



This program is posted as of August 11 and is subject to change.

Sunday, December 3

11:00 AM – 2:00 PM: Seed Innovation and Protection Alliance: Field Crop BoD Meeting (Closed)

2:30 PM – 5:30 PM: IPR Emerging Issues Working Group (Closed)

Monday, December 4

8:00 AM – 5:00 PM: ASTA Registration Desk Open

8:00 AM – 5:00 PM: ASTA Media Room Open

8:00 AM – 5:00 PM: Media Training/Advocacy Session

9:00 AM – 12:00 PM: ASTA/US PVPO Joint Molecular Marker Working Group (Closed)

1:00 PM – 5:00 PM: Seed Association of the Americas Board Meeting (Closed)

1:00 PM – 3:30 PM: Seed Innovation and Protection Alliance
Educational Unit

3:30 PM – 5:00 PM: Seed Treatment

Moderated by Dale Krolikowski, Germains Seed Technology

-Below Ground Pests: What Everyone Needs to Know: Adam Varenhorst, South Dakota State University

-Biologicals Basics: What are the Different Types and How Do They Benefit the Grower?: Mark Howieson, BASF

-Practical application considerations for traditional seed treatments and biologicals: Jim Schweigert, Gro Alliance

4:00 PM – 5:00 PM: Corn Basic Research Committee

Tuesday, December 5

7:00 AM – 5:00 PM: ASTA Registration Desk Open

8:00 AM – 5:00 PM: ASTA Media Room Open

8:00 AM – 9:30 AM: Sorghum Session

(continued on next page)

9:45 AM – 11:15 AM: Soybean Session

Moderated by Mark Seem, LG Seeds

- Benchmarking Soybean Production Systems in the North-Central USA: Yield Gap in Soybean: Shawn Conley, University of Wisconsin
- United Soybean Board Strategic Plan and Research Investment: Soybean Composition: Kevin Wilson, United Soybean Board
- New Herbicide Systems (Panel Discussion):
 - Joe Vertin, Dow AgroSciences
 - Ty Witten, Monsanto
 - Jon Fischer, Bayer

11:00 AM – 12:30 PM: Seed Treatment and Environment Committee

11:30 AM – 1:00 PM: NCCPB/ASRF Joint Board of Directors (Closed)

1:00 PM – 2:30 PM: General Session: 2017 Agricultural Economy Report

Moderated by Andy LaVigne, ASTA

- Featuring Dan Basse, AgResource –back by popular demand!

2:30 PM – 3:30 PM: Communications Committee Meeting

2:30 PM – 6:00 PM: Seed Expo 2017 Opens

3:30 PM – 5:30 PM: Plant Breeding Innovation Working Group (Closed)

Wednesday, December 6

7:00 AM – 5:00 PM: ASTA Registration Desk Open

8:00 AM – 5:00 PM: ASTA Media Room Open

8:00 AM – 9:00 AM: Seed Association of the Americas Open Meeting

8:00 AM – 5:00 PM: Seed Expo 2017

8:00 AM – 10:00 AM: Wheat Session

- Improving Yield and Profitability of the Wheat Soybean Double Crop.: Dan Davidson, Illinois Soybean Association
- Selling Wheat in Corn and Soy Country: Wade Wiley, Becks
- Seed Innovation and Protection Alliance Wheat Messaging: James Weatherly, SIPA
- Past Progress and Future Outlook for Wheat Yield Improvements: Carl Griffey, Virginia Tech University

10:00 AM – 11:15 AM: Intellectual Property Rights Committee

11:30 AM – 12:30 PM: Seed Industry Relations Committee

11:30 AM – 1:30 PM: NCCPB Board of Directors (Closed)

1:30 PM – 3:30 PM: Digital Agriculture: Big Data

Moderated by Shawn Conley, University of Wisconsin

- Charting Your Course to Precision Success: Paul Schrimpf, Meister Media
- Digital and Precision Agriculture: Darwin Melnyk, Mavrx

3:30 PM – 5:30 PM: Talent Development Session: What Else Can We Be Teaching?

3:30 PM – 5:00 PM: Organic Seed Committee

5:00 PM – 6:30 PM: Seed Expo Reception

Thursday, December 7

7:00 AM – 5:00 PM: ASTA Registration Desk Open

7:30 AM – 8:30 AM: Seed Expo Exhibitors/ASTA Associates Division Meeting

8:00 AM – 2:00 PM: Seed Expo 2017

8:00 AM – 5:00 PM: ASTA Media Room Open

8:00 AM – 10:00 AM: Plant Breeding Innovation

Moderated by Dave Bubeck, DuPont Pioneer

- Gene Family Discovery in Genomes to Field: Candice Hirsch, University of Minnesota
- Genomes to Field Applications: Shawn Kaeppler, University of Wisconsin
- Phenomics: Katy Rainey, Purdue University
- Host-induced Gene Silencing can Alleviate Aflatoxin in Maize: Monica Schmidt, University of Arizona

10:15 AM – 11:45 AM: Communications and Policy: Plant Breeding Innovation

11:45 AM – 1:30 PM: “Seed the Future” Student Poster Presentations and Luncheon

1:45 PM – 3:45 PM: Phytosanitary Session: Emerging Diseases and Threats in Corn, Sorghum and Soybean

Moderated by Ric Dunkle, ASTA

- Global Seed Movement and Current Phytosanitary Dynamics: Ric Dunkle, ASTA
- Durable Resistance for Soybean Disease: Diana Horvath, 2 Blades Foundation

4:00 PM – 5:00 PM: CSS 2018 Program Planning Committee

4:00 PM – 6:00 PM: FuSE (Future Seed Executives) Meeting and Reception