



Educational Committees Descriptions

About the American Seed Trade Association

Founded in 1883, the American Seed Trade Association (ASTA) represents over 700 companies involved in seed production, plant breeding and related industries in North America. ASTA is the leading voice of action in all matters concerning the development, marketing and movement of seed, associated products and services throughout the world. The association's broad membership offers varieties from alfalfa to zucchini and all production types including conventional, organic and biotech. ASTA promotes the development of better seed to produce better crops for a better quality of life.

In order to maximize the current programs and develop additional materials for students, ASTA re-organized its Management Skills and Future Seed Executives (FuSE) Committees. The Management Skills Committee became the Leadership, Education And Development (LEAD) Committee and FuSE, since the name has a lot of credibility in the industry, will retain its name even though its focused has changed.

Leadership, Education And Development Committee:

LEAD is responsible for providing ASTA members with opportunities to expand their knowledge and gain experience in skills necessary to sustain and grow a career in the seed industry. This is delivered via distance learning, on-site tours of ASTA member companies and in-person at ASTA meetings. The committee focuses on building leadership skills by involving those new to the industry up to those that are advanced in their careers. It educates by examining critical issues and development by creating opportunities to improve soft skills such as networking, peer-to-peer management, career growth and communication.

Contact Ann Jorss at ajorss@betterseed.org for more information.

Future Seed Executives Committee

FuSE is the student focused committee of ASTA. 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. In 2018, ASTA established the student membership level, transitioning FuSE to focus on recruitment, outreach, and content for ASTA student members. The FuSE committee includes organizing all of ASTA's educational opportunities for undergraduate to PhD students, (previously ASRF Operation Student Connection and NCCPB

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Graduate Student awards.) As well as work with a student committee and developing targeted meeting and written material.

Contact Ellen Zimmerman at ezimmerman@betterseed.org for more information.

About Student Membership

ASTA is pleased to cultivate the future of the seed industry through the Student Membership.

Benefits of a student membership include:

- Discounted dues
- Complimentary rates for ASTA Meetings
- Subscription to the member newsletter
- Listing in the Member Directory, which is searched by potential employers
- Notification of scholarship, award and contest opportunities
- Cultivate leadership skills through service on committees
- Automatic enrollment in the FuSE and LEAD Committees

What We Do

FuSE is comprised of five sub-committees that work in collaboration to support its mission. These sub-committees assist in the planning and execution of annual programming and activities. The following committee descriptions serve to provide an overview and explain the value of participation:

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.

Membership

The Membership Committee will work with ASTA membership engagement in driving recruitment and retention of student members. This committee will also serve as a liaison

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between FuSE/ASTA and the National FFA, as well as provide outreach to AFA.

ASTA Event Programming

The ASTA Event Programming Committee is responsible for managing the ASTA education and awards programs from undergraduates to PhD students. Programs will provide opportunities for students to attend and mingle with industry professionals

Education

The Education Committee provides learning opportunities, promotes industry networking and improves the membership's general understanding of the seed industry through: Student Webinars, Online content, newsletters focused on the challenges and issues relating to those entering the workforce, and meeting programming.

Student Committee

The Student Committee will be comprised of and managed by student members and will serve to provide content and thoughts that support FuSE initiatives.

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. Our goal is to provide educational and training resources; networking opportunities and mentors; and a true sense of belonging to our student members.

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