

In cooperation with the Western Seed  
Association Conference

asta

# Farm and Lawn Seed Conference

November 5-6, 2017 • Kansas City, MO

*Participants must be registered for the Western Seed  
Association Conference to attend ASTA sessions*

**SUNDAY, NOVEMBER 5, 2017**  
*(Liberty Room)*

## **ASTA Farm & Lawn Seed Division Program**

1:00 p.m. – 2:30 p.m.

Emerging Grass Seed Trade Issues  
*Ric Dunkle, ASTA*

Breeding Trends and Stakeholder Perceptions  
*Crystal Rose-Fricker, President, Pure Seed Testing, Inc.*

2:45 p.m. – 4:00 p.m.

## **Cover Crop Working Group Program**

What does the future hold for cover crops, and how will we get there?

- \* *Bill Buckner, Noble Foundation*
- \* *Rob Myers, Sustainable Agriculture Research and Education (SARE)*

## **Environmental & Conservation Seed Committee Program**

4:15 p.m. – 5:30 p.m.

Farm Bill Status Update  
*Virginia Houston, ASTA*

Wild Seed Testing Protocols  
*Gil Waibel, Indiana Crop Improvement Association*

Weed Science Society of America Update  
*Carroll Moseley, Syngenta*

ASTA Weed Strategy Update  
*Pat Miller, ASTA*

Planning for Spring Meeting with BLM in Boise  
*Group Discussion*

**MONDAY, NOVEMBER 8, 2017**  
*(Liberty Room)*

## **ASTA Breakfast**

7:30 a.m. – 9:00 a.m.

*sponsored by SGS*

ASTA and State and Regional Association Updates



## EXHIBIT/APPOINTMENT TABLE REGISTRATION

ASTA’s annual Farm and Lawn Seed Conference is held each year in connection with the Western Seed Association’s annual meeting in Kansas City, Mo. More than 700 seed industry professionals from across the U.S. come to this valuable networking event. Display tables or pop-ups exhibits will be located in the Century Ballroom at the Westin Kansas City at Crown Center. The trading tables in the center of the room are con-

### Trading Room Information

#### **Hours:**

##### Saturday, Nov. 4

7:00 a.m. – 9:00 a.m. Exhibit Room Setup  
 9:00 a.m. – 5:00 p.m. Exhibits and Tables Open

##### Sunday, Nov. 5

8:00 a.m. – 6:00 p.m. Exhibits and Tables Open

##### Monday, Nov. 6

7:00 a.m.- 12:00 p.m. Exhibits and Tables Open  
 12:00 p.m.- 1:00 p.m. Exhibits and Tables Tear Down

#### **What’s Included:**

##### **Exhibit display spaces:**

Choose from either a 6’ wide table display or a 10’ wide pop-up display. Display spaces include:

- One 6’ skirted table with two chairs
- Electrical power (if requested)
- Company description in the ASTA Farm & Lawn Seed Conference program of events
- Company name on recognition sign at event

##### **NEW! Reserved Appointment Tables:**

Just added for 2017, companies can now reserve a sit-down trading table inside the exhibit ballroom to have a dedicated and protected location for your company meetings during the conference. Appointment tables include:

- One 5’ round skirted table with eight chairs
- Company listing in the ASTA Farm & Lawn Seed Conference program of events
- Company name on recognition sign at event