

Conference Program

2012



CORN BELT
SEED CONFERENCE

Registration

Foyer Area

7:30 - 8:30 AM

Lost in Translation: Communication between Generations

Dawson/Brady

Sponsored by Total Seed Production

» **Bob Bischoff, Incotec, Presiding**

8:30 AM

Developing a Focused Web Strategy

Content Management Systems: Finding the Right Tool

» **Ron Brumbarger & Curt Franke, BitWise**

10:00 - 10:30 AM

Refreshment Break

Exhibit Area

10:30 AM -12:00 PM

Search Engine Optimization

Social Media

» **Wright Frazier, Purdue**

» **Ryan Parkin, Beck's Hybrids**

Lunch

Clark

12:00 Noon

1:00 PM

How to Market using Traditional Outbound and

New Inbound Marketing Strategies

Communicating Your Brand

» **Keith Austin, Better Merchants**

» **Ross Tanner, Dearing Group**

2:30 - 3:00 PM

Refreshment Break

Exhibit Area

3:00 PM

ASTA Town Hall

» **Andy LaVigne & Pat Miller, ASTA**

Wednesday Evening Events

4:30 - 5:30 PM

Wednesday Evening Social Reception

Foyer/Exhibit Area

Registration for CBSC

Foyer Area

3:00 - 5:00 PM

CCA and CCH Credits

CCA and CCH credits will be available for all workshop and conference sessions that qualify.

Registration

Foyer Area

7:30 AM - 2:00 PM

Continental Breakfast

Clark

7:30 - 8:30 AM

Pursuing Excellence

Dawson/Brady

» **Karen Plaut, Purdue University, presiding**

8:30 AM

Building Human Capital for the Seed Industry: Plans and Partnerships

» **Jay Akridge, Glenn W. Sample Dean, Purdue College of Ag**

9:00 AM

Relentless Pursuit

» **Frank Reich, Wide Receiver Coach, Indianapolis Colts**

10:00 - 10:30 AM

Refreshment Break

Exhibit Area

10:30 AM

Food Safety - Farm to Fork

» **David McSwane, REHS, CP-FS, Indiana University**

11:45 AM

ICIA Lab Update

» **Emily Dierking, ICIA**

Lunch

Dawson/Brady

12:00 - 1:30 PM

Lunch - ICIA & ISTA Awards

» **Bob Bischoff, Incotec, moderator**

Management Workshops Porter/Miller & Hart/Shields
1:30 - 5:00 PM

Corn Production & Management Porter/Miller
» **Joe Anderson, Purdue University, presiding**

1:30 - 3:00 PM

CRW Mutation, Resistance & Corn Populations

- » **Christian Krupke & Bob Nielsen, Purdue University**

Post Patent Material Hart/Shields
» **Max Robbins, Ag Alumni Seed, presiding**

1:30 - 3:00 PM

Corn, Beans & Breeding

- » **Greg Gerard, JGL, Inc.**
- » **Torbert Rocheford & Jason Morales, Purdue University**
- » **Tim Johnson, Illinois Foundation Seeds/SGI®**
- » **Bernice Slutsky, ASTA**

3:00 - 3:30 PM

Refreshment Break - Exhibit Area

Soybean Management Porter/Miller
» **Peter Goldsbrough, Purdue University, presiding**

3:30 - 5:00 PM

Weed Resistance to Glyphosate, Liberty Link Update

Injury from 2, 4-D and Dicamba & New Herbicide Formulations

- » **Bill Johnson & Andy Robinson, Purdue University**
- » **David Simpson, Dow AgroSciences**

Our Future Workforce in Agriculture Hart/Shields
» **Liz Pestow, ICIA, presiding**

3:30 - 5:00 PM

Recruiting and Retaining Talent

- » **Bethany Gremel, Beck's Hybrids**
- » **Noah Freeman, IvyTech**
- » **Aaron Whalen, ICIA**
- » **Jim Schweigert, GroAlliance**
- » **Brent Froelich, Dow AgroSciences**

Thursday, February 9, 2012

5:00 - 6:00 PM

ISTA Board of Director's Meeting
Allison Boardroom

Thursday Evening Social Event

6:00 - 7:30 PM

Thursday Evening Social Reception - Heavy Hors d'oeuvres
Exhibit Area and Clark

2012 Corn Belt Seed Conference Sponsors

*We Gratefully Acknowledge our VIP Sponsors
for hosting the Thursday evening Social*



Independent
Professional Seed Association



Breakfast Buffet

Dawson/Brady

7:30 AM

Buffet Breakfast and ICIA & ISTA Annual Membership Meetings

» **Mike Davis, AgVenture D&M, ICIA President**

» **Bob Bischoff, Incotec, ISTA President**

Greetings & Updates

» **Andy LaVigne, ASTA**

Policies and Strategies

Clark

» **Marshall Martin, Purdue University, presiding**

9:15 AM

Farm Bill Update - Washington Policy Outlook

» **Marlin Stutzman, Congressman**

» **Michael Dykes, Monsanto**

» **Megan Ritter, Indiana Farm Bureau**

You won't want to miss this! Plan now to attend and hear this panel deliver farm bill updates from both the national and local perspective - and how it impacts Agriculture and the seed industry. The session will run without a break. There will be time for questions and discussion upon conclusion of the presentations.

11:30 AM

Conference Adjourned

11:45 AM

ICIA Board of Directors Meeting & Lunch

Shields

2012 Corn Belt Seed Conference Exhibitors

Advanced Sort Industries LLC

Ag Printers

American-Newlong

ASTA

Bayer CropScience

Becker Underwood

Bratney Companies

Buhler Sortex

Buskirk Engineering

Design Graphics Group

Direct Enterprises

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Greenleaf Genetics

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Krauter Solutions

Long Brothers Bag Company

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We Gratefully Acknowledge our Top Level Premier Sponsors



Special Thanks to the following Sponsors



Engineering Perfect Seed

*Sponsor of the Communication
Technology Workshop*



*Sponsor of the Past President's
and Manager's Dinner*

2012 Corn Belt Seed Conference Sponsors

Networking Sponsors

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- » **Illinois Foundation Seeds/SGI®**
- » **Incotec**
- » **Indiana Corn Marketing Council**
- » **JGL Inc.**
- » **MayerSeedLine**
- » **Pioneer Hi-Bred International**
- » **Tech Services Inc.**
- » **Thurston Genetics**
- » **Thurston Inc.**
- » **Valent**
- » **WestBred**

Contributors

- » **Commercial Bag Company**
- » **Lyle Richert & Associates**
- » **MBS Genetics**

Complimentary Wi-Fi available in Guest Rooms and Exhibit Area for all Conference Attendees.

Board of Directors (ICIA & ISTA)



ICIA INDIANA CROP
IMPROVEMENT
ASSOCIATION

- | | |
|----------------------------|-------------------------------|
| » Craig Anderson | AgReliant Genetics |
| » Joe Anderson | Purdue University |
| » Bob Bischoff | Incotec |
| » Aaron Conaway | Total Seed Production |
| » Mike Coomer | Brodbeck Seed |
| » Mike Davis | AgVenture D&M |
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| » Chris Goetz | Wyckoff Hybrids |
| » Peter Goldsbrough | Purdue University |
| » Jim Herr | Beck's Hybrids |
| » Carlos Iglesias | Weaver Popcorn Company |
| » Ben Kaehler | Dow AgroSciences |
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| » Ryan Parkin | Beck's Hybrids |
| » Bruce Searle | AgReliant Genetics |
| » Joe Steyer | Steyer Seeds |
| » Shane Taylor | Syngenta Seed Care |
| » Brian Will | Stewart Seeds |

Thank You!

See you next year!

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