

PROGRAM OF EVENTS

2012 ASTA Farm and Lawn Seed Conference • November 4-5, 2012 • Kansas City, MO

Sunday, November 4th

1:30 p.m. – 2:30 p.m.

INVASIVE SPECIES WORKING GROUP

This session will feature state updates, an activity report from the National Invasive Species Council and priority issues identification for the working group.

2:45 p.m. – 5:00 p.m.

ENVIRONMENTAL AND CONSERVATION SEED COMMITTEE

Among the topics of discussion will be the Farm Bill, Annual Workshop Review & Planning, 2013 Society for Range Management Program, USDA-NRCS, Manhattan Plant Materials Center Activities Update, Native Seed Testing Issues, and establishment and issues prioritization for the committee.

Monday, November 5th

7:15 a.m. – 8:30 a.m.

SEED INDUSTRY ISSUES UPDATE / TOWN HALL BREAKFAST

Moderated by Blake Curtis, Curtis & Curtis Seed Co., ASTA Chairman

The issues facing the seed industry reach far and wide these days. ASTA staff will present a brief overview of the association's primary initiatives. In addition, we have designed a format to glean your opinions as a basis to continue to evolve into the national industry association that best serves your needs. Please keep in mind, this is not a seminar or a sales pitch. We want your opinions on a variety of issues – we will be there to listen. A varied scope of questions will be introduced to facilitate the agenda, but they will by no means limit the discussion.

8:45 a.m. – 10:15 a.m.

FARM SEED DIVISION SESSIONS

Session topics are: "Farm Financial Security Programs," "Hybridization of Self-pollinated Species: A Seedsmen's 30 Year Experience with the Technology," "Current Status of Transgenic Seed and its Commercialization in China."

10:15 a.m. – 11:45 a.m.

LAWN SEED DIVISION SESSIONS

Currently planned for this session are presentations addressing "Realities of Government Interactions," an "Invasive Species Issues Update," "Grass Public Relations Initiatives," and an Oregon Canola Update.

ASTA OFFICERS &

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CHAIRMAN: *Blake Curtis, Curtis & Curtis, Inc.*

FIRST VICE CHAIRMAN: *Craig Newman, AgReliant Genetics, LLC*

SECOND VICE CHAIRMAN: *John Schoenecker, HM.CLAUSE*

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LAWN SEED DIVISION:

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VICE CHAIRMAN: *Sam Cable, Barenbrug USA*

SECRETARY: *Doug Walker, Northhampton County Seed Company, Inc.*

LEGISLATIVE CHAIR: *Brent Bolton, The Scotts Co.*

ENVIRONMENTAL & CONSERVATION SEED COMMITTEE:

CHAIRMAN: *Kim Alberty, Agassiz Seed & Supply*

VICE CHAIRMAN: *Norm Poppe, Applewood Seed Company*

SECRETARY: *Paul Herrman, L and H Seeds*

INVASIVE SPECIES WORKING GROUP:

CHAIRMAN: *Andy Ernst, Ernst Conservation Seeds*

VICE CHAIRMAN: *Denise Gentsch, Texas Seed Trade Associations*

REGIONAL VICE PRESIDENTS:

NORTHWESTERN: *Risa DeMasi, Grassland Oregon*

WESTERN: *Mervyn Selvidge, Z & S Seed Services, Inc.*

SOUTHERN: *Tracy Tally, Justin Seed Co., Inc.*

SOUTHEASTERN: *Terry Dulaney, AgVenture, Inc.*

CENTRAL: *Matt Hynes, GROWMARK, Inc.*

NORTH CENTRAL: *John Latham, Latham Hi-Tech Seeds, Inc.*

NORTHEASTERN: *Fred Mohr, Seedway LLC*

CSTA REP.: *Peter Entz, Richardson International*

MEXICO: *Jerry Monk, Warner Seeds, Inc. (interim)*

CANADA: *Jim Schweigert, Gro Alliance, LLC*

REGIONAL VICE PRESIDENTS

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*We could not have done this without you!
Your support is invaluable and helps
move the industry forward.*



Join us
THIS SUMMER
IN NASHVILLE FOR ASTA'S
130TH ANNUAL CONVENTION!



You will have the opportunity to continue these discussions, have your voice heard and help direct policy to better business conditions for the seed industry and future seed professionals.

*Thank you for your support and
continued participation!*

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IN CONJUNCTION WITH
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