several questions one of which was, "Do you purchase any seed over the web?" This

After the ICIA Annual Membership Meeting on Thursday morning, the conference continued with a panel on trade agreements, tariffs and ag policy. It was a fantastic session with three experts who brought very interesting information on the effects of the current disruptions in trade in the U.S. Dr. Wally Tyner, from Purdue, presented a study on the economic impact to farmers of the current soybean tariffs and he also reviewed some of the trade agreements and how agriculture is faring with those. Cassandra Kuball, a trade expert with Edelman in Washington D.C., offered her perspectives on the trade agreements and the trade policy landscape in 2019. Virginia Houston, with ASTA, talked about how trade policies were directly impacting the seed industry. As usual, the entire time was used as the audience began to ask questions after the presentations.

Many attendees provided feedback that it was another very successful Corn Belt Seed Conference. They stated the topics were great and the speakers were exceptional. Many asked if the presentations were available. They can be found on our website at [www.indianacrop.org](http://www.indianacrop.org). Indiana Crop Improvement Association would like to thank all the sponsors, presenters, exhibitors and attendees for making the 2019 Corn Belt Seed Conference one of the best!

## Illinois-Indiana Seed Conditioning Workshop

Indiana Crop Improvement hosted the Illinois-Indiana Seed Conditioning Workshop this year at the Marriott North hotel in Indianapolis. The event was hosted again by Total Seed Production of Tipton IN. The day long event was filled with interesting and informative topics and speakers.

This year, in addition to sponsoring the event, Total Seed Production was asked to present as well. Aaron Conaway, President of Total Seed Production, and Adam Ogle, Operations Manager, tag teamed a presentation on product traceability and documentation. This presentation started the day on a high level by outlining key concepts on product traceability and included some take home points for all attendees.

Next on the program was Jonathan Popp from Popp Engineering. Jon's topic, "Filtering through the Dust," gave the attendees some much needed information regarding filters and the physical movement of dust, which is vital in today's seed plants. Jon also talked about the necessity of having the correct type of filter or fan to handle the specific dust present, and ensuring velocity is appropriate to move the dust in the most efficient manner.

After a quick refreshment break the program resumed with another topic chalked full of take-home information. Ron Reichert with BASF Crop Protection and Joe Kuznia from Syngenta Seedcare took on the challenge of talking about and relaying information on the importance of accuracy in treating seed. Each of them explained some of the nomenclature used and pointed out where seedsmen could go for resources to help with the calculations. They also pointed out to be sure to read



Adam Ogle, Total Seed Production, shares the importance of documentation and traceability in the seed plant.

Greg Smith, Hubner Industries, moderates the Illinois-Indiana Seed Conditioning Workshop.

Jon Popp, Popp Engineering discusses filters in seed plants.



The Tuesday workshop, sponsored by Total Seed Production, ended with keynote Jim Morris, "The Rookie." He inspired us with his story of never giving up and the importance of integrity.

the label of each chemical to be used in each seed treatment being used. Reichert said, "The label is the law, and this is what you must follow." Melissa Eiswirth from Bayer Crop Science continued talking about seed treatment but focused on personal protection equipment. "The importance of wearing the appropriate PPE is paramount, Eiswirth said, and just like the speakers before me stated, reading the label of each product you are using will give you the best information to follow regarding the appropriate PPE."

The afternoon session of the program was devoted to more quality aspects of seed. Jason Morehouse and Jason Geis from Beck's Superior Hybrids described their experiences in using optical ear sorters. Jason Geis talked about the more technical side of the sorters: Ear size, color, disease, trash, etc., while Jason Morehouse focused on the personnel side of sorting. Overall, optical ear sorting has been a good investment for them and they plan on using it more in the future.

Brett Groves from the Office of the State Chemist was next on the program. Brett brought with him an array of sampling probes to explain why certain probes would be, and why others would not be, considered appropriate in drawing a "representative" sample. Inspectors who work for the state chemist office routinely make visits to seed company warehouses to draw official samples for testing. The results of these samples must be within tolerance of those listed on the analysis tag.

After Brett, Lucas Frye, Amber Agriculture, made a presentation to the group to address future technologies that may potentially help the seed and grain industries. Small devices manually put into free-flowing seed or grain during the filling process of a bin can be used to monitor temperature and moisture. Farmers could more quickly adjust fans on the bins to maintain seed and grain quality.

Jim Morris, a former major league pitcher was the final speaker of the day. Jim's story was the foundation for the Walt Disney film "The Rookie." Jim's motivational speech entitled "Dream Maker" was the self-told story of his life. Jim's story was a great ending to a day filled with relevant topics and information for all who attended.





*Alan Galbreth, ICIA CEO is presented with the Seed Industry Lifetime Service Award by ICIA President, Ryan Campbell, Total Seed Production.*

## Alan Galbreth, ICIA CEO Honored by ICIA Awards Committee for Lifetime of Service

ICIA CEO Alan Galbreth was honored by the ICIA awards committee for his lifetime of service to the seed industry at the recent Corn Belt Seed Conference in Indianapolis. Association President Ryan Campbell presented Alan with the inaugural Seed Industry Lifetime Service Award. During his presentation Campbell stated, "I can't begin to tell you all of the organizations, associations, committees, or boards Alan has been involved in, but I can tell you for certain that he has played a huge role and left a big impact on every single one of them." Alan's service to the industry dates back to 1974 when he worked for Asgrow Seed Company in Oxford IN. Alan then came to ICIA in 1975 and never looked back. He has served ICIA in several capacities, with the last eight years as CEO. Alan served AOSCA (Association of Official Seed Certifying Agencies) by being on several commodity committees, the board of directors – serving as board President in 2015-2016. Alan has also been asked to serve on several American Seed Trade Association committees. Most recently he has worked on the seed industry relations committee representing ASTA at the OECD international seed schemes meetings.

Several colleagues paid tribute to Alan in a video presentation highlighting some of the many ways Alan has served the seed industry over the past 45 years. Thank you Alan for all of your years of dedicated service to the seed industry and to ICIA.



*Emily Flynn Ph.D., Genetics Lab Director, ICIA*

For the past 7 ½ years, ICIA members and customers have had the pleasure of working with Genetics Lab Director, Emily Flynn, Ph.D. Under Emily's direction, the footprint of the ICIA genetics programs has increased throughout the midwest and beyond with her knowledge of ICIA programs, along with her ability in connecting with customers. Her passion to grow ICIA laboratory programs, along with following and maintaining ISO and other certification programs, created a unique and forward-thinking environment for the ICIA genetics program.

In February, Emily resigned from her position as ICIA's Genetics Lab Director. While we miss Emily's leadership, we wish her well in her future endeavors. Thank you, Emily, for your dedication to ICIA and the growth of its programs. We look forward to seeing you from time to time as you continue your career path in agriculture.



*James Bonick, (pictured right), is congratulated by ICIA's COO, Joe Deford for 15 years of dedicated service to ICIA and the seed industry.*

## ICIA Announces Tenure Recognitions

James Bonick, Jill Weaver-Beams and Tracy Jewell were recently recognized by ICIA for their 15 years of service. James works mostly in the warm germination department but also is the primary person in sand germination and the shakeout department. Jill Weaver-Beams also works primarily in the germination department and is responsible for many of the small seed germinations such as sorghum, millet, rye and sunflowers. Jill also works with several other species in the germination department. Tracy Jewell works in the bio-assay department, planting and evaluating for the presence or absence of herbicide traits such as Roundup, Liberty, Enlist and Dicamba. Congratulations to each of you and keep up the good work!!!!



*Lauren Schwarck, recipient of the \$3000 Indiana Seed Industry Graduate Student Study Scholarship Award is pictured above with Assistant Dean of Agriculture, Dr. Marshall Martin (L) and her professor, Dr. Tony Vyn.*

# Distinguished Service to Industry



*Fred Halsema, 45-year ICIA employee (R) was recognized by industry leaders with the ICIA Distinguished Service Award. The award was presented by Alan Galbreth, ICIA CEO at the 2019 Corn Belt Seed Conference.*

**T**he ICIA Distinguished Service Award is presented to those individuals or companies who have gone above and beyond the normal business relationship in providing some direct assistance to ICIA, its programs, members and staff. ICIA began presenting a distinguished service award in 1984 and the 2018 recipient is only the 20th honoree in 35 years.

The 2018 award was presented to Fred Halsema, head of the warm germination and tag printing departments at ICIA. Fred embodies those qualities which any company would be pleased to have in an employee. Some of those qualities, in no particular order: a very strong work ethic, willingness to grow as the company grows, ability to work well with others,

willingness to support the programs and direction of the company and a passion for what they are doing.

Fred is representative of many individuals in the seed industry. Fred and others like him are behind the scenes working day after day and year after year to keep the operation running and helping the business provide the service customers expect. Fred goes above and beyond even that however. Fred is the one who comes in at 5:00 am to clear the parking lot and sidewalks of ice and snow. Fred begins to cut the grass and work on the landscaping after the regular eight-hour shift has ended. Actually, Fred rarely works just an eight-hour shift. Fred regards the extra time he puts in as his responsibility to make sure the work is done.

In addition to some of the things already noted Fred has evaluated over 100 million seedlings for germinability in the course of his 45-year career at Indiana Crop Improvement. He has also been responsible for printing millions of certified tags for our members. Fred does so many other things not mentioned here but the important part is he has always done whatever it takes to provide the ICIA members/customers with the very best service he can. And he has always given ICIA the very best effort he could.

Congratulations Fred! Thank you for your outstanding service to the seed industry.

## 2019 ICIA New Directors



*(Pictured L-R) Jason Morehouse, Beck's Hybrids, Marvin Wiederhold, Tate & Lyle and John Sturges, Bayer Crop Science.*

## 2019 ICIA Executive Members



*(Pictured L-R) Director at Large, Matt Nice, Thurston Genetics; President, Chuck Schneider, AgVenture, Inc.; Immediate Past President, Ryan Campbell, Total Seed Production and Purdue Faculty, Marshall Martin. Not pictured: Vice-President, David Pearl, The Cisco Companies.*

**7700 Stockwell Road  
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765.523.2535 (p)  
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## Exhibitors. Thank You!

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