



## Who We Are

The Future Seed Executives (FuSE) Initiative is an official subcommittee of the American Seed Trade Association's (ASTA) Management Skills Committee. Since its formal inception in 2004, FuSE has focused on educating and supporting seed industry professionals with fewer than seven years of seed industry experience. Programs are designed as regional opportunities to expand learning, cultivate management skills, promote networking and improve general understanding of the seed industry.

## What We Do

FuSE is comprised of four sub-committees that support its mission. These sub-committees make up the overall FuSE Organizing Committee and assist in the planning and execution of annual programming and activities.

**Communications** | The Communications Committee focuses on providing consistent and clear messages to multiple audiences connected to FuSE. Whether through print materials distributed on college campuses, social media or presentations given to our industry supporters, the Communications Committee actively supports each component of FuSE.

**Connections** | The Connections Committee identifies and organizes opportunities for FuSE members to network with one another, connect with college students interested in the seed industry and get to know our many industry supporters. Events include Campus Connections, a program that brings college undergraduates to the annual ASTA convention, and other FuSE activities at the four annual ASTA meetings.

**Education** | The Education Committee provides learning opportunities, promotes industry networking and improves the membership's general understanding of the seed industry through three key initiatives:

- **Educational Units** - 1 to 2-day workshops co-hosted by FuSE and an ASTA member company with the purpose of educating participants about the industry host's business and operations. Local agribusinesses and educators are also engaged during the units to provide a broader view of the value chain.
- **Industry Meeting Programs** - Mini Educational Units are held in conjunction with other industry meetings to engage FuSE members already participating in the industry function.

- **Roundtable Discussion Groups (RTDGs)** - One-hour conference calls or webinars led by senior industry members that educate participants about industry topics such as current trends, recent and major events or topics relevant to an upcoming Educational Unit.

**New Developments** | The New Developments Committee identifies and proposes new projects and programming that support FuSE's overall objectives. If you have an idea for a new event or program, contact [fuse@amseed.org](mailto:fuse@amseed.org).

## What We Achieve

FuSE seeks to develop the next generation of seed industry leaders that is prepared to meet the challenges and demands of an increasingly dynamic and global industry. Each year, FuSE has about four Roundtable Discussion Groups, hosts two to four Educational Units and provides educational programming along with networking receptions at ASTA meetings. Our goal is to provide educational and training resources; networking opportunities and mentors; and a true sense of belonging to our seed industry members.

## How To Get Involved

Interested individuals can request information about upcoming events and involvement by emailing [fuse@amseed.org](mailto:fuse@amseed.org) or visiting [www.amseed.org/education/fuse](http://www.amseed.org/education/fuse).