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2016 Seed Forum & Annual Meeting

Partnering with the Agribusiness Showcase & Conference will allow ISA to once again expand the education and networking opportunities available at our Seed Forum and Annual Meeting.

The Agribusiness Showcase & Conference is about giving agribusiness professionals the opportunity to explore the innovative tools they need to grow their business, now and into the future. More than 1,000 ag professionals attended the 2015 Conference and its the nation's largest indoor field-day was held which filled the Varied Industries Building. Through ISA's partnership with the Agribusiness Showcase & Conference, ISA members will have the opportunity to attend a wider variety of workshops and network with all facets of the ag industry.

The Iowa Seed Association Annual Meeting and Seed Forum will be held at the Varied Industries Building on Wednesday, February 10, 9 am to Noon.

The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. Please pre-register before Jan 31, 2016 for a discounted price \$75. After the 29th it will be \$100. Registration includes educational materials, 2 Day Admission to the Showcase Floor, admission to the All Industry Reception on Tuesday, and lunch on Wednesday.

Seed Forum Agenda February 10, 2016

9:00 - 9:15 AM	ISA Annual Meeting Recognition of ISA 2016 Honorary Member
9:15 - 9:45 AM	ASTA Update & Iowa Legislative Update - John Latham, President, Latham Hi-Tech Seeds - Matt McKinney, ISA Lobbyist, BrownWinick Law Firm
9:45 - 10:15 AM	Cover Crop Challenge and Water Quality Initiative Grant - Shawn Richmond AAI/Iowa Nutrient Research & Education Council
10:15 - 11:00 AM	Permit to Farm Possibility - Dean Lemke, AAI
11:00 - 11:45 AM	Regulations for Drones -Kristine Tidgren, ISU Center for Agricultural Law and Taxation (Invited)
Noon - 1:30 PM	iPad Raffle All Industry Luncheon and ISU Scholarship Recognition on Showcase Floor Stage

ISU Scholarships Recognition at the All Industry Luncheon

Each year at the Agribusiness Showcase & Conference, the Iowa Seed Association recognizes the Iowa State University students who received the Seed association scholarships for the academic year. This year's recipients will be recognized at the All Industry Luncheon, Wednesday, February 10, 2016. All who attend the 2016 Showcase & Conference are invited to eat lunch and watch the ISA scholarship winners being recognized. This year, we will also present a \$1,000 scholarship in honor of Bill Latham who died earlier this year. Bill was past president and long

time supporter of the Iowa Seed Association. (Luncheon tickets included with Forum registration)

The Showcase & Conference's event will be hosted at the Varied Industries building on the Iowa State Fairgrounds in Des Moines, Iowa, held on the Showcase Stage at 11:45 am. The Showcase and Conference is a two day event, Feb 9 - 10, 2016. **Pre-register by Jan 29, 2016 for only \$75.** Visit AgribizShowcase.com for more details including agendas, speaker information, and exhibitor layout maps.



2016 Agribusiness Showcase & Conference Registration

Registration is now open for the 2016 Agribusiness Showcase and Conference. Pre-registration prices end Jan 29, 2016! Send in your registration form below or visit us at AgribizShowcase.com.

All attendee registration materials can be found at the Showcase website: www.agribizshowcase.com

Lists of speakers, exhibitors, and agendas can be viewed or downloaded. Peak through this years exhibitor floor layout and don't forget about the All Industry Reception Tues at 4 pm on the Showcase Floor! All attendees names will be added to the iPad Raffle, must be present to win.

There are many different experiences at the 2016 Showcase & Conference. Return the below form to Pre-Register today!

Attendee Information:

Please **PRINT** the following information:

Contact Name: _____ Company: _____

Address: _____ City / State / Zip: _____

Telephone: _____ Fax: _____ Email: _____

Registration Information:

Only one form is needed for multiple registrations please indicate below with payment information.

- | | |
|---|--------------|
| <input type="checkbox"/> Ag Industry & Crop Management Conference: | \$200 |
| <input type="checkbox"/> Agribusiness Leadership Forum: | \$250 |
| <input type="checkbox"/> Iowa Seed Association Annual Meeting & Seed Forum: | \$ 75 |
| <input type="checkbox"/> Commercial Pesticide Applicator Recertification: | \$ 35 |
| <input type="checkbox"/> Showcase Floor Admission (Both Days): | \$ 25 |

Payment Method:

- Send Invoice
- Mail Check
- Credit Card
(please submit information online)

Total Payment Amount:

\$ _____

****See Attendee Registration Book for more information****

Please make checks payable to the AAI Events, LLC and return completed form to the AAI Events, LLC 900 Des Moines St, Des Moines, IA 50309.
Downloadable Attendee Book and Registration is also available online at www.agribizshowcase.com.

THANK YOU!



\$1.1 Million Awarded to the Iowa Seed Association Corn Cover Crops Initiative

The Iowa Seed Association (ISA) was recently granted \$1.1M from the Iowa Department of Agriculture & Land Stewardship (IDALS) for the “Iowa Seed Corn Cover Crops Initiative”. ISA is the project lead, and partnered with the Agribusiness Association of Iowa, Soil & Water Conservation Society, Iowa Corn, and Iowa Farm Bureau Federation on the project proposal.

The funding award from IDALS was made as part of their Water Quality Initiative (WQI) program for practice demonstration projects. WQI focuses on demonstration projects that complement and enhance existing efforts of the Iowa Nutrient Reduction Strategy (NRS) and provide concentrated efforts to both demonstrate conservation practices and provide outreach and education to disseminate information and promote increased awareness and adoption of available practices and technologies for reducing nutrient losses.

The “Iowa Seed Corn Cover Crops Initiative” will focus on the seed corn production system in Iowa and work to provide financial, technical, and informational assistance to help increase adoption of cover crops within this system. The focus on seed corn production is largely driven by the unique opportunity for adoption of cover crops that seed corn provides due to having an earlier harvest which provides better timing opportunities for establishing cover crops in the fall after harvest. This focus is also heavily driven by the seed industry in Iowa, and their efforts to help promote and support the use of cover crops as evidenced by ISA’s “Cover Crops Challenge” issued in the summer of 2015 to all seed production companies in Iowa. This project will help to begin

implementing that challenge by providing valuable resources for seed companies and their growers.

The primary objectives of this project are to continue to increase the number and engagement level of seed companies that are working with their producers to assist them with adopting cover crops, increase the number and percentage of seed corn growers that are utilizing cover crops, develop new strategic partnerships across the agribusiness industry to assist with providing turn-key services to assist with cover crop implementation, and develop educational and informational materials primarily targeted to entry-level cover crop users to provide more focus on beginning user needs.

Educational and informational efforts and outcomes are expected (and intended) to have broader impacts beyond just the seed corn production system. Seed corn production has historically been a cropping system utilized to test and develop new technologies and crop recommendations that lead to broader adoption and incorporation into larger acreages devoted to grain production. The focus of this project to seed corn production has great potential to influence and facilitate adoption of cover crops in a similar fashion, starting with seed corn acres and leading to increased adoption on acres devoted to grain production as well.

An overview of the “Iowa Seed Corn Cover Crops Initiative” will be presented by Shawn Richmond, AAI Director of Environmental Technology, during the Seed Forum at the 2016 Agribusiness Showcase & Conference so we hope to see you there.

Thank You to Renewing Members

Thank you to all that have renewed your 2016 ISA membership. We look forward to serving all of you. Membership packets were mailed that included a membership invoice and ISA sponsorship form. If you have not done so, please return to the ISA office.

Be sure to look over your company contact information, indicate changes before returning your forms. Each company is allowed to have up to five additional contact, which will receive correspondence from ISA. To insure the best possible service please provide accurate

information on all additional contacts.

If you have a referral or know of anyone who is interested in becoming an ISA member please call the office at 515-262-8323.

Any questions about your dues packet or sponsorship is welcome to call the office or email joano@agribiz.org. See information online www.iowaseed.org.

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Iowa Seed Association Reminders & Events



- **February 10, 2015:** ISA Annual Meeting & Seed Forum at the Agribusiness Showcase & Conference hosted at the Varied Industries Building - Iowa State Fairgrounds, Des Moines, IA
Pre-Registration is OPEN through January 29, 2016
Visit www.agribizshowcase.com to register online

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www.iowaseed.org