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SAVE THE DATE! ISA Annual Meeting & Seed Forum

Partnering with the Agribusiness Showcase & Conference (ASC) will allow ISA to once again expand the education and networking opportunities available at our Seed Forum and annual member meeting.

The Agribusiness Showcase & Conference leverages our agribusiness network to offer many educational opportunities. The 2018 ASC is the Midwest's largest indoor field-day and is annually held at the Varied Industries Building on the Iowa State Fairgrounds. This partnership with the ASC gives ISA members 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 14 - 9am to Noon.

The Seed Forum workshops are dedicated solely to information pertinent to the seed industry. Please pre-register before Jan 16, 2018 for a discounted price \$100. After the 16th on-site pricing of \$125 will apply. Seed Forum registration includes educational materials, 2-day admission to the showcase exhibit floor, admission to the All Industry Reception on Tuesday, and All Industry Luncheon on Wednesday.

Seed Forum Agenda February 14, 2018

9:00 AM	ISA Annual Meeting Dana Stubbendeck, ISA President
	Recognition of ISA 2017 Honorary Member
9:15 AM	Iowa Legislative Mike Naig, IDALS, <i>Invited</i>
	ASTA Update <i>Speaker TBD</i>
9:45 AM	Ag Economy Dr. Alejandro Plastina, Department of Economics - ISU
10:15 AM	Cover Crop Management Bert Strayer, La Crosse Seed
11:00 AM	Dicamba - Rules and Regulations Chuck Spencer, GROWMARK
11:45 a.m.	(2) Amazon Echo Raffle
Noon - 1:30 p.m.	All Industry Luncheon on Showcase Floor Keynote Speaker: TBD ISU Scholarship Recognition: 2017-2018 Iowa Seed Association ISU Scholarships & Bill Latham ISU Scholarship recipients recognized

ISU Scholarships Recognition at the All Industry Luncheon

Each year at the Iowa Seed Association recognizes the Iowa State University students who received the Seed Association scholarships for the upcoming fall academic year. This year's recipients will be recognized at the All Industry Luncheon during the Agribusiness Showcase & Conference, Wednesday, February 14, 2018.

All who attend the 2018 Showcase & Conference are invited to eat lunch and watch the ISA scholarship recipients being recognized. *(Luncheon tickets are included with ISA Forum registration,*

floor only tickets are available to those who do not attend the forum. Floor only tickets start at \$25 before Jan 16, 2018 and \$50 day of event.)

The 2018 ASC is annually hosted at the Varied Industries building on the Iowa State Fairgrounds in Des Moines, Iowa. The ISA scholarships recognition is held on the showcase stage at 11:45 am. The Showcase and Conference is a two day event, Feb 13 - 14, 2018. **Pre-register by Jan 16, 2018 for \$100.** Visit AgribizShowcase.com for more details including agendas, speaker information, and exhibitor layout maps.

2018 Agribusiness Showcase & Conference Registration

Registration is now open for the 2018 Agribusiness Showcase and Conference. Pre-registration prices end Jan 16, 2018! 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

OFFICIAL NOTICE TO MEMBERS:
ISA ANNUAL MEMBER MEETING
FEBRUARY 14, 2018 | 9 AM
VARIED INDUSTRIES BUILDING, IOWA STATE FAIRGROUNDS

There are many different experiences at the 2018 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: | \$225 |
| <input type="checkbox"/> Iowa Seed Association Annual Meeting & Seed Forum: | \$100 |
| <input type="checkbox"/> Commercial Pesticide Applicator Recertification: | \$ 45 |
| <input type="checkbox"/> Showcase Floor Admission Only (Both Days): | \$ 25 |

Payment Method:

- ☐ Send Invoice
- ☐ Mail Check
- ☐ Credit Card
(please submit information [online](#))

Total Payment Amount:

\$ _____

****See Attendee Information Online For More Information****

Please make checks payable to the AAI and return completed form to the Iowa Seed Association 900 Des Moines St, Des Moines, IA 50309.
For Speaker Information, Schedules, and Registration is also available online at www.agribizshowcase.com

THANK YOU!



Thank You to Renewing 2018 Members!

Thank you to all that have renewed your 2018 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 your packet 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 contacts, which will receive correspondence from ISA. To insure the best possible service please provide accurate information on all additional contacts. Dues payments for the 2018 membership year need to be received by

December 31, 2018.

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

Questions about your dues packet or sponsorship? Contact the office or email joano@agribiz.org. See member information online www.iowaseed.org.

ASTA Calls for Clarity on Plant Breeding Innovation Policy

Earlier today, the United States Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) announced it was withdrawing its proposed rule to revise and update the agency's biotechnology regulations for the purpose of soliciting additional stakeholder input. The American Seed Trade Association (ASTA) is encouraged that USDA is taking steps to consider different policy options and will continue to engage on the important topic of plant breeding innovation, both domestically and globally.

"It's important that the administration moves forward without delay in soliciting stakeholder feedback on policy around plant breeding innovation while actively engaging in the on-going dialogue at the global level," said ASTA President & CEO Andrew W. LaVigne. "Public and private sector plant-scientists around the world are investing in a great deal of research using newer methods like gene editing across a wide variety of crops—with exciting potential for farmers, consumers and the environment. However, in order for these

benefits to be fully realized, and widely adopted across breeding programs of all sizes and sectors, developers need clear, science-based, policy direction."



ASTA supported some key aspects of the proposed rule—most importantly, its recognition that some applications of gene editing result in plant varieties that are essentially equivalent to varieties developed through more traditional breeding methods, and should be treated as such from a policy perspective.

"We look forward to working with USDA to ensure consistent, science-based policies that foster continued innovation and promote the trade of safe and quality seed and other agricultural products around world," said LaVigne.

For more information on plant breeding innovation, including newer methods like gene editing, visit seedinginnovation.org.

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- Gayland Ward Seed Company, Inc.

Iowa Seed Association Reminders & Events

- February 14, 2018 ISA Annual Meeting & Seed Forum, Des Moines, IA
- February 13-14, 2018 Agribusiness Showcase & Conference, Des Moines, IA
- June, 2018 ISA Golf Tournament, IA
- August, 2018 Agribusiness Showcase & Conference - Summer Workshop, IA

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www.iowaseed.org