



YOUR PASSPORT  
TO THE

CSS 2013  SEED EXPO

DECEMBER 10-13, 2013  
CHICAGO, IL

68<sup>TH</sup> CORN & SORGHUM SEED RESEARCH CONFERENCE  
43<sup>RD</sup> SOYBEAN SEED RESEARCH CONFERENCE





## UPCOMING MEETINGS



69<sup>TH</sup> CORN & SORGHUM SEED RESEARCH CONFERENCE  
44<sup>RD</sup> SOYBEAN SEED RESEARCH CONFERENCE

CSS 2014  SEED EXPO

DECEMBER 9-12, 2014 | CHICAGO, IL

# WELCOME

to the largest seed industry event in the country.

## CSS 2013 SEED EXPO

You are about to take part in an unparalleled networking and educational opportunity for anyone involved in the seed industry, both here in the United States and around the world. ASTA's CSS 2013 & Seed Expo is where business gets done. This booklet, your "Passport" to the adventure you are about to embark upon, provides all you need to know about the crucial educational content, the exhibitors in Seed Expo 2013, and the special events and networking opportunities that are in store for you this week. If you have any questions or need assistance, please stop by the registration desk and an ASTA team member will be happy to assist you.

# Hotel information

## **Hyatt Regency Chicago**

151 East Wacker Drive  
Chicago, IL 60601  
(312) 565-1234

The Hyatt Regency Chicago serves as the headquarter hotel for the convention. The Hyatt has two towers, the East Tower and the West Tower, and the majority of ASTA events are held in the East Tower. Throughout this program, all locations will be indicated with an E or a W to indicate where each event is located. The two towers of the hotel are connected on the Blue Level (where hotel registration is located) and the Bronze Level, one level up from our ASTA ballroom level. The bronze level of the West Tower also has an entrance to the Chicago Pedway, your gateway to the Illinois Center indoor mall and many other locations around the city, without ever having to go outside!

## **OVERFLOW HOTELS:**

### **Sheraton Chicago**

301 East North Water Street  
Chicago, IL 60611  
(312) 464-1000

### **Swissotel Chicago**

323 East Wacker Drive  
Chicago, IL 60601  
(312) 268-8010

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# Convention Essentials

## REGISTRATION HOURS

*Located in the East Tower, Grand Ballroom Foyer area (Gold Level)*

Monday (Dec. 9) .....	8:00 am – 5:00 pm
Tuesday (Dec. 10) .....	7:00 am – 5:00 pm
Wednesday (Dec. 11) .....	7:00 am – 5:00 pm
Thursday (Dec. 12) .....	7:00 am – 5:00 pm
Friday (Dec. 13) .....	7:00 am – 10:00 am

## GENERAL INFO

Badges must be displayed for admittance to all ASTA events. Conference sessions are included with the full conference and one-day registration types. Expo & Day passes allow access to the Seed Expo only. Meeting room locations are in the East Tower and West Tower of the Hyatt, marked (E) and (W) respectively in the program. All meetings are open to any attendee unless listed as “closed.”

**DON'T MISS YOUR CHANCE** to win door prizes and Visa gift cards inside Seed Expo 2013 this week. Just take your ticket (see page 37) and drop it in the gold prize drum in the center café area of the exhibit hall.

# Convention Essentials

## MEDIA ROOM

Sponsored by:  **BASF**  
The Chemical Company

On Wednesday and Thursday during the conference, visit Grand Suite 2AB for any press releases or media information you may have to distribute. The ASTA Media Room, sponsored by BASF, will also feature a few press conferences throughout the course of the conference. If you have press/media needs for this room, visit the ASTA registration desk for more information.

## THE ASTA NETWORKING LOUNGE

The ASTA Networking Lounge is located in Grand Ballroom E/F, across from the ASTA registration desk. It will be open from Tuesday at 8:00 am until Thursday at 1:00 noon. This special area will include open tables for your impromptu business appointments, plus the FuSE Lounge for Future Seed Executives, the student poster presentations, and more!

## WELCOME HOSPITALITY

On Tuesday, December 10, stop by the ASTA registration desk for a special welcome to the convention from our Hospitality Host, Husch Blackwell LLP. They will be greeting you with special winter mint tins and a business card raffle for a backup smartphone battery and charger!

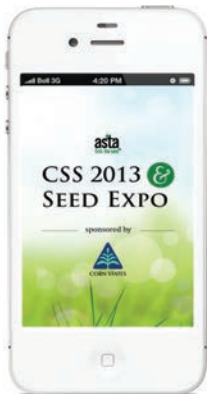
# Convention Essentials CONTINUED

## START HERE

### Get the official CSS 2013 & Seed Expo app!

Our smartphone app is better than ever this year – you won't even need any printed programs anymore! This year's app includes all session, speaker and exhibitor information, attendee lists, appointment setting tools in the My Planner section, hotel floor plans, a personal walking map tool for the Seed Expo, local information and much more!

On any Android or Apple smartphone device, search for "Seed Expo" in the Google Play or Apple App Store to find and download the event app. For non Android and iOS devices, you can access a web-based version of the app at [www.chirpe.com/css2013](http://www.chirpe.com/css2013). Visit the ASTA Networking Lounge in Grand Ballroom E/F or the ASTA booth for assistance on using the app.



Sponsored by:



CORN STATES



## Convention Essentials CONTINUED



View the **Exhibitor List**, search for exhibitors, mark exhibitors with “visited” tags, request meetings, add personal notes, and map their booth location.



Locate your favorite booths on the **Interactive Floor Plan**, and download your personalized walking map.



View the **Conference Schedule**, search for and rate sessions, add session notes and email them, as well as view handouts.



Build your **Personalized Planner**, plan your itinerary, add personal notes, tag favorite exhibitors and sessions. Sync with the website in real-time.



Tap into **local information** about Chicago, including hotels, transportation options and much more.



Read, follow, and comment on **#astacss** tweets from your fellow attendees, and from exhibiting companies.



Tune into exclusive **updates, notifications, and blogs** from the CSS 2013 show management.

# DON'T MISS THE New Product Showcase!

Attendees to this year's Seed Expo 2013 will be able to learn about exciting new products and services at the New Product Showcase, held in the center of the exhibit hall on Thursday, Dec. 12 from 1:00 - 4:00 pm. There will be Visa gift card giveaways of \$100 between each presentation, with the final grand prize \$500 gift card at the end at 4:00 pm. The following companies will be presenting at the Showcase:

- 1:00 pm KSi Conveyors Inc.** reveals the **KSi 4808NGA Seed Applicator**, the most advanced and accurate seed treatment technology and equipment in the industry.
- 1:30 pm Farm Intelligence** combines the use of unmanned aerial vehicles, data science, and computer vision to help farmers make better decisions.
- 2:00 pm HUB International** introduces the 831 (b) micro captive and discusses captive formation, associated tax benefits and savings, benefits of a customized risk management program, preserving and growing captive premium dollars, enhanced asset & estate protection, generational wealth transfer, business continuation strategies.
- 2:30 pm XSInc.** demonstrates **AgVeritas™** for sorting through in-field variability and multiple layers of data to give growers high confidence in analyzed results from their on-farm trials.
- 3:00 pm Technical Services, Inc.**, a custom equipment builder, introduces a line of equipment for use in the soil lab industry.
- 3:30 pm Precision Hawk** discusses its technology and the primary principles of precision agriculture, key information gathering techniques, and their potential within these agricultural applications.

# Poster Presentations

ASTA is proud to feature poster presentations from graduate students at various schools of agriculture around North America. The poster displays will be located in the ASTA Networking Lounge in Grand Ballroom E/F from Tuesday at noon until Thursday at noon. Please be sure to take time to visit with these students to help bring them into the fold of the seed industry—and to see what you can learn from them!

Poster Prizes provided by:  Dow AgroSciences

**Poster presentations are as follows:**

NAME	UNIVERSITY	PROFESSOR	POSTER TITLE
Justin E. Anderson	University of Minnesota	Dr. Robert Stupar	A Roadmap for Gain of Function Copy Number Variants in the Soybean Genome
Tracy Bruns	Iowa State University	Dr. Gary Munkvold	The Role of Deoxynivalenol Produced by <i>Fusarium Graminearum</i> in Seedling Infection of Soybean, Wheat and Maize
Payne Burks	University of Illinois at Champaign-Urbana	Dr. Patrick Brown	Association Mapping for Sugar Yield in Sweet Sorghum

## Poster Presentations CONTINUED

Sungyul Chang	University of Illinois at Urbana-Champaign	Dr. Leslie Domier	Utilize Genetics, Genomics, and Bioinformatics to Discover White Mold Resistance from Perennial Species Related to Soybean
Adam Gaspar	University of Wisconsin-Madison	Dr. Shawn Conley	Economic Risk & Profitability of Soybean Seed Treatments at Reduced Seeding Rates
C. Cole Hendrix	University of Illinois	Fred E. Below	Identifying Resources in Ex-PVP Maize Germplasm For Improving Nitrogen Use Efficiency
Raymond Lindsey	Purdue University	Mitchell Tuinstra	Genetic Control of Kernel Composition and Leaf Nitrogen Remobilization in Diverse Populations of Maize and Sorghum
John MacKenzie	University of Guelph	Dr. Elizabeth Lee	Genetic Improvement in Ear Development
David Marburger	University of Wisconsin-Madison	Dr. Shawn Conley	Relationship Between Fusarium Virguliforme and Heterodera Glycines in WI Fields

## Poster Presentations CONTINUED

Graham Moun	University of Guelph	Dr. Elizabeth Lee	Is the Year Effect on Grain Yield Related to Proper Floret Development?
Oliver Ott	North Carolina State University	Dr. Matt Krakowsky and Dr. Major Goodman	Screening Allelic Diversity BC1s for Resistance to Gray Leaf Spot
Brenda Owens	Purdue University	Dr. Torbert Rocheford	Association Mapping Of Carotenoid Loci In Maize Grain
Jill Recker	North Carolina State University	Dr. Matt Krakowsky, Dr. Major Goodman, and Dr. Peter Balint-Kurti	Evaluating Teosinte Introgressions for Resistance to Gray Leaf Spot and Southern Leaf Blight
Alex Renaud	Purdue University	Mitchell Tuinstra	Late-Season Drought Tolerance in Maize and Sorghum
Ethan Smidt	University of Wisconsin-Madison	Dr. Shawn Conley	Key Parameters for VRT Soybean Prescriptions
Brad Thada	Purdue University	Mitchell Tuinstra	Heat Tolerant Maize for Asia



Take the opportunity to meet and network with ASTA Future Seed Executives at any of our CSS events. Learn more about the FuSE initiative and how you can get involved or support this organization of future seed industry leaders.

**Visit the FuSE Lounge anytime  
Tuesday-Thursday 9:00AM to 5:00PM  
Grand Ballroom E/F!**

**Tuesday, Dec. 10**

FuSE Happy Hour 4:00-5:00PM  
*FuSE Lounge, Grand Ballroom E/F*

**Wednesday, Dec. 11**

FuSE Happy Hour 4:00-5:00PM  
*FuSE Lounge, Grand Ballroom E/F*

**Thursday, Dec. 12**

FuSE Committee Meeting 4:00-5:30PM  
*Truffles Room*

**"Navigating the Road to Seed Industry Success"  
A Panel Discussion**

FuSE Reception 5:30-6:30PM  
*Truffles Room*

Learn more online: [amseed.org/education/fuse](http://amseed.org/education/fuse)

# Monday At-A-Glance

## DECEMBER 9

(E) = East Tower, (W) = West Tower

Download the **ASTA CSS 2013 & Seed Expo** app for your smartphone for more information on speakers, sessions, and locations.

- 8:00 am – 5:00 pm**     **Registration**  
*Grand Ballroom Registration (E)*
- 8:00 am – 5:00 pm**     **Seed Expo Set-up: Large Equipment**  
*Riverside Center (E)*
- 8:30 am – 3:30 pm**     **ISF SAT-Com Meeting (Closed)**  
*Columbian (W)*
- 12:00 pm – 5:00 pm**     **Columbus Hall Exhibits: Available by Appointment Only**  
*Columbus Hall (E)*
- 12:00 pm – 6:00 pm**     **Seed Association of the Americas Board Meeting (Closed)**  
*Grand Suite 5 (E)*
- 1:00 pm – 5:00 pm**     **PVP Advisory Board Meeting**  
*Water Tower (W)*

# Tuesday At-A-Glance CONTINUED

## DECEMBER 10

*(E) = East Tower, (W) = West Tower*

Download the **ASTA CSS 2013 & Seed Expo** app for your smartphone for more information on speakers, sessions, and locations.

- 7:00 am – 5:00 pm**     **Registration**  
*Grand Ballroom Registration (E)*  
*Welcome Hospitality sponsored by:*  
*Husch Blackwell LLP*
- 8:00 am – 5:00 pm**     **Networking Lounge**  
*Grand Ballroom E/F (E)*
- 8:00 am – 5:00 pm**     **Seed Expo Set-up: Small Equipment**  
*Riverside Center (E)*
- 8:00 am – 5:00 pm**     **PVP Advisory Board Meeting**  
*Water Tower (W)*
- 8:00 am – 12:00 pm**     **Columbus Hall Exhibits: Available by Appointment Only**  
*Columbus Hall (E)*
- 8:00 am – 12:00 pm**     **Corn Variety Identification (Closed)**  
*Wrigley (W)*



# Tuesday At-A-Glance

- 9:00 am – 10:30 am** **Seed Industry Relations Committee**  
*Grand Suite 3 (E)*
- 9:00 am – 10:30 am** **IPR Emerging Issues Working Group (Closed)**  
*Grand Suite 2AB (E)*
- 10:45 am – 12:45 pm** **LLP Working Group**  
*Grand Suite 2AB (E)*
- 11:00 am – 12:00 pm** **Corn Basic Research Committee**  
*New Orleans (W)*
- 12:00 pm – 4:30 pm** **Columbus Hall Exhibits Open**  
*Columbus Hall (E)*
- 12:30 pm – 1:30 pm** **Organic Seed Committee**  
*Wrigley (W)*
- 1:30 pm – 2:30 pm** **Communications Committee**  
*Grand Suite 2AB (E)*
- 2:30 pm – 4:00 pm** **Legislative & Legal Concerns Committee**  
*Acapulco (W)*

## Tuesday At-A-Glance CONTINUED

- 4:00 pm – 5:00 pm**     **Seed Association of the Americas Open Meeting**  
*Grand Suite 3 (E)*
- 4:00 pm – 9:00 pm**     **Germplasm Enhancement of Maize**  
*Wrigley (W)*
- 4:30 pm – 6:00 pm**     **Seed Expo 2013: Exhibitor Marketplace**  
*Riverside Center (E)*
- 6:00 pm – 7:30 pm**     **Columbus Hall Evening Events**  
*Columbus Hall (E)*

## SEED INDUSTRY RELATIONS COMMITTEE MEETING

9:00 am – 10:30 am | December 10 | Grand Suite 3 (E)

The Seed Industry Relations Committee serves as a liaison with related industry organizations with the intention of fostering communication and cooperation on issues of mutual concern.

Presentations include:

- I. Updates from:
  - a. the USDA AMS Seed Regulatory and Testing Division
  - b. Association of Official Seed Analysts
  - c. Society of Commercial Seed Technologists
  - d. Association of American Seed Control Officials
  - e. Association of Official Seed Certifying Agencies
  - f. OECD activities.
- II. An industry update of State and Federal Governmental Affairs, including the issue of seed testing challenges.

## **Tuesday** CONTINUED

### **CORN BASIC RESEARCH COMMITTEE**

*11:00 am – 12:00 pm | December 10 | New Orleans (W)*

- I. Welcome & Introductions
- II. Review and Approve Minutes – December 2012
- III. Corn Permanent Research Fund Status
  - a. Current funding and Corn Permanent Research Fund status – Dave Langer
  - b. ASRF role in managing funds-Tim Gutormson, President of ASRF
- IV. Iowa Corn Promotion Board- “Genomes to Traits Initiative: A Public-Private Partnership”
- V. Other Business
- VI. Adjourn

## ORGANIC SEED COMMITTEE

12:30 pm – 1:30 pm | December 10 | Wrigley (W)

- I. Welcome/Introductions
  - a. Anti-Trust Statement
- II. Approve Agenda and Minutes
- III. USDA-National Organic Program Update
- IV. National Organic Standards Board Update
- V. Organic Seed Finder Database Update
- VI. Organic Trade Discussion: Mexico, Brazil, EU
- VII. Madison Group Update
- VIII. Organic Valley Seed Policy for Handling Organic Seeds
- IX. National Germplasm Resource Advisory Committee Update
- X. Discussion
  - a. New Topics and/or Issues
  - b. Committee Activity 2013
  - c. Vice Chair Nomination and Approval
- XI. Adjourn

## Tuesday CONTINUED

### LEGISLATIVE AND LEGAL AFFAIRS COMMITTEE

2:30 pm – 4:00 pm | December 10 | Acapulco (W)

- I. Emerging Issues Update – Federal
- II. Emerging Issues Update – State
- III. Biotech Labeling Legislation
- IV. Tools to Talk about Biotechnology
- V. Political Action Committee Action
- VI. ASTA Storm the Hill 2014

# Wednesday At-A-Glance

## DECEMBER 11

*(E) = East Tower, (W) = West Tower*

Download the ASTA CSS 2013 & Seed Expo app for your smart-phone for more information on speakers, sessions, and locations.

- 7:00 am – 5:00 pm**     **Registration**  
*Grand Ballroom Registration (E)*
- 7:00 am – 8:00 am**     **Speaker's Breakfast (Closed)**  
*Grand Ballroom D North (E)*
- 7:30 am – 6:00 pm**     **Seed Expo 2013 open**  
*Riverside Center (E)*
- 8:00 am – 5:00 pm**     **Networking Lounge**  
*Grand Ballroom E/F (E)*
- 8:00 am – 5:00 pm**     **Media Room open**  
*Grand Suite 2AB (E)*  
*Sponsored by: BASF*
- 8:00 am – 10:00 am**     **Intellectual Property Rights Committee**  
*Grand Ballroom A/B (E)*
- 8:00 am – 10:00 am**     **Seed Treatment and Environment Committee**  
*Grand Suite 3 (E)*

## Wednesday At-A-Glance CONTINUED

- 8:30 am – 12:00 pm** **GEM Network**  
*Wrigley (W)*
- 10:00 am – 12:00 pm** **Soybean Super Session I: Mitigating Climate Extremes**  
*Grand Ballroom A/B (E)*
- 11:30 am – 1:30 pm** **Lunch Concessions in the Seed Expo**  
*Riverside Center (E)*
- 12:30 pm – 2:00 pm** **Biotechnology Committee**  
*Grand Suite 3 (E)*
- 1:00 pm – 5:00 pm** **Maize Crop Germplasm Committee**  
*Toronto (W)*
- 1:30 pm – 3:00 pm** **Soybean Super Session II: Partnering to Solve the Oil Quality Puzzle**  
*Grand Ballroom A/B (E)*
- 3:30 pm – 5:00 pm** **Phytosanitary Issues**  
*Grand Suite 3 (E)*
- 3:30 pm – 5:00 pm** **Hot Topics in Wheat**  
*Grand Ballroom A/B (E)*
- 5:00 pm – 6:00 pm** **Seed Expo Reception**  
*Riverside Center (E)*



## INTELLECTUAL PROPERTY RIGHTS COMMITTEE

8:00 am – 10:00 am | December 11 | Grand Ballroom A/B (E)

- I. Call Meeting to Order
  - a. Anti-Trust Statement
  - b. Approve Minutes
  - c. Approve Agenda
- II. Update on the Accord
- III. Revised U.S. Patent Law: Implications for the seed industry
- V. U.S. PVP Office Update
  - ASTA Intellectual Property Education & Enforcement Program
- VI. TransAtlantic Trade & Investment Partnership
- VII. IPR Emerging Issues Working Group
- VIII. Adjourn

# Wednesday CONTINUED

## SEED TREATMENT AND ENVIRONMENT COMMITTEE

8:00 am – 10:00 am | December 11 | Grand Suite 3 (E)

- I. Call to Order and Welcome  
Anti-trust Statement
- II. Adoption of Agenda  
Approval of Minutes
- III. Regulatory Update
  - a. Canada PMRA
  - b. EPA
  - c. State and Federal Legislation
- IV. Committee and Working Group Updates
  - a. ISF-Seed Applied Technologies Committee
  - b. CropLife America WG Updates
- V. Seed Treatment Stewardship & Pollinator Health
  - a. Guide to Seed Treatment Stewardship
    1. Outreach
    2. Updates to Guide
      - b. Talc Replacement Product
      - c. Research Update on Pollinator Health
- VI. Other business and Topics for Next Meeting
- VII. Adjourn

## **SOYBEAN SUPER SESSION I: MITIGATING CLIMATE EXTREMES**

10:00 am – 12:00 pm | December 11 | Grand Ballroom A/B (E)

*Moderated by: Chris Tingle, Syngenta*

- Climate Impacts on Agriculture: Implications for Production: Jerry Hatfield, USDA-ARS
- Genotypic diversity in soybean root characteristics: Felix Fritschi, University of Missouri
- Stress-Tolerant Soybeans for a Changing Climate: Tommy Carter, USDA/North Carolina State University

Q&A

# Wednesday CONTINUED

## BIOTECHNOLOGY COMMITTEE

12:30 pm – 2:00 pm | December 11 | Grand Suite 3 (E)

- I. Call Meeting to Order
  - a. Anti-Trust Statement
  - b. Approve Minutes
  - c. Approve Agenda
- II. Update: Seed LLP Activities
  - a. CAS/NABI Working Group
  - b. ILSI Workshop
  - c. TransAtlantic Trade & Partnership (TTIP)
- III. New Breeding Techniques
  - a. OECD Questionnaire
  - b. Developing an ASTA position
  - c. TTIP
- V. U.S. Biotech Crop Alliance (aka Value Chain MOU)
- VI. Expanding Scope of Biotech Committee
- VII. Adjourn

### **SOYBEAN SUPER SESSION II: PARTNERING TO SOLVE THE OIL QUALITY PUZZLE**

*1:00 pm – 3:15 pm | December 11 | Grand Ballroom A/B (E)*

*Moderated by: Jim Shearl, AgReliant Genetics, LLC*

- High Oleic Soybeans: Reconquering the Oil Market:  
John Becherer, United Soybean Board
- Plenish High Oleic Soybean Product Development and Commercialization: Steve Schnebly, DuPont Pioneer
- Vistive Gold Soybean and Oil Platform: Calvin Treat, Monsanto

Q&A

## Wednesday CONTINUED

### HOT TOPICS IN WHEAT

3:30 pm – 5:00 pm | December 11 | Grand Ballroom A/B (E)

*Moderated by: Karolyn Terpstra, Syngenta*

- Hybrid Wheat: Rollin Sears, Syngenta
- Biotech Wheat: Claire Cajacob, Monsanto
- Wheat Research Collaboration – P. Stephen Baenziger, University of Nebraska, Lincoln

Q&A

## PHYTOSANITARY ISSUES

3:30 pm – 5:00 pm | December 11 | Grand Suite 3 (E)

- I. Call Meeting to Order
- II. Welcome & Introductions
  - a. Anti-trust Compliance Policy (Handout)
- III. Seed Exports to the EU: Panel Discussion
  - a. Export certification issues: Stewart's wilt
  - b. Implications for other seed pathogens
  - c. Trans Atlantic Trade and Investment Partnership Agreement (TTIP)
- IV. New Changes in APHIS Seed Importation Regulations (Q-37)
  - a. Plants for Planting Manual
  - b. NAPPRA List: Implications for seeds
- V. Report from November 15 Strategy Session  
With APHIS
- VI. Report from ASTA/AMSAC US/Mexico  
Workshop, Mexicali, September 25-26
- VII. ASTA International Activities Report
- VIII. Adjourn

# SEED EXPO 2013

DECEMBER 10-13, 2013 | CHICAGO, IL

*The largest seed industry trade show in the country*



## Don't Miss the **SEED EXPO RECEPTION!**

The Seed Expo Reception includes open bars and buffets (including cookies made from sorghum flour!), and relaxing networking time with your colleagues and our 150 Seed Expo exhibitor companies. Be sure to stay for the door prize drawings:

**5:30 pm: \$250 Visa gift card, provided by Albaugh Seed Treatments**

**6:00 pm: \$300 Visa gift card, provided by LGC Genomics, LLC**

## WHERE'S THAT MUSIC COMING FROM?

**Visit the Seed Expo's main show floor to find out!**

This year's Seed Expo Exhibitor Marketplace and Seed Expo Reception will feature music brought to you by one of our own exhibitor companies, the Jacobsen Holz Corporation, featuring the holiday sounds of their sons musical act, Banana Gold. Banana Gold is a small and versatile music project comprising good friends Caleb Ealy, William Jacobsen and Charles Jacobsen. A sound all its own, Banana Gold offers an eclectic but tasteful melding pot of jazz, blues, ragtime, funk and even some classical influence, with an understanding of the progressive nature of the music industry, but a never ending strive to pay respects and homage to the pioneers all the way back to the 20's.



# Thursday At-A-Glance

## DECEMBER 12

*(E) = East Tower, (W) = West Tower*

Download the ASTA CSS 2013 & Seed Expo app for your smart-phone for more information on speakers, sessions, and locations.

- 7:00 am – 5:00 pm**    **Registration**  
*Grand Ballroom Registration (E)*
- 7:30 am – 8:30 am**    **Seed Expo Exhibitors Meeting/ASTA Associates Division Meeting**  
*Grand Suite 3 (E)*
- 7:30 am – 5:00 pm**    **Seed Expo 2013 open**  
*Riverside Center (E)*
- 8:00 am – 5:00 pm**    **Media Room open**  
*Grand Suite 2AB (E)*  
*Sponsored by: BASF*
- 8:00 am – 12:00 pm**    **Networking Lounge**  
*Grand Ballroom E/F (E)*
- 8:00 am – 10:15 am**    **General Session: Future Global Outlook**  
*Grand Ballroom A/B (E)*
- 9:00 am – 3:30 pm**    **NCDC 214 Meeting**  
*Grand Suite 3 (E)*

## Thursday At-A-Glance

- 9:30 am – 10:30 am** **Spouse/Guest Breakfast**  
*Monarch Suites (34th floor, East Tower)*
- 10:15 am – 12:00 pm** **General Session: Seed Treatment**  
*Grand Ballroom A/B (E)*
- 11:30 am – 1:30 pm** **Lunch Concessions in the Seed Expo**  
*Riverside Center (E)*
- 11:30 am – 1:30 pm** **National Council of Commercial Plant Breeders Board of Directors (Closed)**  
*Acapulco (W)*
- 12:30 pm – 1:30 pm** **Soybean Program Planning Committee**  
*Grand Suite 2A (E)*
- 1:00 pm – 4:00 pm** **Seed Expo 2013: New Product Showcase**  
*Riverside Center*
- 1:30 pm – 3:00 pm** **Corn and Sorghum Session: Global Drivers of Genetic Diversity**  
*Grand Ballroom A/B (E)*
- 1:30 pm – 3:00 pm** **Business of the Seed Business I: Using Apps for Critical Business Decisions**  
*Grand Ballroom C/D North (E)*

## Thursday At-A-Glance CONTINUED

- 3:00 pm – 4:30 pm**    **Business of the Seed Business II:  
GM Crops: Perception vs. Reality**  
*Grand Ballroom C/D North (E)*
- 3:00 pm – 4:30 pm**    **Corn Session I: Lessons in Corn  
Improvement**  
*Grand Ballroom A/B (E)*
- 4:30 pm – 6:30 pm**    **FuSE (Future Seed Executives)  
Meeting & Reception**  
*Truffles (W)*
- 4:30 pm – 5:45 pm**    **Sorghum Utilization**  
*Grand Suite 3 (E)*
- 6:00 pm – 9:00 pm**    **Bayer CropScience Reception**  
*Grand Ballroom C – F (E)*

# Thursday

## SEED EXPO EXHIBITORS MEETING/ ASTA ASSOCIATES DIVISION MEETING

7:30 am – 8:30 am | December 12 | Grand Suite 3 (E)

- I. Call Meeting to Order
- II. Welcome & Introductions
- III. CSS 2013 & Seed Expo Feedback
  - a. Timing
  - b. Freeman Service
  - c. Open Discussion: Feedback on Seed Expo 2013
- IV. New Business
  - a. The Future of the Seed Expo: New Location?
  - b. Vegetable & Flower Seed Conference
  - c. 131st Annual Convention
  - d. Seed Expo 2014 Renewals

## GENERAL SESSION I: FUTURE GLOBAL OUTLOOK

8:00 am – 10:00 am | December 12 | Grand Ballroom A/B (E)

*Moderated by: Andy LaVigne, ASTA*

- Grain Markets 2014, Dan Basse, AgResource
- Public Sector Research and Private Sector Support, Sonny Ramaswamy, USDA-NIFA
- International Perspectives: Applied and Basic Research in China, Junyi Gai, Nanjing Agricultural University

Q&A

# Thursday CONTINUED

## GENERAL SESSION II: SEED TREATMENT

10:00 am – 12:00 pm | December 12 | Grand Ballroom A/B (E)

*Moderated by: John Chism, DuPont Pioneer*

- Corn Dust Research Consortium, Laurie Adams, Pollinator Partnership
- Seed Treatment and Pollinator Health, Iain Kelly, Bayer CropScience
- ASTA-CLA Guide to Seed Treatment Stewardship, Jane DeMarchi, ASTA

Q&A

## SOYBEAN PROGRAM PLANNING COMMITTEE

12:30 pm – 1:30 pm | December 12 | Grand Suite 2A (E)

- I. Call Meeting to Order/Anti-Trust Statement
- II. Adoption of Agenda
- III. Outgoing Chairperson Report
- IV. Conference Update
  - a. Evaluation of 43rd Soybean Seed Research Conference
  - b. Dates for 2014 conference; December 9-12, 2014
  - c. Planning Meeting, March 6 & 7, 2014
- V. Welcome and introduction of 2014 program
- VI. Overview of 2014 Program Planning Process
  - a. Program Format Discussion
  - b. Discuss Theme Possibilities
  - c. Speaker/Topic Information Requests: Deadline is February 15, 2014 (send to [jcrouse@amseed.org](mailto:jcrouse@amseed.org))
- VII. Adjourn

## Thursday CONTINUED

### CORN AND SORGHUM SESSION: GLOBAL DRIVERS OF GENETIC DIVERSITY

1:15 pm – 3:00 pm | December 12 | Grand Ballroom A/B (E)

*Moderated by: Bernice Slutsky, ASTA*

- Corn Molecular Marker Project, Liz Jones, Syngenta
- Tapping Maize Diversity for Accelerated Breeding, Ed Buckler, Cornell University
- Unlocking Sorghum's Valuable Diversity, Steve Kresovich, Clemson University

Q&A



### **BUSINESS OF THE SEED BUSINESS I: USING APPS FOR CRITICAL BUSINESS DECISIONS**

*1:30 pm – 3:00 pm | December 12 | Grand Ballroom C/D North*

*Jim Schweigert, Gro Alliance, LLC*

- Mobile Apps in Agriculture: What's available for news, tools, field operations, management, calculators and more, Jen Bennett, Corn Soybean Digest
- Determining Relevant App Development Opportunities for the Seed/Ag Industry, Matt Snyder, DuPont Pioneer
- Internally-Created Apps: The Mechanics Behind Creating an App, Steve Thompson, AgReliant Genetics, LLC
- Sharing Seed Corn Production Data in Real Time, Jim Schweigert, Gro Alliance, LLC
- Using Apps for Critical Business Decisions, Daryl Starr, Advanced Ag Solutions

Summary by Moderator/Q&A

## **Thursday** CONTINUED

### **BUSINESS OF THE SEED BUSINESS II: GM CROPS: PERCEPTION VS. REALITY**

*3:00 pm – 4:30 pm | December 12 | Grand Ballroom C/D North*

*Moderated by: Gary Munkvold, Iowa State University*

- Status of GM crops and regulations around the world, Alan McHughen, University of California, Riverside
- Acceptance of GMO Crops and Impact on the Food System, Ruth MacDonald, Iowa State University

Q&A

## **CORN SESSION I: LESSONS IN CORN IMPROVEMENT**

*3:00 pm – 4:30 pm | December 12 | Grand Ballroom A/B (E)*

*Moderated by: Craig Kleinschmidt, AgReliant Genetics*

- Integration of Genomic Selection into Double Haploid Based Corn Breeding Schemes, José Osorio Fortéa, AgReliant Genetics
- Performance and Risk of Commercialized Transgenic Maize, Joe Lauer, University of Wisconsin
- Impacts of declining ECB populations; economics, competing insects, Bill Hutchison, University of Minnesota

Q&A

## Thursday CONTINUED

### FuSE (FUTURE SEED EXECUTIVES) COMMITTEE MEETING & RECEPTION

4:00 pm – 6:30 pm | December 12 | *Truffles (W)*

Meet the FuSE organizers and hear about what they've accomplished in the past year and their plans for the coming year. Additionally, the Management Skills committee will be providing an update on the ASTA Management Academy and discussing a new program designed for new and mid-level seed industry professionals that will be held in conjunction with the 2014 ASTA summer meeting. The FuSE/MSK meeting will also feature a panel discussion on "Navigating the Road to Seed Industry Success." Panelists include Craig Newman (AgReliant Genetics & ASTA Chairman), Jim Schweigert (GroAlliance), Peter Bratney (Bratney Companies), and Liz Pestow (Indiana Crop Improvement Association).

## SORGHUM UTILIZATION

4:30 pm – 5:45 pm | December 12 | Grand Suite 3 (E)

*Moderated by: Charles Miller, Chromatin, Inc.*

- Sorghum's increasing usage in Ethanol, Andy Foster, Amicus Energy
- Improved Animal Utilization in Sorghum, David Weakley, Winfield Solutions

Moderator Summary and Q&A

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to continue to **grow strong!**



## Did You KNOW:

- The world will add over 1.86 billion people between 2015 and 2030?
- The world's demand for food and fuel by 2030 will require a nearly doubled level of corn yield?
- The number of new students entering agriculture breeding programs is at an all-time low?

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# Friday At-A-Glance

## DECEMBER 13

*(E) = East Tower, (W) = West Tower*

Download the ASTA CSS 2013 & Seed Expo app for your smart-phone for more information on speakers, sessions, and locations.

**7:00 am – 10:00 am Registration**

*Grand Ballroom Registration (E)*

**8:00 am – 10:30 am Corn Session II:**

**Emerging Issues in Corn Pathology**

*Grand Ballroom A/B (E)*

**10:30 am – 11:30 am 2014 Corn & Sorghum Program  
Planning Meeting**

*Grand Suite 2A (E)*

## Friday CONTINUED

### CORN SESSION II: EMERGING ISSUES IN CORN PATHOLOGY

8:00 am – 10:30 am | December 13 | Grand Ballroom A/B (E)

*Moderated by: Gary Munkvold, Iowa State University*

- Aflatoxin reduction in corn using biocontrol, Tom Isakeit, Texas A&M University
- Genetic Factors Associated with Aflatoxin Accumulation and *A. flavus* Resistance, Marilyn Warburton, USDA-ARS
- Goss' Wilt Epidemiology and Management, Alison Robertson, Iowa State University
- Breeding for Goss' Wilt Resistance, Bill Curran, DuPont Pioneer

Q&A: 10:05 – 10:30 a.m.



## **2014 CORN & SORGHUM PROGRAM PLANNING MEETING**

*10:30 am – 11:30 am | December 13 | Grand Suite 2A*

- I. Call Meeting to Order/Anti-Trust Statement
- II. Adoption of Agenda
- III. Outgoing Chairperson Report
- IV. Conference Update
  - A. Evaluation of 68th Corn & Sorghum Seed Research Conference
  - B. Dates for 2014 conference; December 9-12, 2014
  - C. Planning Meeting, March 6 & 7, 2014
  - D. Recognition of Program Chair
- V. Welcome and introduction of 2014 program
- VI. Overview of 2014 Program Planning Process
  - A. Program Format Discussion
  - B. Discuss Theme Possibilities
  - C. Speaker/Topic Information Requests: Deadline is February 15, 2014 (send to [jcrouse@amseed.org](mailto:jcrouse@amseed.org))
- VII. Adjourn

# Seed Expo 2013

We've set another new record for Seed Expo 2013, with a number of new and larger exhibits and exciting new show floor features! Located in the Riverside Center and the Columbus Hall area of the Hyatt Regency Chicago, Seed Expo 2013 features more than 150 companies, showcasing a broad variety of products and services for the seed industry. Be sure to allow some time to visit the hall and see how many new contacts you can make!

## SEED EXPO HOURS:

**Tuesday, December 10:** Exhibitor Marketplace Grand Opening  
Access is free to all during this special grand opening event!

**4:30 pm – 6:00 pm:** Main Show Floor (Riverside Center)

**6:00 pm – 7:30 pm:** Columbus Hall Evening Events

**Wednesday, December 11:** 7:30 am – 6:00 pm

**Thursday, December 12:** 7:30 am – 5:00 pm

## PLEASE NOTE THESE NEW SPECIAL SCHEDULE EXCEPTIONS FOR COLUMBUS HALL:

**Monday, December 9:**

**12:00 noon to 5:00 pm:** Open for appointments only

**Tuesday, December 10:**

**8:00 am – 12:00 noon:** Open for appointments only

**12:00 noon – 4:30 pm:** Exhibits open

**4:30 pm – 6:00 pm:** Closed for Seed Expo/Riverside Center opening

**6:00 pm – 7:30 pm:** Open for exhibitor evening events

Take this ticket and drop it in the gold prize drum within the center cafe area of Seed Expo 2013 and enter to win one of many exciting prizes!

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(see back for details)

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## **Seed Expo Reception Door Prizes:**

### **WEDNESDAY:**

5:30 pm: \$250 Visa gift card

*Door prize provided by  
**Albaugh Seed Treatments***



6:00 pm: \$300 Visa gift card

*Door prize provided by  
**LGC Genomics, LLC***



### **THURSDAY:**

\$100 Visa gift cards drawn during  
the Seed Expo New Product  
Showcase at 1:15 pm, 1:45 pm,  
2:15 pm, 2:45 pm, 3:15 pm.  
Final grand prize drawing of a  
\$500 Visa gift card at 4:00 pm

## Exhibitors By Name

3rd Millennium Genetics .....	505, Expo Meeting Suite #4
4B Components Ltd.....	400
A & K Development Co.....	603
Advanced Sort Industries LLC.....	346
AEC Group, Inc. ....	611
Ag Biotech Inc. ....	331
Ag Printers.....	437
Agdia .....	702
AGRA Industries Inc. ....	604, Expo Meeting Suite #2
Agriculex, Inc.....	411
Agricultural Improvement Equipment Services, LLC.....	610
Agronomix Software, Inc. ....	115
ALMACO .....	107, 108, Group Office meeting room
American Newlong .....	425
AMVT LLC.....	801
Anchor Paper Co.....	232
Anex MFG .....	341
AOSA/SCST .....	507
Association of Official Seed Certifying Agencies.....	508
B.A.G. Corp.....	242

## Exhibitors By Name CONTINUED

Ball Horticultural Co.....	638
BASF .....	Columbus Hall I/J
Bayer CropScience.....	Columbus Hall G/H
Big John Mfg. Co. Inc. ....	316
BioDiagnostics, Inc. ....	440, Grand Suite 1
Bratney Companies.....	412, Columbus Hall Meeting Suite #18
Breckenridge Software Technologies, Inc. ....	218
Brown Paper Goods .....	446
Buckhorn, Inc.....	313
Buhler Sortex Inc.....	140
Carter Day International, Inc. ....	236
Central Software Solutions .....	710
CETEC .....	811
Chantland MHS .....	336
Clipper Separation Technologies .....	308
Codema LLC .....	431
Color Label Mulligan.....	437
Cultura Technologies, Inc.....	546
Dairy One Forage Lab.....	809
Deamco Corporation .....	514, Tabletop #4, Columbus Hall Meeting Suite #21

## Exhibitors By Name CONTINUED

Delta Technology.....	607
Direct Enterprises, Inc. ....	201
Donaldson Company .....	343
Doriane .....	433
Drexel Chemical .....	401
Edwards Label.....	410
EES Companies .....	208, Expo Meeting Suite #5
EnviroLogix Inc. ....	427
Eurofins STA Laboratories .....	337
Exoteric Analytics .....	137
Farmchem .....	439
Faxitron Bioptics.....	813
Fischbein Company.....	135
Grassland Oregon .....	Tabletop #2
Greif Packaging, LLC .....	333
Hagie Manufacturing Company .....	304
Hamer LLC .....	212
Heucotech Ltd./Heubach .....	Tabletop #3
Hologic AgBio Services .....	803
Hub International Agribusiness .....	707

## Exhibitors By Name CONTINUED

Hughes Company Inc.....	700
IGSE.....	309
Illinois Crop Improvement Assoc. Inc. ....	539, Expo Meeting Suite #12
IFSI.....	Columbus Hall A/B, Grand Suites 4 and 5
INCOTEC, Integrated Coating and Seed Technology, Inc. ....	317
Independent Professional Seed Association.....	200
Indiana Crop Improvement Association (ICIA).....	506
IntelliAir.....	405
International Marketing & Design .....	303
Interstate Graphics .....	319
Interstates Companies.....	805
Iowa State University Graduate Program in Seed Technology and Business.....	241
Iowa State University Seed Lab .....	338
Jacobsen Holz Corporation .....	312
Juniper Systems, Inc. ....	632
Kam Group, Inc. ....	705
Key Technology.....	121
KeyGene.....	712
Kincaid Equipment MFG .....	131, 132, 139, 243



## Exhibitors By Name CONTINUED

KSi Conveyors Inc.....	237
Lewis M. Carter Mfg. Co.....	512
LGC Genomics .....	703
Magnuson/CCM.....	435
Management Recruiters of Iowa City .....	441
MBS Genetics, LLC .....	Columbus Hall K/L
Midco Enterprises, Inc. ....	117
MyFarms.....	701
Novozymes BioAg, Inc. ....	307
NRGENE Ltd. ....	408
Oliver Manufacturing Co., Inc. ....	640, 642, Columbus Hall Meeting Suite #16
O'Mara Ag Services, Inc.....	136
Oxbo International .....	704, 706
Pacifica Research.....	531
Palco Industrial Marking & Labeling Systems .....	404, 501
Parsons-Eagle Packaging Systems, .....	Tabletop #1 A Division of Campbell Wrapper Corp.
Polytec, Inc. ....	616
Popp Engineering Inc. ....	434
Prairie Engineering, Inc. ....	340
Printed Systems .....	415

## Exhibitors By Name CONTINUED

Pro Ag Logistics.....	711, Expo Meeting Suite #11
Professional Seed Research Inc. ....	535
Profile Industries Inc. ....	510
Q-SAGE, Inc.....	344
Rapat Corporation .....	133
RCI Engineering LLC .....	244
RD4AG .....	636
Rich Connell AGRI-SEARCH, Inc. ....	127
Rockford Silk Screen Process Inc. ....	332
Romer Labs.....	436
Rotex Global.....	533
Satake USA Inc. ....	402
Scott Murphy & Associates.....	713
Seed Today .....	438
Seed World.....	409
Seedburo Equipment Co. ....	229
SGS.....	329
Spear Envelope.....	516
Spectrum Technologies, Inc. ....	432
SPEX SamplePrep .....	708

## Exhibitors By Name CONTINUED

SRES.....	628, Expo Meeting Suite #10
Statec Binder GmbH.....	807
Stoller USA.....	129
Syngenta .....	Columbus Hall E/F
Taylor Products .....	503
The Weitz Company.....	606
TJ Technologies, Inc. ....	320, Columbus Hall #20
Union Special, LLC.....	537
United Suppliers .....	Expo Meeting Suite #3
Universal Industries, Inc. ....	504
University Crop Testing Alliance .....	125
USC, LLC .....	403
USDA Agricultural Marketing Service.....	709
VAA, LLC.....	240
Westrup Inc. ....	429
Wintersteiger .....	532, Expo Meeting Suite #1

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**Mindy DeVries-Gelder**, Monsanto Company

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## Notes

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69<sup>TH</sup> CORN & SORGHUM SEED RESEARCH CONFERENCE  
44<sup>RD</sup> SOYBEAN SEED RESEARCH CONFERENCE

# CSS 2014 SEED EXPO

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The Syngenta logo features the word "syngenta" in a bold, lowercase, blue sans-serif font. A single green leaf is positioned above the letter "n".