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Thanks for your support and participation!  
Join us this summer in Washington, DC,  
to continue these discussions, have your  
voice heard and help direct policy to  
better business conditions for the seed  
industry and future seedsmen and women.

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ASTA'S FARM & LAWN  
SEED CONFERENCE

IN CONJUNCTION WITH THE

WESTERN SEED  
ASSOCIATION'S  
ANNUAL MEETING

Welcome!

Nov. 6-7, 2011 | Kansas City, MO

asta  
first—the seed®

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# PROGRAM OF EVENTS

## SUNDAY, NOV. 6

**1 – 2 p.m. Invasive Species Working Group (Roanoke)**

**2 – 5:30 p.m. Environmental and Conservation Seed Committee (Century A)**

Here you'll learn about local ecotypes and the seed industry's role in providing quality seed for a variety of uses in a presentation given by Dr. Arvid Boe, South Dakota State University professor and plant breeder. Uniformity in seed testing will be highlighted by Anita Hall, executive director for the Association of Official Seed Analysts and Society for Registered Seed Technologists. The agenda also includes a brief review of the 2011 ASTA/USDA Environmental and Conservation Seed Workshop; ASTA's participation at the Society for Range Management's 2012 Conference by Jess Peterson, SRM executive director; as well as a recap of the ASTA and Bureau of Land Management webinar.

## MONDAY, NOV. 7

**8 – 9:30 a.m. Farm Seed Division (Century A)**

A case for biotech wheat will be made by Colorado wheat producer Chris Tallman, vice chair of the U.S. Wheat Associates and National Association of Wheat Growers Joint Biotech Committee and spokesman for the Wheat Industry Biotech Council. Immediately following the wheat discussion, Allie DeVine will focus on expectations for water policy. DeVine serves as a vice president and general counsel for the Kansas Livestock Association.

**9:30 – 9:45 a.m. Break (Century A)**

**9:45 – 10:15 a.m. ASTA update (Century A)**

Learn more about the direction of the association at this session where ASTA Chairman Mike Gumina will discuss the status of an Anti-infringement Bureau and concerns about uniformity in seed testing.

**10:15 – 10:30 a.m. Break (Century A)**

**10:30 a.m. – 12 p.m. Lawn Seed Division (Century A)**

In this session a Scotts Company representative will give an overview of GMO Bluegrass and Jeff Chalabi, Central Bag Co., will highlight the latest trends for lawn seed product packaging. You'll also learn about illegal activities in fodder crops and grasses from Nils Elmegaard, Danish Seed Council head of Secretariat and chairman of the European Seed Association Task Force. This session will wrap up with a panel of industry experts, which includes Gary Whiteaker of Verdant Partners, Terry Peters of Seeds Inc. and John Thyssen of Barenbrug USA, talking about the future of the industry from a historical perspective.

## ASTA OFFICERS

### *Chairman*

Mike Gumina, Pioneer Hi-Bred, a DuPont business

### *First Vice Chairman*

Blake Curtis, Curtis & Curtis, Inc.

### *Second Vice Chairman*

Craig Newman, AgReliant Genetics, LLC

## FARM SEED DIVISION

*Chairman* – Rob Mitchell, Simplot

*Vice Chairman* – Alan Ostercamp, RiceTec, Inc.

*Secretary* – Paul Frey, Cal/West Seeds

## LAWN SEED DIVISION

*Chairman* – Mike Baker, Pennington Seed, Inc.

*Vice Chairman* – Sam Cable, Barenbrug USA

*Secretary* – Doug Walker, Northampton County Seed Co., Inc.

*Legislative Chair* – Brent Bolton, The Scotts Company

## ENVIRONMENTAL AND CONSERVATION SEED COMMITTEE

*Chairman* – Mark Mustoe, Clearwater Seed

*Vice Chairman* – Kim Alberty, Agassiz Seed & Supply

*Secretary* – Norm Poppe, Applewood Seed Company

## INVASIVE SPECIES WORKING GROUP

*Chairman* – Andy Ernst, Ernst Conservation Seeds

*Vice Chairman* – Denise Gentsch, Texas Seed Trade Association

## REGIONAL VICE PRESIDENTS

*Northwestern* – Risa DeMasi, Grassland Oregon

*Western* – John Schoenecker, Harris Moran Seed Company

*Southern* – Tracy Tally, Justin Seed Co., Inc.

*Southeastern* – Terry Dulaney, AgVenture, Inc.

*Central* – Matt Hynes, GROWMARK, Inc.

*North Central* – Wayne Vassar, BCAP Seeds, LLC

*Northeastern* – Fred Mohr, Seedway LLC

*CSTA Rep.* – Peter Entz, Richardson Seeds

*AMSAC Rep.* – Roberto Fraile, MAR Seed Company

*Mexico* – Ed Aguilar, Harris Moran Seed Company

*Canada* – Jim Schweigert, GroAlliance, LLC