



# LEADERSHIP —SUMMIT—

J.W. Marriott, IN • June 25-29, 2022

## AWARDS RECEPTION —PROGRAM—

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## *Program*

- Welcome Remarks: Brad May, ASTA Chair
- Heritage Awards
- Seed Science Foundation "Excellence in Science" Award
- Roger Krueger Scholarship Award
- State/Regional Association Awards
- Distinguished Service Award
- Lifetime Honorary Member Awards



# Heritage Awards

The Heritage Award was created this year to preserve and build history and to honor and recognize individuals who have significantly impacted ASTA and the seed industry. It seeks to inspire the next generation of leaders, and instill a sense of pride in the rich history of the seed industry and ASTA.



## ■ W. Atlee Burpee

In 1876, W. Atlee Burpee made the decision that would change American gardens forever. Atlee established his own mail-order poultry and livestock company. When his livestock customers told him that they needed a reliable source for quality seed, he obliged. In his second year of business, he reshaped his enterprise in the celebrated seed company we know today. In 1893, he became President of the American Seed Trade Association. Burpee was the first researched based seed company in the United States, offering new varieties of cabbage, carrots, lima beans celery and sweet pepper. In 1894, Atlee brought forward a lettuce that stayed crisper longer, the world-famous Iceberg. While still in his 20's, Atlee was running the world's fastest growing mail order seed company.



## ■ Dr. Harry Collins

Harry Collins' career began to flourish when he went to work as a Soybean Breeder for Delta and Pine Land Company (D&PL) in Scott, MS in 1974. He participated in the development and release of many southern soybean varieties, most notably, "Deltapine 105", which was a widely grown group 5 variety for nearly 10 years. He was responsible for research associated with cotton, soybeans, sorghum and corn, including the then revolutionary development of cotton and soybean varieties with transgenic technology. Dr. Collins never shied away from controversy, and proudly represented the technology that

many called "The Terminator." His steadfast allegiance to scientific advancement, devotion to agriculture and good humor held him in good stead even as the nickname was applied directly to him upon occasion. Friends at the company and throughout the industry fondly called him "The Sheriff" for his dedication to intellectual property and active protection of proprietary seed.

He was President of the National Council of Commercial Plant Breeders (NCCPB) from 1986-1987 and served on the Board of Directors from 1981-1983. He also served as Chairman of the Board of the American Seed Trade Associations in 2006-2007.



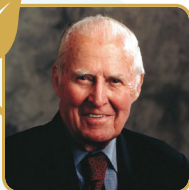
### ■ Dr. Owen Newlin

One of Owen Newlin's most important contributions to the seed industry was his decision in 1971 as President of the Central Division of Pioneer, to substantially increase the planned production of hybrid number 3780 very early in its introduction. He and his team

convinced the company to make an enormous jump from 10,000 bags to 500,000 bags in one year. Newlin believed so strongly in the performance of the product that he was willing to take the risk, and it paid off. Pioneer sold over 20 million bags of hybrid 3780 over its 17-year period allowing the company to dramatically increase its market share for many years. It was an achievement that was realized because research, production, sales, and distribution all worked effectively as a team.

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.

# Heritage Awards



## ■ Norman Borlaug

Norman Borlaug's obituary read "... he taught the world to feed itself." Borlaug is credited with saving hundreds of millions to as many as a billion lives from starvation. Awarded the Nobel Peace Prize in 1970 for his work on the world's food supply, Borlaug is known the world over for his highly successful wheat breeding and wheat research programs in Mexico. He created the World Food Prize in 1986 to recognize the achievements of individuals who have advanced human development by improving the quality, quantity or availability of food in the world. Borlaug championed an adequate food supply for every human being and spent his lifetime working on improving food production to feed an ever-growing world population.



## ■ Jerry Peterson

At age 15, Jerry Peterson joined the family seed business, working with his father and brothers Roy and Larry. Over a distinguished 50-year career, Jerry served as President of Peterson Seed Co. in Shakopee, MN, including a 13-year affiliation with Pioneer Hi-Bred International. He was President of the American Seed Trade Association in 1989 and Western Seed Trade Association and was very active in the Minnesota Crop Improvement Association, as well as other international associations. He was admired as an outstanding seedsman and a pure gentleman. He was always at ease with those who stood among his friends and even strangers. He often was the first one to extend a hand of fellowship and make people feel welcome in his presence.

In May 1990 Jerry Peterson provided testimony to amend the 1970 Plant Variety Protection Act to preclude further abuse of the "Save Seed Exemption."

*Nominations for the 2023 are being accepted now for the 2023 Heritage Award. Please see the ASTA registration desk for information on making a nomination.*



## Roger Krueger *Memorial Scholarship*

Seeds are small things. They are potential for change; their truest function is to adapt and grow, becoming something else, taking on different shapes and sizes, bringing color and nourishment into our lives and ultimately, giving themselves up so we can use their goodness and potential to help us thrive.

Dr. Roger Krueger was just such a seed. A long time Board Member of the former American Seed Research Foundation (ASRF). He lived to make the world a better place and to make agriculture more able to feed the world. Roger took a special interest in mentoring the recipients of Campus Connection program and never missed an opportunity to challenge them. To honor Roger, the former ASRF now Seed Science Foundation (SSF) has established a Memorial Scholarship of \$2,000 to remember and honor Roger who was taken from us way too soon.

Applicants within ASTA's Student Connections program were presented with a list of questions that we think Roger might have asked students (see below).

### Questions

**Question 1:** *Sustainability is one of the current catch words in society. How would you describe Sustainability as it pertains to Agriculture?*

**Question 2:** *There are global production issues that are creating supply challenges. What would you suggest as a solution to the 25% disruption in the world wheat supply?*

**Question 3:** *Failing Forward, describe an event in life where you failed at something. How has this failure affected your appetite for risk?*

**The winner will be announced tonight!**

## Seed Science Foundation: *Excellence in Science Award*

The Seed Science Foundation's Excellence in Science Award recognizes the outstanding achievement by a public or private researcher whose accomplishments have had an impact in the areas of Breeding Systems, Seed Quality, Seed Production and Technology, Seed Health and Pathology, Digital Agriculture, or Seed Applied Technology.



### ■ **Ron Walcott** | University of Georgia

Dr. Ronald Walcott is a professor of plant pathology in the College of Agricultural and Environmental Sciences. He is the inaugural Vice Provost for Graduate Education and Dean of the Graduate School at the University of Georgia

He has served on the graduate education committee of the Provost's Task Force on Academic Excellence and on the Student Affairs Academic Advisory Board and the Aspire Alliance IChange team and represents UGA on the Southern Association of Colleges and Schools, Commission on Colleges reaffirmation compliance team. He is also currently the vice-president of the American Phytopathological Society. He has mentored or advised more than 40 master's and Ph.D. students. Dr. Walcott is the co-author of two plant pathology books, almost 70 peer reviewed journal articles and numerous information bulletins.

Dr. Walcott has been a friend and resource for the vegetable seed industry for over 20 years through his research that focuses on diseases, especially those that can be seed borne, of commercially important vegetables. He has been a major source of technical knowledge on vegetable pathogens to the seed industry, especially for Bacterial Fruit Blotch of cucurbits, caused by the bacterium *Acidovorax avenae* subsp. *citrulli* (Aac). This pathogen, which occurs every year to some extent, has caused \$ millions of damage to cucurbit growers and to the cucurbit seed suppliers since the early 1990's. Dr. Walcott's research and



educational outreach activity have given growers and seed producers many tools to help prevent and mitigate the effects of this potentially devastating disease.

Dr. Walcott has made significant contributions to the vegetable seed industry over the last 20 years on BFB and other vegetable pathogens through research that has largely been funded through the American Seed Trade Association. His research has included many aspects of BFB basic biology and epidemiology that has included studies on genetic diversity, factors influencing its detection in naturally contaminated seeds, biological longevity in seeds, pathways of invasion into watermelon seed, development of detection technologies including PCR, epidemiology of BFB in greenhouses, biological control of BFB, and colonization of female watermelon blossoms by BFB. Through his studies on genetic diversity he divided *Aac* into subgroups and haplotypes based on genetic and phenotypic properties, determining that Group I strains have a wider host range than the Group II strains which are primarily associated with watermelon. From 2010-2018 he assessed the prevalence of BFB in China seed lots and has visited seed production areas in China and Thailand where he conducted surveys on alternate weed hosts there.

In addition to his work on BFB, he has published papers on the epidemiology and management of seed borne bacterial diseases including *Clavibacter* of tomato, *Xanthomonas* on rice, gummy stem blight of watermelon, *Botrytis* in onion bulbs and others. His most recent research has been on the evaluation of novel seed disinfection technologies for seed borne and seed transmitted pathogens.

*For the coming year, nominations will be accepted from July - December. Please see the ASTA registration desk for information on making a nomination.*

## ASTA DISTINGUISHED *Service Award*

The ASTA Distinguished Service Award recognizes those who have made significant contributions to the association and the seed industry.



### ■ Edward Podleckis, Ph.D. | USDA – APHIS

Dr. Podleckis received his B.S. in Plant Pathology from Cook College, Rutgers the State University of New Jersey; his M.Sc. in Plant Science from the University of Delaware; and earned his Ph.D. in Plant Pathology/Plant Virology from the University of Maryland.

He began his USDA career in 1988 as a research plant pathologist with the USDA, Agricultural Research Service, Molecular Plant Pathology and National Germplasm Resources Laboratories where he conducted research related to the detection of pome fruit and potato viruses and viroids of quarantine significances. In 1994, Dr. Podleckis joined USDA, Animal and Plant Health Inspection Service (APHIS), Plant protection and Quarantine (PPQ). For over 20 years he worked as a risk analyst and risk manager developing APHIS plant pest risk analysis programs and policies

As a Senior Risk Manager on the Plants for Planting Import Policy staff he provided analytical support to inform Agency import and policy decisions and plants for planting import policy. He has been active in the field of international standard setting and chaired the North American Plant Protection Organization (NAPPO) Plants for Planting and Seeds expert groups. He was a member of the expert working groups that wrote the NAPPO Plants for Planting Integrated Measures and Risk Management standards and the International Plant Protection Convention (IPPC) international standards for Integrated Measures for Plants for Planting in International Trade and the standard for International Movement of Seeds (ISPM 38).

Dr. Podleckis was named PPQ's National Seed Health Coordinator in 2017, leading a team from APHIS, the seed industry and the National Plant Board tasked with developing the Regulatory Framework for Seed Health or ReFreSH. ReFreSH is risk and science-based systems approach for managing the phytosanitary risk of international seed movements by leveraging seed industry best practices and shifting from consignment-by-consignment inspection and testing to accreditation of seed producers and production processes as the basis for phytosanitary certification.

In April 2022, Dr. Podleckis retired after over 33 years of Federal service.

In his role as PPQ's National Seed Health Coordinator, Dr. Podleckis has been an invaluable resource to ASTA and the seed industry. He has worked diligently to work with the seed industry to address and resolve critical seed phytosanitary problems. He was a highly effective coordinator who connected ASTA and seed companies with the appropriate PPQ staff personnel and officers, and bringing PPQ and seed industry personnel together through conference calls and face-to-face as well as virtual meetings, and his participation in ASTA conferences. He maintained the highest standards of objectivity and credibility to find solutions without sacrificing PPQ's mission. He exhibited innovation through his leadership, support and promotion of new and better ways to manage phytosanitary security, such as the ReFreSH Initiative.

## ASTA LIFETIME HONORARY *Member Award*

ASTA'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.



### ■ Rick Turner | BASF

Rick has forty-five years of experience in the agriculture industry, having worked in sales, marketing, product development and various leadership roles in North American and Global businesses.

During his career, Rick has worked in various sectors of the agricultural business, with postings in domestic and international markets focusing on diverse seed portfolios, seed treatments and crop protection products. In 1985, he formed Gustafson Canada as a separate business unit of Uniroyal Chemical focused on the Seed Industry, where he served as the company's President and General Manager. In 1993, in addition to his Canadian duties he was appointed Vice President, Marketing for Gustafson LLC in Plano, Texas and was named President in 2004. In 2005 after Bayer acquired Gustafson, Rick joined Bayer, holding senior management roles in Sales and Marketing for US and North America. In 2011, Rick assumed the role as Global Market VP for Oilseeds and Wheat and VP of Seed Operations – Northern US/Canada/ Europe/Australia. With an organization change on January 1, 2015 he assumed the newly created role of Global VP Seed & Trait Marketing leading to the assignment of Global Head of Seeds in 2017. He led the divestment process in Bayer for their Seed businesses and other assets which were acquired by BASF in 2018, where he became Senior Vice President, Seeds & Traits until his retirement in February 2022.

Rick served on the International Seed Federation's Seed Applied Technology Committee for more than 20 years and various committees in ASTA and CSTA over his career. He is a member of the National Agri-Marketing Association and the American Seed Trade Association.

Rick has also served on the Ag Retailers Association Board, CropLife Canada / Crop Protection Institute Board of Directors, the CropLife America Board, and the Chemical Producer and Distributor Association Board and Bio.

Rick has a BSc in biology from the University of Guelph. Rick and his wife Lynda of 46 years have recently relocated back to Texas to be closer to family and their farm. They enjoy the outdoors and whenever possible, boating, canoeing and kayaking.



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## ASTA LIFETIME HONORARY *Member Award*



### ■ **Richard Denhart** | Illinois Seed Trade Association

Richard Denhart graduated in 1964 from Southern Illinois University with a Bachelor of Science in General Agricultural. From there, he worked from 1964-1966 at W.R Grace in Fertilizer Sales, moving on in 1966 to a role as a union sheet metal worker until 1969.

From 1969-1974, he was the Chief Inspector for Illinois Crop Improvement. He then moved into a long-term role as the Director of the soybean and small grains department with Illinois Foundation Seeds from 1974-2002.

From 2002 to the present, Richard has served as the Executive Secretary/Treasurer for the Illinois Seed Trade Association.

Richard served as the first Chair of the ASTA State Government Affairs Working Group was the first State Association representative to the ASTA Board of Directors.

Richard has been married for 58 years to his wonderful wife Sharon. He has 2 children and 3 grandchildren. Richard enjoys spending time with his classic cars and woodworking.



Be sure to stop by the Logo Contest Station during the reception! You could win a free trip to Sacramento next year!

# **asta** Enter the ASTA Leadership Summit Logo Contest!

Logo to be revealed at: ASTA's CSS & Seed Expo 2022, Dec. 5-8 in Chicago

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HERE!**

**SAVE THE DATE:  
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Hyatt Regency Sacramento  
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