



SUPPORT FuSE

Who We Are

THE Future Seed Executives (FuSE) initiative became an official subcommittee of the American Seed Trade Association's (ASTA) Management Skills Committee in 2004. FuSE focuses on educating and supporting future seed industry executives, namely those with fewer than seven years of seed industry experience.

FuSE is always looking to build support at the ground level from the companies that are actively involved in the industry—specifically those pushing for industry growth and development. Help us showcase the value of the programs and events we provide. Support FuSE today!

What We Do

EDUCATIONAL UNITS | One to two day workshops co-hosted by ASTA member companies

A typical event showcases the host company's business and operations followed by a case study presented by a local university. The educational units complement programs offered by the ASTA Management Academy and are designed as regional opportunities to expand learning, promote networking and improve general understanding of the seed industry.

ROUND TABLE DISCUSSION GROUPS (RTDG) | Conference calls and webinars moderated by senior industry members

RTDG's aim to educate future seed executives on recent major events and trends in the industry. Each conference call lasts approximately one hour and focuses on a specific topic.

CAMPUS CONNECTIONS | Awards grants to university undergraduate students interested in a career in the seed industry

Grants will be given to a limited number of students to cover the costs of attending the ASTA Annual Convention. In addition to the grant, each student will be paired with a senior industry member who will be a mentor during the convention. This is an excellent opportunity for students to learn more about the seed industry and network with industry leaders.

All FuSE programming has been attended and supported by a wide range of ASTA member companies within each division of the seed industry including Abbott and Cobb, AgReliant Genetics, Alf Christensen, Beck's Superior Hybrids, Biddick, Inc., Corn States Hybrid Services, Cotton Incorporated, CPS, Delta & Pine Land, DLF International, DuPont Pioneer, Gro Alliance, HM.CLAUSE, Hoegemeyer Hybrids, Ioka Farms, Jung Seed Genetics, Kerkhoff Farm Seeds, Meadowland Corp., Monsanto Company, Pacific Seeds, Pennington Seed, Inc., Royster Clark, Syngenta, United Agri Products and Wolf & Wolf Seeds.

2014/15 Goals

FuSE continues to build on ten years of positive momentum and the success of a strong organizational committee. This year we plan to host 2-4 round table discussion groups, 2-4 educational units, expand membership development and create new leadership development programming. The goals set forth allow us to build our presence in the seed industry and provide opportunities that are designed to support the needs of those new to the seed industry.

How Can I Support FuSE?

Successful FuSE programming is made possible through sponsorships. Page 2 outlines the sponsorship levels and associated benefits. Complete and return the sponsorship form on page 3 if you're interested in supporting FuSE. There are also many non-monetary ways to support FuSE and its mission.

HERE'S HOW:

- Be a FuSE advocate and encourage those in your company to attend FuSE events.
- Host an educational unit.
- Provide industry insight and suggestions for programs, events and topics for educational units and RTDGs.
- Consider being a mentor for a Campus Connections student.
- Follow FuSE on Facebook to keep up to date on events.
- Include FuSE events in your new employee training programs and personal development plans.

SPONSOR BENEFITS:

- ▶ Highlight your business—both as a prominent company in the industry and as a mentor for new professionals.
- ▶ Network with tomorrow's leaders—recruit new talent and meet new business contacts while staying current on industry trends.
- ▶ Engage—use FuSE's programs as a forum to engage your employees and grow their skills and knowledge of the industry.

Questions about FuSE and/or sponsorship? Call (703) 837.8140 or email fuse@amseed.org.

GENERAL SPONSORSHIP MENU 2014/15

FuSE relies on the support of the industry to continue its programs and initiatives.

	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$500
Company logo displayed on FuSE website, in email marketing and event notices, signage and advertisements, FuSE presentations, and other marketing materials where possible	X	X		
Company name (no logo) listed on FuSE website, in email marketing and event notices, signage and advertisements, FuSE presentations, and other marketing materials where possible			X	X
Company can give away promotional items to attendees at FuSE Committee meetings (products must be approved by ASTA)	X			
Company can include promotional information/items in Campus Connections welcome packets	X	X	X	
Acknowledgements at all FuSE Committee meetings held at ASTA conferences	X	X	X	X
Acknowledgements at all FuSE educational units	X	X	X	X
One free registration to each educational unit		X		
Two free registrations to each educational unit	X			
One free registration to each round table discussion group		X	X	
Two free registrations to each round table discussion group	X			

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SPONSORSHIP FORM 2014/15

Sponsor Contact Information:

SPONSOR NAME: _____

SPONSOR COMPANY NAME: _____

SPONSOR EMAIL: _____

SPONSOR PHONE #: _____

Sponsorship Type:

GENERAL SPONSORSHIP

- PLATINUM (\$5,000)
 GOLD (\$2,500)
 SILVER (\$1,500)
 BRONZE (\$500)

OTHER: _____

SPECIFIC SPONSORSHIP

- Campus Connections Sponsor-A-Student \$1,700 (includes student airfare, lodging, ASTA registration, and some meals)
- Check here if you would also like to provide a mentor for one of the students at this event
- Sponsor a FuSE reception at an ASTA event: \$1,000 (logo displayed on reception sign and/or recognized at welcome speech, company reps welcome to attend)
- Check here for the reception you would like to sponsor: __CSS (December) __V&F (January) __Annual Convention (June)

I'D LIKE TO SUPPORT FuSE IN ANOTHER WAY: _____

SPECIAL INSTRUCTIONS/NOTES: _____

Payment:

- I have enclosed a check. Please send me an invoice.

IF PAYING WITH CHECK, PLEASE MAIL PAYMENT TO:

American Seed Trade Association
 Attn: FuSE
 1701 Duke Street, Ste. 275
 Alexandria, VA 22314

To pay by credit card, visit <http://www.amseed.org/education/fuse/support/>

SPONSOR APPROVAL SIGNATURE

FuSE/ASTA APPROVAL SIGNATURE