

“ The call was **excellent** and the topic was very relevant. Hearing other perspectives on challenges our company faces was refreshing. ”

- Tim Bratland, Legend Seeds

*Organizing Committee*

**Kim Boccardi, Lewis Hybrids**



**Mindy DeVries, Monsanto**



**Jason Laney, ASTA**



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*Join Our Team!*

We are actively seeking motivated individuals to assist us in supporting FuSE! Please contact [info@futureseedexecutives.com](mailto:info@futureseedexecutives.com) to join the FuSE Committee or for more information.



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*DEVELOPING  
TOMORROW'S  
LEADERS*

*2008-09*

**asta**  
**first-the seed®**

225 Reinekers Lane • Suite 650  
Alexandria, VA 22314-2875  
(703) 837-8140 • Fax: (703) 837-9365  
[info@futureseedexecutives.com](mailto:info@futureseedexecutives.com)  
[www.futureseedexecutives.com](http://www.futureseedexecutives.com)

## DEVELOPING TOMORROW'S LEADERS

### • What is FuSE?

FuSE stands for Future Seed Executives and is a sub-committee of the American Seed Trade Association (ASTA) Management Skills Committee.

FuSE is comprised of over 300 members interested in developing the next generation of leaders. FuSE programs are designed as regional opportunities to expand learning, promote networking and improve general understanding of the seed industry. The program targets individuals with fewer than seven years of seed industry experience although several industry veterans have participated and provided positive feedback.

### • Campus Connections

FuSE awards grants to university undergraduate students who are interested in pursuing a career in the seed industry. These grants are given in order to attend the ASTA Annual Convention where each student is paired with a senior industry member who acts as his or her mentor during the Convention. This is an excellent opportunity for students to learn more about the seed industry and network with key industry leaders.

**FuSE allows for great opportunities to hone your management skills and openly discuss industry issues.**

- Wade Wiley, JGL, Inc.



Educational unit at Landec Ag L to R: Scott Broelsma (AgReliant Genetics), Justin Wolfe (Monsanto), Ryan Parkin (Beck's Superior Hybrids), and Wade Wiley (JGL)



Dr. Dermot Hayes (Iowa State Univ.) and Dr. Stephen Smith (Pioneer Hi-Bred, Int'l) present an interactive case-study at an Educational Unit.

### • Educational Units

FuSE Educational Units are regional, one-day sessions hosted jointly by a seed company and a local university. The host company provides an overview of its business, gives a facility tour and engages participants in a discussion around tools it employs to be successful in the seed industry. A university representative then leads participants through an interactive case study associated with either the host company or key business tools.

These sessions are a great opportunity to network and learn new tools and approaches.

### • 2008-09 Educational Unit Locations

- AgReliant Genetics, LLC- Champaign, IL
- Beck's Superior Hybrids- Atlanta, IN
- Seminis Inc.- Woodland, CA
- Syngenta Seeds Inc.- Golden Valley, MN
- The Scotts Company- Gervais, OR

### • Round Table Discussion Groups

The Round Table Discussion Groups consist of a series of hour-long conference calls that aim to educate future seed executives on current seed industry events and topics. Each call focuses on a unique theme and is moderated by a senior industry member with expertise in that area. Holding true to the round table format, the calls are limited to 12 participants to encourage interaction.

### • 2008-09 Discussion Group Topics

- Succession Planning
- Crisis Management- Drought Case Study
- Contract Labor Management
- Managing Pollination with Insects



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