



BETTER SEED. BETTER LIFE.



2021

betterseed.org

**COMMEMORATIVE
PROGRAM**



ASTA extends our sincere appreciation to our annual sponsors, who have been with us, and stayed with us, to support our essential programming for the seed industry.

Thank you, sponsors, for your support of the American Seed Trade Association in these uncertain times.

We couldn't do it without you!

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Silver Circle Partners



**MESSAGE FROM THE
ASTA CHAIR**

Dear ASTA Members and Friends,

It has been a great honor to serve as chair of the American Seed Trade Association for the past year. The year has been far different than I ever imagined because of COVID-19, but it has been very rewarding. I haven't been able to travel like most ASTA Chairs did, but we have stayed connected through virtual meetings. I am proud to report that we accomplished so much, including a new ASTA Strategic Plan that will guide for us for the next five years. We added

“sustainability” as a key pillar of the ASTA Strategic Plan. Sustainability will become a key part of ASTA's story about how the seed industry plays a vital in feeding the world, using advanced technologies and tools like cover crops to be more environmentally conscience than ever.

ASTA leadership pivoted in many ways, just like you did, throughout the year. We quickly took action to mobilize the ASTA team to monitor how the COVID-19 pandemic was impacting seed businesses. We setup a COVID-19 information hub online, as well as and conducted regular member update conference calls.

After more than a year of working remotely, I am delighted we can once again make plans to meet in person beginning with our Policy Leadership Development Conference (PLDC) in Washington, D.C. That's why we're offering this special commemorative program. This conference is a hybrid, so people who aren't able to travel to D.C. can still join us online in real time. Many of the recorded presentations also will be available for you to watch at your convenience. You'll see we are continuing some of our time-honored ASTA traditions, including awarding the honorary member and distinguished service awards.

There is no better place for us to reunite than in our nation's capital! The American Seed Trade Association – you, our valued members – are the voice of the seed industry. Seed companies need ASTA now more than ever, to speak on our behalf, monitor key regulatory developments, and keep updated on rapidly changing circumstances that crucially affect our businesses. We must reestablish relationships with friends of our industry in Congress, as well as reach out to those members who do not understand our industry. We also must establish a strong working relationship with a new administration.

Your ASTA membership provides your company with a champion, who is always working in the background for your continued success. We are here for you! Let us know how we can continue to best serve your needs.

This crisis has reminded everyone that the seed industry is an “essential business.” As we have long said, “first – the seed.” As a seedling emerges and grows strong, may each of us and our businesses emerge from this pandemic stronger than ever.



JOHN LATHAM
Latham Hi-Tech Seeds
ASTA Chair, 2020-2021

ASTA BOARD OF DIRECTORS, 2020-2021

ASTA extends our utmost gratitude to this year's Board of Directors, who are ending another year of outstanding service, and in some cases ending their term, on June 30, 2021:

OFFICERS:

Chair:

John Latham, *Latham Hi-Tech Seeds*

First Vice Chair:

Brad May, *BASF*

Second Vice Chair:

Dr. Jim Schweigert, *Gro Alliance*

Immediate Past Chair:

Wayne Gale, *Stokes Seeds Limited*

Past Chair:

Jerry Flint, *Acuity Consulting, LLC*

Past Chair:

Tracy Tally, *Justin Seed Co.*

REGIONAL VICE PRESIDENTS:

Central Regional Vice President:

Dan Foor, *La Crosse Seed*

Northwestern Regional Vice President:

Crystal Fricker, *Pure Seed*

Western Regional Vice President:

Rick Falconer, *Rijk Zwaan*

Southern Regional Vice President:

Coby Kriegshauser, *Scott Seed*

Southeastern Regional Vice President:

John Seymour, *Roundstone Seed*

Northeastern Regional Vice President:

John Bozeman, *Seedway LLC*

North Central Regional Vice President:

John Romines, *WinField United*

Vice President, Mexico:

Angel Saavedra, *Corteva Agriscience*

DIRECTORS-AT-LARGE:

Kim Alberty, *Agassiz Seed*

David Armstrong, *Sakata*

Gwyn Schramm, *Bayer*

Brian Barker, *Corteva Agriscience*

Dave Treinen, *Syngenta*

DIVISION CHAIRS:

Associate Members Division Chair:

Craig Nelson, *Eurofins BioDiagnostics, Inc.*

Corn & Sorghum Division Chair:

Kevin Cavanaugh, *Beck's Superior Hybrids*

Soybean Division Chair:

Scott Plagman, *Corteva Agriscience*

Vegetable & Flower Division Chair:

Dale Krolkowski, *Germain's Seed Technology*

Broker-Agent Division Chair:

Lisa Steere, *Peterson Genetics, Inc.*

COMMITTEE CHAIRS:

Chair, Innovation & Policy Committee:

James Radtke, *CIBUS*

Chair, International Executive Committee:

Charles Miller, *Solynta*

Chair, Environmental &

Conservation Seed Committee:

Rob Wendell, *Granite Seed Co.*

Chair, Legislative & Legal Concerns:

Jamie Kitz, *Sakata*

Chair, Intellectual Property Rights Committee:

Corinne Marshall, *Sakata Seed America*

ASTA welcomes our newly-elected Board Members and Chairs for the 2021-2022 year, beginning their terms on July 1, 2021*:

OFFICERS:

Chair:

Brad May, *BASF*

First Vice Chair:

Dr. Jim Schweigert, *Gro Alliance*

Second Vice Chair:

David Armstrong, *Sakata*

Immediate Past Chair:

John Latham, *Latham Hi-Tech Seeds*

Past Chair:

Wayne Gale, *Stokes Seeds Limited*

Past Chair:

Jerry Flint, *Acuity Consulting, LLC*

REGIONAL VICE PRESIDENTS:

Central Regional Vice President:

Dan Foor, *La Crosse Seed*

Northwestern Regional Vice President:

Crystal Fricker, *Pure Seed*

Western Regional Vice President:

John Marchese, *The Kraft Heinz Company*

Southern Regional Vice President:

Coby Kriegshauser, *Scott Seed*

Southeastern Regional Vice President:

John Seymour, *Roundstone Seed*

Northeastern Regional Vice President:

John Bozeman, *Seedway LLC*

North Central Regional Vice President:

Eric Woofert, *Star Seed, Inc.*

Vice President, Mexico:

Angel Saavedra, *Corteva Agriscience*

Vice President, Canada/CSTA:

VACANT*

*Note: remaining leadership from the 2020-2021 Board will continue, for positions not listed as new in 2021-2022.

DIRECTORS-AT-LARGE:

Brian Barker, *Corteva Agriscience*

Paul Nselel, *AgReliant Genetics, LLC*

Gwyn Schramm, *Bayer*

Dave Treinen, *Syngenta*

DIVISION CHAIRS:

Associate Members Division Chair:

Blake Croegaert, *Verdant Partners LLC*

Soybean Division Chair:

Mark Hayes, *Corteva Agriscience*

Vegetable & Flower Division Chair:

Eric Nelson, *BASF*

Corn & Sorghum Division Chair:

Jim Parks, *Prime Farm Seeds, Inc.*

Broker-Agent Division Chair:

Lisa Steere, *Peterson Genetics, Inc.*

Farm & Lawn Seed Division Chair:

VACANT*

COMMITTEE CHAIRS:

Chair, Ex Officio State & Regional

Association Rep:

Amy Cornell, *Agribusiness Council of Indiana*

Chair, Board Rep from IPR Committee:

Debby Hill, *BASF*

Chair, Legislative & Legal Concerns:

Jamie Kitz, *Sakata*

Chair, Board Rep from the IEC:

Charles Miller, *Solynta*

Chair, Board Rep from IP Committee:

James Radtke, *Cibus*

Chair, Board Rep from Env & Cons Committee:

Rob Wendell, *Granite Seed Company*

Chair, Ex Officio Seed Science Foundation:

Curtis Wiltse, *Beck's Superior Hybrids*



**ASTA DISTINGUISHED
SERVICE AWARD**



CHET BORUFF
Chief Executive Officer
Association of Official Seed Certifying Agencies

Chet Boruff began his career as Chief Executive Officer of the Association of Official Seed Certifying Agencies (AOSCA) in October, 2004. AOSCA represents seed certifying agencies across the U.S. and seven other countries that are responsible for applying uniform standards to maintain varietal purity for over 60 major agricultural crops. In his role as AOSCA's first CEO, Chet has been responsible for serving as its spokesman, managing the Association, providing assistance to its members as they administer AOSCA seed certifying standards, and developing related services for the seed and ag industry. He has been an active liaison with other seed industry stakeholder groups.

Earlier in his career, Boruff served for seven years as Deputy Director at the Illinois Department of Agriculture. In that role, he was responsible for the Department's natural resource and regulatory programs, including administering Illinois' state seed law. He also worked for the Farm Credit System and organizations promoting value-added agricultural commodities.

Throughout his career, Chet has operated his family's cash grain farm in Rock Island County, Illinois.

Boruff is an alumnus of Iowa State University and served on its College of Agriculture Endowment Board. He is also a graduate of the Illinois Ag Leadership Program and serves on its Board of Directors.

Chet and his wife, Joy, have two married children who live and work in Chicago.

The American Seed Trade Association Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.



**ASTA DISTINGUISHED
SERVICE AWARD**



DR. BARB GLENN
Chief Executive Officer
National Association of State Departments of Agriculture

Dr. Barbara Glenn joined the National Association of State Departments of Agriculture (NASDA) as CEO in 2014. NASDA is a nonpartisan, nonprofit association which represents the elected and appointed commissioners, secretaries, and directors of the departments of agriculture in all fifty states and four U.S. territories.

Dr. Glenn is a scientist with decades of experience as a researcher, policy leader and advocate for agriculture. She previously held leadership positions with CropLife America and the Biotechnology Innovation Organization in Washington, DC. Earlier in her career she led governmental affairs for the Federation of Animal Science Societies. For 17 years, she conducted dairy cattle nutrition research for the U.S. Department of Agriculture, Agricultural Research Service. She was the first woman to serve as president of the American Society of Animal Science.

Dr. Glenn holds a B.S. in animal science and a Ph.D. in ruminant nutrition from the University of Kentucky. Born in Lincoln, Nebraska and raised in Centerville, Ohio, Dr. Glenn developed a passion for agriculture from her parents and her involvement in 4-H. The Glenn's have three grown children who are 4-H alumni and live on a small farm in Maryland. Barb serves on various local boards for farm bureau, 4-H and ag education.

The American Seed Trade Association Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.



ASTA LIFETIME HONORARY MEMBER AWARD

BETTER SEED. BETTER LIFE.

TIM JOHNSON
Illinois Foundation Seeds, Inc.



Tim Johnson serves as the President of Field Crops Business Unit and an officer at Illinois Foundation Seeds, Inc. Before becoming President at IFSI, Tim served as President and Chairmen of the Board of Directors for Seed Genetics, Inc. which was acquired by Illinois Foundation Seeds, Inc. in 2003. From 1976-1993, he was employed at AgriPro. He held various positions there from hourly employee to Business Manager for corn and soybeans.

Tim's involvement with ASTA first began by participating in the Corn, Sorghum and Soybean Conference Planning Committee. He went through the Chairs of the Corn and Sorghum Division which put him on the ASTA Board. He also participated on the Board of the U.S. Grains Council on behalf of ASTA and the Corn and Sorghum Division.

From 2005-2008 Tim was Central Regional Vice President. At that time, Owen Newlin asked Tim to sit on the American Seed Research Foundation Board, which he did for 10 years.

Tim was nominated by ASTA to be their representative on the Breeders Committee of the International Seed Federation (ISF) and after 1 year became Chair of the Committee. He was Chair of ISF during the World Seed Congress in Greece and China. He also led the transition in management at ISF through that period. Tim represented the global seed industry and always recognized that he was doing so on behalf of the American Seed Trade Association.

Intellectual Property Right is important to Tim for not only innovation, but also for enabling broad access by small and large companies. He has been involved in the Intellectual Property Right arena and very proud that ASTA continues to represent the multiple ways to protect by patents, PVP's, and Contract Law. Tim has continued to promote that throughout the world.

Since 2006, Tim has been a part of the representation of ASTA to China and the continuing work by ASTA on improving China's Intellectual Property Rights for seed. Tim's involvement in ASTA's activities in China also has played an important role in providing opportunity for access of U.S. seed companies into China as well as U.S. seed companies accessing opportunities from China. Tim currently sits on the International Executive Committee of ASTA and Chairs the China Working Group.

Another project that Tim currently volunteers for is QualiBasic Seed based in Nairobi, Kenya on behalf of the African Agricultural Technology Foundation with grants funding through the Gates Foundation. This company is near and dear to Tim's heart because it was based on a meeting that Andy and Tim had at the Gates Foundation regarding agricultural opportunities in Africa.

Tim continues to have a great respect for all the American Seed Trade Association does on behalf of the diverse U.S. seed sector. He is always willing to give his support which in the past has included Tim and his wife Betty hosting seed delegations who have come through West Lafayette, IN.

Tim is married to his wife Betty and has two adult children, Kate (husband Andrew) and Blake (future wife Nina). Tim enjoys family, working and having FUN. Congratulations to Tim Johnson, this year's ASTA Lifetime Honorary Membership Award recipient.

The American Seed Trade Association's Lifetime Honorary Member Award is one of the highest awards bestowed by the association and is in recognition of untiring service to ASTA as well as the seed industry.



ASTA LIFETIME HONORARY MEMBER AWARD

BETTER SEED. BETTER LIFE.

JOHN SCHOENECKER
HM.CLAUSE



John Schoenecker, who has served for years as Director of Intellectual Property for HM.CLAUSE, is retiring this year after a long and distinguished career in the seed industry. Alongside his many years of service to HM.CLAUSE, formerly Harris Moran Seed Company, he has served in a variety of ASTA leadership positions, up to and including his year as ASTA Chair from 2014-2015.

Schoenecker's involvement with ASTA first began in 2006 when he was working in legal and regulatory affairs for Harris Moran (before it merged with Clause in 2008 to become HM.CLAUSE). That year, alongside Tom Moore at HM.CLAUSE, who was chairing the Phytosanitary Committee, Schoenecker helped to conduct research during an e.Coli outbreak, which was causing seed sources to be blamed, which led to the release of an official ASTA statement regarding seed safety with regard to human pathogens. As result of this work, the ASTA Working Group on Emerging Issues was formed.

From that point on, Schoenecker became an incredibly active ASTA member serving in various capacities, including as Western Regional VP, Chair of the Vegetable and Flower Seed Division, Chair of the ASTA Working Group on Patent Expiration (AgAccord) and serving on both the Intellectual Property Committee and the International Executive Committee. He also represented ASTA on the board of the International Seed Federation's (ISF) Vegetable & Ornamental Section. In 2012, he was nominated to the position of 2nd Vice Chair where he helped to create the 2013-2018 ASTA Strategic Plan.

In 2014, Schoenecker took over as ASTA Chairman. His work as Chair focused mainly on advocacy efforts, including continued work toward the ratification of **the International Treaty on Plant Genetic Resources for Food and Agriculture** by the US Senate. The treaty aims to help facilitate food security and plant diversity through the global exchange of seeds and crop genetic resources. John's Senate testimony led to the ratification of this important treaty, after many years of ASTA efforts to work toward this goal.

Throughout his tenure, and indeed since the beginning of his involvement with ASTA, Schoenecker has gone above and beyond in his efforts to promote and advocate for the seed industry, including numerous trips to China with ASTA trade advocacy groups. His work on the AgAccord, which provides a framework for handling the fair use and dissemination of GM technologies once they go off patent, has earned Schoenecker the respect and admiration of his peers across the industry as a whole.

Originally from Minnesota, John now resides in California, since the late 1980s when he earned his degree from the University of Minnesota in horticulture and soil science, with his partner, Kathy Willems.

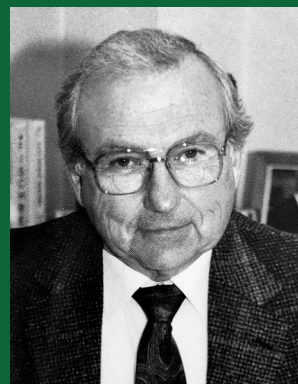
Above all, alongside the Treaty ratification and the AgAccord, John says that among his greatest career highlights are the "super people" he has worked with along the way. And John, we're so glad that after its year of international travel, your gavel has finally reached its rightful place with you.

Congratulations to John Schoenecker, this year's ASTA Lifetime Honorary Membership Award recipient.

The American Seed Trade Association's Lifetime Honorary Member Award is one of the highest awards bestowed by the association and is in recognition of untiring service to ASTA as well as the seed industry.

IN MEMORIAM

MAY WE REMEMBER AND CHERISH THESE INDIVIDUALS AND THEIR CONTRIBUTIONS TO THE SEED INDUSTRY AS WE GROW TOGETHER INTO THE FUTURE.



Kenneth Eugene Bratney, 94, passed away Sunday, September 28, 2020 after illness due to Covid-19. His wife of 67 years, Ann, predeceased him in 2015. Ken was born on May 21, 1926 in Portland, Oregon, helping his dad tend their large 1,100-tree filbert orchard, the source of the hazelnuts we all enjoy. He joined the Navy, and through a friend, met Ann Warden. Ken was accepted into the Engineering College at the University of Iowa, where he graduated in 1948 with a degree in Civil Engineering. Ken and Ann were married in Ballantine in July of that year. Early in his career, Ken worked for an engineering consulting firm in Portland, but shortly thereafter went to work as a sales engineer for the Reid-Strutt Company, an agricultural equipment supply and design firm based in Portland. He travelled throughout the Pacific Northwest calling on seed, feed, milling, and grain customers. After the move from Portland to Danville in 1961, Ken worked with the D.W. Tyler Company. In 1964, Ken decided to use his sales and engineering skills to create a business of his own. He moved to Des Moines and started the Ken Bratney Company. The company grew, and during the seed corn and soybean facilities construction boom of the late 1960s and 1970, he merged with other compatible companies to expand the business' capabilities, including construction services. Today, Bratney Companies is a well-known premier provider of innovative equipment and project solutions for agricultural facilities.



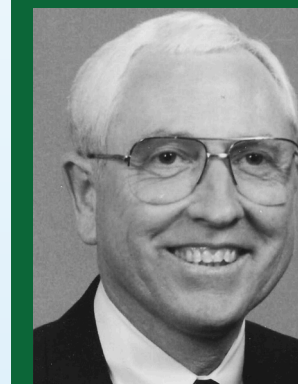
Mr. Stacey Alan Bruff, 57, died September 23, 2020, at Vanderbilt Medical Center, Nashville. Stacey was born November 9, 1962, in Columbia, SC. He graduated from University of Tennessee at Martin with a BS degree in agriculture. He obtained his Masters degree from Mississippi State University and his Doctorate degree from Louisiana State University. He was an alumni of Alpha Gamma Rho fraternity. He married the former Sherri Randolph September 21, 2020, who survives him. Stacey was a divisional seed manager for Nutrien Ag Solutions.



Rosco E. Crafton was born in Blytheville, Arkansas on June 27, 1929 and passed away in Heber Springs, Arkansas on May 17, 2021 at the age of 91 years. He attended Arkansas Boys State in 1945 and became a pledge member of Sigma Chi in 1947. He was a member of Arkansas State Guard in 1945 and 1946, attended the University of Arkansas from 1947 to 1949 and he was in the United States Air force from 1950 until 1954 as a S/Sgt Flight Airman. Roscoe worked for Langston Companies from the 1950's to the 1990's, and he received the Arkansas Seed Dealers Association's Pioneer Award in 2006. Crafton married his wife, Betty, in 1960 and they were married for 61 years.



William Henry Danforth, M.D. passed away on September 16, 2020. Dr. Danforth studied to be a cardiologist at Harvard University, where he met his wife Elizabeth "Ibby." In 1998, he founded the Donald Danforth Plant Science Center with the mission to improve human condition through plant science and served as its chairman through 2013. In 2003-2004, Danforth chaired the legislatively mandated USDA Research, Education and Economics Task Force to review agricultural research that called for a national institute dedicated to food and agriculture science. He testified before the Senate Agriculture Committee in 2007 to urge the formation of a national institute for agricultural research in the 2008 Farm Bill, which resulted in the formation of USDA's National Institute of Food and Agriculture (NIFA) in 2009. He later founded SoAR to advocate for increased funding of competitive grants for cutting-edge agricultural research through USDA's NIFA.

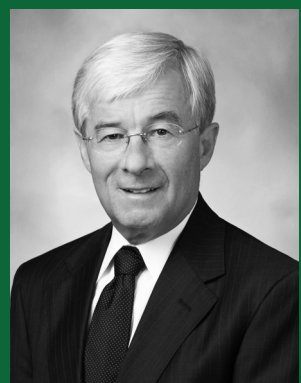


Gary "Lebo" Duncan was born on June 6, 1939 and passed away on February 23, 2021 from a long and complicated illness at the age of 81. Born in Terral, Oklahoma his family moved to Waurika, Oklahoma in 1953, where Gary would eventually become Mayor. He learned to love the land and agronomy from his father's farming operations and his high school FFA instructor, R.J. Redford. Gary was an FFA Star Farmer in High School and, as an adult, was proud to serve on the National Board of Sponsors for FFA. After earning a Bachelor of Science and a Master of Science degree in Agronomic Production and Plant Breeding from Oklahoma State University, he became Research Manager for Oklahoma State University from 1962-

1965. From there, his career progressed to working multiple positions, from Sorghum and Corn breeder/agronomist for Paymaster Seeds, to Sales Manager and then General Manager for the corporation. He was General Manager for Cargill-Paymaster/PAG Seeds from 1980-1986; General Manager of RiceTec Seeds from 1986 to 1988; President of NC Hybrids from 1988-1996; President of Rio Grande Technologies from 1996 to 1999 and President of Akkadix Genetics from 1999-2001. Gary Duncan married Sharon (Carter) Duncan in 1959 and they celebrated 60 years of marriage in 2019.



William Alden Fox was born July 21, 1945 and passed away on October 23 at Mercy Hospital in Springfield, Missouri at the age of 75. He lived his young life in the Bearcreek community. His life revolved around family, school, and agriculture. He helped his grandfather and Dad on the family farm, learning to drive the tractor at 5 years old and he never looked back. He graduated salutatorian of his high school class in 1963 from Stockton, then attended the University of Missouri and majored in Agriculture with emphasis in Animal Husbandry. In 1969 he married Nedra Suzanne Budd and they had two children. He then spent 6 years working for agriculture companies. In 1979 he was determined to fulfill his lifelong dream of owning a fescue buying station. Stockton Seed House was then born. He then purchased Kentucky 31 Fescue Seed, processed it and sold it after 42 years.



Floyd Gaibler, the U.S. Grains Council's (USGC's) longtime director of trade policy and biotechnology, passed away Jan. 21 following complications during surgery. In his role with the Council, Gaibler worked with government officials and the White House to address trade policy issues related to the export of U.S. feed grains and their co-products. Gaibler's service to the agricultural sector was long and devoted, spanning more than 30 years in both the executive and legislative branches of the U.S. federal government and numerous positions in the private sector. He served as deputy undersecretary for farm and foreign agricultural services at the U.S. Department of Agriculture. In that capacity, he provided leadership and guidance to programs administered by the Farm Service Agency, the Commodity Credit Corporation, the Risk Management Agency and major international and food trade issues affecting the Foreign Agricultural Service. He also worked for House Committee of Agriculture; the Agriculture Retailers Association; the International Dairy Foods Association; the National Cheese Institute/American Butter Institute; and others. Gaibler was born and raised on the family farm in Farnam, Nebraska, and held a master's degree and a bachelor's degree in agricultural economics from the University of Nebraska.



James "Owen" Gilbreath, 98, passed away May 6, 2021, at home in Lubbock, Texas. Owen was born December 8, 1922, in Glen Rose, Texas. He graduated from Texas Tech University in 1943 with a BA in Government. While at Tech, Owen met the love of his life, Francine Young. They married in 1945 and would have celebrated their 76th anniversary on June 9, 2021. Owen joined his father-in-law's seed business, R. C. Young Seed Co. He became president of the company in 1955. Under his leadership, the company was among the first seed companies to commercialize hybrid sorghum in the late 1950's. In 1978, the company was acquired by Agrigenetics Corporation and Owen continued to manage the R. C. Young division and served on the board of directors of Agrigenetics. He retired from the company in 1993. During his tenure in the seed industry, he served as president and was elected Honorary Life Member of the American Seed Trade Association, Southern Seedsmen's Association and Texas Seed Trade Association. He was an Honorary Member of the American Society of Agronomy and received the Gerald W. Thomas Outstanding Agriculturalist Award from Texas Tech's College of Agriculture and Natural Resources. Gilbreath always said that citizens should "pay their civic rent" and he exemplified this mantra.



Don Goodwin, founder and former owner of GoldenSun Insights, a strategy centric firm focused in the fresh produce industry, died Sunday, April 18, 2021. He was 58 years old. An industry veteran, Mr. Goodwin had an extensive career in the produce industry spanning 40 years, during which he touched just about every aspect of the supply chain — from procurement to wholesale to marketing. Goodwin began his career as a graduate of Western Michigan University's Food Distribution Program. Before founding GoldenSun Insights in 2004, Mr. Goodwin led Target's produce division with the rollout of Super Target in 1998 and served as the chief operating officer of Green Giant Fresh where he built retail and grower partnerships to expand the Green Giant brand. An expert in licensing, Goodwin also helped found Imagination Farms, a fresh produce distribution company focused on increasing children's consumption of fruits and vegetables, and negotiated a partnership with Disney Consumer Product's food, health and beauty division to include fresh produce under the Disney Garden brand. "As an advisor to us, the company, and our clients, Don will forever hold a special place in our hearts," said Randy Riley, co-owner of GoldenSun Insights. "Don was a brilliant man; he was kind and compassionate." Mr. Goodwin was well-known for his strategic planning skills, as he has successfully facilitated the planning process for many companies in the supply chain. Don made his home in Mound, MN along with his devoted wife Roxanne of 23 years

and his daughter Bella. Through his battle with Multiple Myeloma for 7 1/2 years he showed unparalleled courage and stamina. On learning of his diagnosis, Don sought out the latest treatments and trials for the disease, with support from the University of Minnesota and the Mayo Clinic. Don made it his personal mission to have his clients think beyond today. He was a frequent speaker at ASTA's Vegetable & Flower Seed Conference and a tremendous resource to its members with his expert analysis on emerging trends affecting the seed industry. He would ask, "Where are we headed in the next 5, 10, 15 years?" His gift of strategy will guide his clients towards success for years to come.



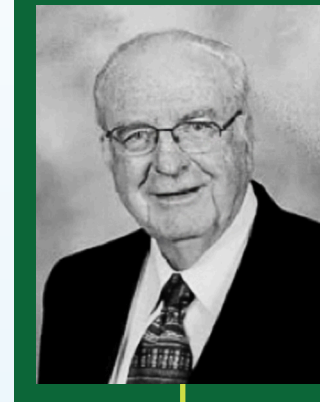
Drew Kinder was born on May 30, 1947 and raised in Willows, California. Drew attended college at University of Colorado Boulder, and earned his MBA at San Francisco State. Drew was a US Navy pilot and met his wife Mary Therese while stationed in Alameda, California. They were married forty three years. An entrepreneur and leader in the American seed industry, Drew founded Kinder Seed, Inc. in Buffalo in 1988, and served as president of the American Seed Trade Association from 2001-2002. After selling Kinder Seed, he started an internet-based company, Seedsuperstore.com, and also devoted himself to volunteer work for the global nonprofit BRAC, which sent him to Uganda, Afghanistan, and Bangladesh. He passed away on December 7, 2020 and his daughter Katie, along with her husband, will take over his business.



Robert Kuenzi was born August 17, 1940 and passed away June 14, 2020 at the age of 79. Bob was home, peacefully surrounded by his family. He married Linda Scharer, the love of his life, on June 29, 1963, who survives him. He was the general manager of Pratum Co-op for 33 years and was instrumental in starting Mountain View Seeds in 1998. Throughout his life, he lived in the Silverton area, where he enjoyed the local agricultural community. He was a farmer at heart and he enjoyed a challenge. His pursuits were many, including clearing land and raising a variety of crops such as Christmas trees, strawberries, grass seed, and blueberries; thus instilling in his children the value of a strong work ethic. He had strong faith and he appreciated the beauty of Oregon and enjoyed fishing and camping with his family.



Stuart MacKenzie McIntosh, 91, was born on September 30, 1928 and passed away due to natural causes at his home on Monday, September 28, 2020. He grew up working on the family farm, then held a variety of jobs in various local businesses. In 1949, McIntosh married Eva Springer, who was also working at his then job at Buttrey's in the Shoe Department. The newlyweds began renting the Neuworth farm at Simpson, 48 miles from town, which they later purchased and they had three children. In the beginning years of farming, he became interested in producing quality seed and the dream of cleaning seed began on a small scale. Moving to a new farm location in 1964, the seed processing business continued to expand. Having outgrown the farm's seed cleaning capacity, in 1980 it was decided to relocate the business in Havre, Montana with sons Alec and Steve. In 1989, they expanded by building Golden Triangle seed cleaning facility in Rudyard. Eight years later, McIntosh built the Cross Roads seed plant in Shelby. He began the process of selling his seed plants and shifting his focus to raising corn at the new homestead. Losing his wife Eva in 2003, he married Carol Lippert in 2006 and they enjoyed dancing and gardening together.



Othel Neely, age 94, passed away September 6, 2020. He was born on June 21, 1926, in Tolar, Texas. Othel married Mary Ruth McFall at the Speegleville Baptist Church in 1956. He attended Tarleton and Texas A&M before entering the Army during WWII. After graduating from Texas A&M in 1948, Othel taught Vocational Agriculture at University High School. He became the head of the Agriculture Department of the Waco Chamber of Commerce, and then became manager of the Heart of Texas Coliseum. In 1959, Othel became manager of the Texas Seed Trade Assoc., where he remained until 1981. Othel has received numerous awards for his service to the seed industry, the city of Waco, the Heart of Texas Fair & Rodeo, and the Heart of Texas Home Builders Assoc., where he was named Builder of the Year. Othel was president of the Texas Association of Fairs and Expositions, director of the Texas Association of Association Executives, director of the Former Student's Association at Texas A&M University, and a trustee at Hillcrest Baptist Hospital.

Frank Nemec, aka "OPA," was born in Roudnice, Czech Republic, in 1920 and made his way to Montreal in 1950 via two years in Copenhagen. He received a special award from President Vaclav Havel for his services to the Czech Republic as a resistance fighter during World War II. Opa will always be remembered as his uncanny ability to escape certain death many times with only a scratch, including surviving a bomb explosion during the war, a serious car accident and a fall down the stairs. Sadly, after 99 1/2 years, it was time to join his beloved Christine and he passed away on May 30, 2020. Nemec was an independent broker in the seed industry, with his own company, Frank Nemec Agricultural Consultants Ltd.



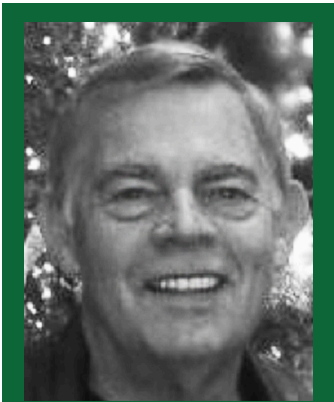
Seed industry pioneer and friend, **Dr. Owen J. Newlin**, passed away on July 12, 2020. Newlin received a B.S. in Agronomy and a M.S. in Crop Production from Iowa State University, where he met and married his wife, Doris Jean. Owen and Doris were married on July 19, 1952. They had four children. He also earned a Ph.D. in plant breeding and genetics from the University of Minnesota in 1955. He joined the Pioneer company in 1955 as a research assistant in the production department of the Central Division, ascending over the year to served as senior vice president in 1986, and he retired from Pioneer in 1993. He served as a director of the company from 1963 to 1999. He also served two six-year terms on the Board of Regents, State of Iowa and was president for eight years. From 1978-1983 Newlin was the chair for the Committee in Support of New Agronomy Facilities at Iowa State University. He was president of the ISU Achievement Foundation from 1985-1986, and he chaired the successful ISU Partnership for Prominence campaign from 1988-1993. Newlin was a long-time board member of the American Seed Research Foundation, serving as president in 1982-84. He was also chair of the Corn and Sorghum Division of the American Seed Trade Association (ASTA) in 1975-76, Past Chair of the Subcommittee for ASTA Strategic and Allied Sponsors and served as president of ASTA from 1985-86. He was named an honorary member of ASTA in 1991 and received the first and only Lifetime Industry Achievement Award from ASTA in 2016. Dr. Newlin's many leadership roles, awards and accolades are truly too many to mention, including board leadership and a Lifetime Achievement Award from the U.S. Grains Council, the Iowa Corn Growers Association, the National Corn Growers Association, the Iowa Seed Association, the American Society of Agronomy, the Crop Science Society of America, the American Association for the Advancement of Science, the National Future Farmers of America, the National Agricultural Marketing Association and the University of Minnesota. Dr. Newlin dedicated his entire life to his family and helping farmers feed the world and his contributions to the seed industry are truly unparalleled. He will be sorely missed.



Miles Rogers was born on September 28, 1961 and died suddenly on June 28, 2020. Over the 20 years of his employment with Seeds by Design, and his 30-year seed industry career, Miles was an integral part of the seed industry, alongside his wife, Patty Buskirk. Miles was a friend to everyone he met, had an outgoing personality, and enjoyed life every day to its fullest. He loved spending time with his family and friends as often as possible, even over long distances. Many ASTA members and friends got to know Miles over the many golf tournaments he participated in at the Vegetable & Flower Seed Conference. He participated in numerous industry activities including the National Garden Bureau and Idaho Eastern Oregon Seed Association on their board of directors. Miles was much loved and well respected by the many people his life touched.



Claus Sass was born on March 2, 1944 in Oakland, Nebraska, to Claus and Calista (Pearce) Sass, he sorely disappointed his sister Ida by not sharing her birth date by just 15 minutes. He passed away after an eight-year cancer battle on July 23, 2020 at the age of 76. Claus studied mechanical drafting at Oregon Institute of Technology and served in the Oregon Army National Guard for six years. He moved to Albany, worked in area mills but ultimately landed a position with Northwest Natural Gas as a serviceman. During this time, he married Kathleen Powers and together they welcomed two sons. He and Kathy divorced after 15 years but remained lifelong friends. His career refocused in 1978 when he was hired by Jenks-White Seed Company and eventually Northrup-King as a seed production specialist/manager. He found great satisfaction in agribusiness and rediscovered his own rural roots. In the 1980s, Claus and Marshall Peters of Silverton began their own company, The Seed Connection, in 1992. Together they grew the business by inviting additional grower family partners, purchased the Jenks-White firm and renamed the company The Jenks Seed Connection. The company was sold to DLF International (Denmark) in 2000 and Claus remained the US DLF Division Manager until his 2008 retirement. He facilitated the purchase of several smaller North American seed companies and established new American and Asian markets. Claus championed mid-valley agriculture through various seed commissions, the Oregon Seed Trade Association and Pacific Seed Association. In 1986 Claus married Kim Lillengreen. Because of the international nature of the grass industry, the couple was fortunate to travel to more than 50 countries and made friends around the world.



Doug Toews passed away on May 25, due to complications from a severe stroke he had on March 24, 2021. An Honorary Life Member of the Oregon Seed Association, Doug was Director of International Sales with Ampac Seed Company and considered his company and industry colleagues part of his family.



Thomas Urban, former Chairman and CEO of Pioneer Hi-Bred International, Inc., and former Chair of the Carnegie Board of Trustees, died of mesothelioma at the age of 86 on July 10, 2020, in Des Moines, Iowa. Born in 1934 in Des Moines, Urban attended Harvard University where he obtained an M.B.A. He then took a job vaccinating chickens in Minnesota for a Pioneer-owned company. Urban worked for Pioneer for over 30 years and was appointed CEO and Chairman of Pioneer Hi-Bred, now under Corteva Agriscience. Under his leadership, the company grew into an international, agricultural powerhouse. Urban joined the Carnegie Science board in 1986 and continued through 2007 with a series of achievements including contributing to the founding of the Department of Global Ecology and building the Magellan twin 6.5-meter telescopes at Carnegie's Las Campanas Observatory. At age 33, Urban became mayor of Des Moines and he was awarded for his service to the Des Moines Black community. After Urban retired from Pioneer, he taught at Harvard business school. He is survived by his wife Mary, four children, nine grandchildren, and three younger brothers.



seed science foundation

OUR MISSION:

To address seed and plant science challenges, encourage plant breeding education and seed research in support of the ever-changing needs of the global seed industry. We provide insight and recommend solutions that enable the U.S. seed industry to function with global effectiveness.

seedresearch.org





First the Seed Foundation (FTSF) is a 501(c)(3) non-profit organization established in 2008 by the American Seed Trade Association, one of the oldest trade associations in America, to inform today's consumers and tomorrow's workforce about the importance of the seed industry.

OUR MISSION:

To conduct education, outreach, and communication on the value of crops and food produced from seed.

OUR GOALS:

- To attract the best and brightest minds to agricultural fields of study.
- To teach students, communities, and consumers in the U.S. and abroad about the impact that seed-derived products have on their daily lives.
- To provide improved economic research to illustrate the value and importance of the seed industry to consumers and the agricultural community.
- To increase awareness among American consumers and students of the science that the seed industry is evolving, and that changing needs in agricultural education programs in plant breeding, genetics and seed science must be met if we are to keep pace with new global demands.
- To create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

firsttheseedfoundation.org

UPCOMING MEETINGS



Farm and Lawn Seed Conference

November 3, 2021 • Kansas City, MO

CSS & SEED EXPO 2021

DECEMBER 6-9, 2021 | CHICAGO, IL



VEGETABLE & FLOWER

SEED CONFERENCE

SAN DIEGO • JAN. 28 – FEB. 1, 2022



POLICY & LEADERSHIP DEVELOPMENT CONFERENCE

J.W. Marriott, IN • June 25-29, 2022



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