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PASSPORT  
TO

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CSS 2011 & SEED EXPO

*Dec. 6-9, Hyatt Regency Chicago*

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PROGRAM OF EVENTS

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# Welcome!

**We are excited to have you join us for the CSS 2011 & Seed Expo.**

Our planning committee has been hard at work to develop an excellent program that offers something for everyone. If you have any questions or need assistance, please stop by the registration desk and an ASTA team member will be happy to assist you.

## Hotel info

Hyatt Regency Chicago  
151 East Wacker Drive  
Chicago, IL 60601  
312-565-1234

## Registration Hours

*Located in the Grand Ballroom Foyer area*

Monday (Dec. 5) 8 am – 5 pm

Tuesday (Dec. 6) 8 am – 5 pm

Wednesday (Dec. 7) 7 am – 5 pm

Thursday (Dec. 8) 7 am – 5 pm

Friday (Dec. 9) 7 am – 10 am

Don't miss your chance to win a free registration for CSS 2012 & Seed Expo. Just take your ticket (see page 41) and drop it in the gold squirrel cage located near booth 640 before Wednesday (Dec. 7) at 2 pm.

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# All About QR Codes

## How do I use a QR Code?

Scattered throughout the program and around the Seed Expo, you will find QR codes, which can be read by the camera on many mobile devices (with the right software installed).

### Follow these installation instructions:

#### Installation on Android

1. Open the “Market” application from the Android home screen
2. Press the search button on the Android keyboard and enter “zxing.” Press [ENTER] to search.
3. Touch the application named “Barcode Scanner.”
4. Press the Install button.
5. You will be prompted that the device requires elevated access to your device. Press the OK button to confirm.
6. Once the application is downloaded and installed, the scanner can be launched by selecting “Barcode Scanner” from the home screen.

#### What's a QR Code?

A quick response code is a type of matrix or two-dimensional code. The code consists of black modules arranged in a square pattern on a white background. This code, first used by the automotive industry, became popular because of its fast readability and comparatively large storage capacity.

### Installation on Blackberry

The “BlackBerry App World” application can natively scan QR codes and load any recognizable Web URLs on its browser.

### Installation on iPhone and iTouch

1. Open the “App Store” application from the home screen
2. Select “Search” at the bottom of the screen. Search for “Barcodes.”
3. Locate the application named “Barcodes” by Christian Brunschen.
4. Touch the “Free” icon at the top of the screen. It will change to an “Install” icon.
5. Touch the “Install” icon that just appeared.
6. Enter your iTunes password when prompted
7. Once the application is downloaded and installed, the scanner can be launched by selecting “Barcodes” from the home screen.

### Installation on Motorola, Nokia, Samsung and Sony Ericsson

1. Visit <http://reader.kaywa.com/>
2. Click the icon “Download the Kaywa Reader” and follow the instructions.

### All other phones

1. Visit <http://www.mobile-barcodes.com/qr-code-software/> to find the appropriate barcode scanner

## General Info

Badges must be displayed for admittance to all ASTA events. Conference sessions are included with the full conference and one-day registration types. Day passes allow access to the Seed Expo only.

Meeting room locations are in the East Tower and West Tower of the Hyatt, marked (E) and (W), respectively in the program. All meetings are open to any attendee unless listed as “closed.”

## MONDAY AT-A-GLANCE

### Dec. 5

8 am – 5 pm	Seed Expo Large Equipment Set-up <i>Riverside Center (E)</i>
9 am – 6 pm	ISF Seed Treatment and Environment Committee (closed) <i>Picasso (W)</i>



# TUESDAY AT-A-GLANCE

**Dec. 6**

8 am – 5 pm	Seed Expo Small Equipment Set-up <i>Riverside Center (E)</i>
9:30 am – 12:30 pm	Joint ASTA/ISF Essentially Derived Varieties Working Group (closed) <i>Grand Suite 3 (E)</i>
11 am – 2:30 pm	SAA Board Meeting (closed) <i>Grand Suite 2 A/B (E)</i>
1:30 – 2:30 pm	NEW! Phytosanitary Issues <i>Grand Suite 3 (E)</i>
3 – 4 pm	SAA Open Business Meeting <i>Grand Ballroom B (E)</i>
3 – 4 pm	Stewardship <i>Grand Suite 3 (E)</i>
4 – 5 pm	Joint Corn & Sorghum and Soybean Seed Division <i>Grand Ballroom C/D North (E)</i>
4 – 5 pm	Corn Basic Research Committee <i>Grand Suite 2 A/B (E)</i>
4 – 9 pm	Germplasm Enhancement of Maize <i>Wrigley (W)</i>
4:30 – 6 pm	Seed Expo: Exhibitor Marketplace <i>Riverside Center (E)</i>
6 – 7:30 pm	Columbus Hall Grand Opening <i>Columbus Hall (E)</i>

## TUESDAY CONTINUED

# Phytosanitary Issues

### DRAFT Agenda

1:30 - 2:30 pm | Dec. 6

*Grand Suite 3 (E)*

- I. Call Meeting to Order
- II. International Programs, Phytosanitary Strategy
- III. Update on International Setting Activities
  - A. IPPC (ISPMs 7 and 12, ISPM on Seed)
  - B. NAPPO (RSPM 36)
- IV. Pest Listing Activities
  - A. ISF
  - B. Brazil Normative 36
  - C. NAPPO NRSPM 36
- V. ASTA/APHIS Collaborations
  - A. NSHS: Response to NPB Review
  - B. TASC Update on Stewart's Wilt
- VI. PCIT Update
- VII. Phytosanitary Issues
  - A. China
  - B. Rice Seed Imports
  - C. Other
- VIII. Need for Phytosanitary Meeting at CSS

## **SAA Open Business Meeting**



**DRAFT Agenda**  
**3-4 pm | Dec. 6**  
*Grand Ballroom B (E)*

- I. Welcome & Introductions
- II. SAA Report on 2011 Activities
- III. Positions on Intellectual Property
  - A. Adventitious and Low Level Presence
  - B. Phytosanitary Matters
  - C. International Participation (IPPC, UPOV, ISF)
- IV. Main Outcomes of the III SAA Congress held in Santiago, Chile – September 2011
- V. SAA Committees – Information and Call for Members
- VI. Board of Directors Elected for 2012-2013
- VII. SAA Website Information
- VIII. Recruitment of New Members
- IX. Other Business

## TUESDAY CONTINUED

# Stewardship

DRAFT Agenda

3 - 4 pm | Dec. 6

*Grand Suite 3 (E)*

- I. Welcome & Introductions
  - A. Approve Agenda
  - B. Approve Minutes
  - C. Anti-trust Compliance Policy
- II. Background on Seed Treatments
- III. Revisions to ASTA Guide To Seed Quality Management
  - A. Coordination with the Seed Treatment and Environment Committee (STEC)
  - B. Workplan
- IV. Adjourn

## **Corn, Sorghum and Soybean Seed Division**

**DRAFT Agenda**  
**4 - 5 pm | Dec. 6**

*Grand Ballroom C/D North (E)*

- I. Welcome & Introductions
- II. Election of Soybean Division Secretary
- III. Financial Report
- IV. Old Business
  - A. Patent Expiration
  - B. Coexistence

*Written reports available on: Congressional Update, Mexico Trucking, Sulfuryl Flouride, Argentina IP Outreach Project Update, Patent Expiration and Coexistence.*

- V. New Business
  - A. International Update
  - B. Preventive Planting
- VI. Open Discussion
  - A. 129th ASTA Annual Convention
- VII. Adjourn

## **TUESDAY CONTINUED**

# **Corn Basic Research Committee**

**DRAFT Agenda**

**4 - 5 pm | Dec. 6**

*Grand Suite 2 A/B (E)*

- I. Welcome & Introductions
  - A. Anti-trust Compliance Policy
  - B. Review and Approve Minutes
- II. Review and Approve Nominee for Vice Chair
- III. Research update from Permanent Research Fund recipient (Gary Munkvold and Rick Hellmich)
- IV. Update on the Permanent Research Fund
- V. Update from Nov. 15, 2011, NP301 Stakeholders Meeting
- VI. Update on NPGS project to maintain maize accessions
- VII. Adjourn

## **Exhibitor Marketplace**

**4:30 - 6 pm | Dec. 6** *Riverside Center*

**6 - 7:30 pm | Dec. 6** *Columbus Hall*

*An opportunity not to miss!*

Features the grand opening of more than 120 companies showcasing their latest products and innovations. This is the only event where access to the trade show floor is free.

See the Seed Expo guide for exhibit details and a floorplan.



### **7 Reasons to Visit:**

- 1** Meet with all your suppliers and vendors in one place
- 2** Check out the newest products and services
- 3** Stop by the FuSE Lounge and meet the up and coming leaders
- 4** Discover different graduate student projects
- 5** Make a connection
- 6** Pick up exhibitor giveaways
- 7** Win free prizes

# WEDNESDAY AT-A-GLANCE

## Dec. 7

7 – 8 am	Speaker's Breakfast (closed) <i>Grand Suite 3 (E)</i>
7:30 am – 5:30 pm	Seed Expo 2011 <i>Riverside Center &amp; Columbus Hall (E)</i>
7:30 – 9 am	Seed Expo Continental Breakfast <i>Riverside Center (E)</i>
8 am – 5 pm	ASTA Media Room <i>Grand Suite 2 A/B (E)</i>
8 – 10 am	Intellectual Property Rights and Patent Expiration <i>Grand Ballroom A/B (E)</i>
8:30 am – 12 pm	GEM Network <i>Wrigley (W)</i>
10 am – 12 pm	NEW! I-PIPE (Industry-Pest Information Platform for Extension and Education) <i>Grand Suite 3 (E)</i>
10 am – 12 pm	Opening the Herbicide Toolbox <i>Grand Ballroom A/B (E)</i> <ul style="list-style-type: none"><li>• Overview of Herbicide Technology</li><li>• Regional Perspectives: Status of Herbicide Resistance and Stewardship Ramifications</li><li>• Guidance for the Future</li></ul>



# WEDNESDAY AT-A-GLANCE

**Dec. 7**

11:30 am – 1:30 pm	Lunch Concessions at Seed Expo <i>Riverside Center (E)</i>
12:30 – 1:30 pm	Organic Seed <i>Plaza A (E – Lobby Level)</i>
1 – 2:30 pm	Seed Industry Relations <i>Grand Suite 3 (E)</i>
1 – 5 pm	Maize Crop Germplasm Committee <i>Wrigley (W)</i>
1:30 – 3 pm	Opening Up the Soybean Bottleneck <i>Grand Ballroom A/B (E)</i> <ul style="list-style-type: none"><li>• Genetic Diversity as a Key to Increase Soybean Seed Yield</li><li>• Yield Advances of the Last 80 Years – The Real Story</li><li>• A Balanced Approach in Breeding Soybeans for Broad Acceptance in the Marketplace</li></ul>
3 – 4:30 pm	Seed Treatment & Environment <i>Grand Suite 3 (E)</i>
3:15 – 4:45 pm	Biotechnology <i>Grand Ballroom A/B (E)</i>
4:30 – 5:30 pm	Seed Expo Reception <i>Riverside Center (E)</i>

## WEDNESDAY CONTINUED

# IPR: Focus on Patent Expiration

DRAFT Agenda

8 - 10 am | Dec. 7

*Grand Ballroom A/B (E)*

- I. Welcome & Introductions
  - A. Approve Agenda
  - B. Approve Minutes
  - C. Anti-trust Compliance Policy
- II. ASTA/BIO Joint Working Group
- III. Regulatory Background
- IV. The Accord Agreement
  - A. Description of the Agreement
  - B. Executive Committee Decision
  - C. Stakeholders
- V. Seed Disposition Working Group
- VI. Next Steps
- VII. Adjourn

## WEDNESDAY CONTINUED

### I-PIPE

DRAFT Agenda

10 am - 12 pm | Dec. 7

*Grand Suite 3 (E)*

- I. Call Meeting to Order
- II. Welcome & Introductions
  - A. Anti-trust Compliance Policy
- III. Overview of Industry PIPE including benefits, capabilities and data sharing
- IV. Informal breakout groups for the following topics:
  - Online demonstration of PIPE
  - Regulatory and phytosanitary issues of concern including the role of APHIS-PPC and state plant health officials
  - Emerging pests of concern including the role of crop consultants and Extension
- V. Summary from breakout groups and industry PIPE next steps
- VI. Adjourn

## WEDNESDAY CONTINUED

# Soybean Super Session I

## Opening the Herbicide Toolbox to Improve Yields

10 am - 12 pm | Dec. 7

*Grand Ballroom A/B (E)*

- I. Overview of Herbicide Technologies  
by Hunt Wiley, Dow Agro Sciences
- II. Regional Perspectives: Status of Herbicide Resistance Around the Country and Stewardship Ramifications
  - Tom Eubank, Mississippi State University weed scientist and agronomist
  - Bill Johnson, Purdue University weed science professor
  - Jed Colquhoun, University of Wisconsin-Madison associate professor of horticulture
- III. Guidance for the Future by Hunt Wiley



## WEDNESDAY CONTINUED

### Organic Seed

DRAFT Agenda

12:30 - 1:30 pm | Dec. 7

*Plaza A (E-Lobby Level)*

- I. Welcome & Introductions
  - A. Anti-trust Compliance Policy
  - B. Approve Agenda and Minutes
- II. ASTA Comments to NOP Guidance
- III. Organic Seed Availability Database
- IV. Mexico-Organic Seed Update
- V. Discussion
  - A. New Topics/Issues from CSS
  - B. Committee Meetings 2012
- VI. Adjourn

## WEDNESDAY CONTINUED

# Seed Industry Relations

DRAFT Agenda

1 - 2:30 pm | Dec. 7

*Grand Suite 3 (E)*

- I. Welcome & Introductions
- II. Refuge-in-a-Bag
- III. AOSA seed testing uniformity efforts and progress
- IV. OECD Seed Schemes update
  - A. OECD position on Foundation Seed Accreditation
  - B. Upcoming OECD meeting in Finland
- V. Update on ISF work Seed Schemes to support OECD label rule change to “Small Batches of Seed” for research purposes
- VI. Status and future of seed testing branch, trait purity testing PVP
- VII. Farewell and words of wisdom
- VIII. Updates from associations
  - A. AOSA/SCST
  - B. AASCO
  - C. AOSCA

## WEDNESDAY CONTINUED

# Soybean Super Session II

## Opening up the Soybean Bottleneck

1:30 - 3 pm | Dec. 7

*Grand Ballroom A/B (E)*

- I. Introduction by Brian Diers, University of Illinois
- II. Genetic Diversity as a Key to Increase Soybean Seed Yield by Randy Nelson, University of Illinois
- III. Yield Advances of the Last 80 Years – the Real Story by Jim Specht, University of Nebraska
- IV. A Balanced Approach in Breeding Soybeans for Broad Acceptance in the Marketplace by Grover Shannon, University of Missouri
- V. Wrap-Up by Brian Diers



## WEDNESDAY CONTINUED

# Seed Treatment & Environment

DRAFT Agenda

3 - 4:30 pm | Dec. 7

*Grand Suite 3 (E)*

- I. Welcome & Introductions
  - A. Adoption on Agenda
  - B. Approval of Minutes
- II. Industry and Regulatory Updates
- III. Pollinator Working Group
- IV. Stewardship Project
- V. Related Working Group Updates
  - A. ISF-STEC
  - B. Seed Treatment Working Group (Crop Life America)
- VI. Other Business and Topics for Next Meeting
  - A. Louisiana State Update
- VII. Adjourn



## **Biotechnology**

**DRAFT Agenda**

**3:15 - 4:45 pm | Dec. 7**

*Grand Ballroom A/B (E)*

- I. Welcome & Introductions
  - A. Approve Agenda
  - B. Approve Minutes
  - C. Anti-trust Compliance Policy
- II. U.S. Regulatory Issues Update
- III. AC21 and Coexistence
- IV. Seed LLP
  - A. SAA Seed LLP Project
  - B. OECD Seed LLP Project
- V. Additional Business
- VI. Adjourn

## **Be sure to join us at the Seed Expo Reception**

To view the latest products and services and  
have a drink or two.

When? 4:30 – 5:30 pm  
Where? Riverside Center (E)

See page 43 for your Seed Expo  
Reception door prize entry ticket.

*Sponsored by DNA Landmarks, Inc., and SGS  
Door prize sponsored by My Farms*

# THURSDAY AT-A-GLANCE

## Dec. 8

7:30 am – 5 pm	Seed Expo 2011 <i>Riverside Center &amp; Columbus Hall (E)</i>
7:30 – 8:30 am	Seed Expo Exhibitors & Associates Division Meeting <i>Grand Suite 3 (E)</i>
7:30 – 9 am	Seed Expo Continental Breakfast <i>Riverside Center (E)</i>
8 am – 5 pm	ASTA Media Room <i>Grand Suite 2 A/B (E)</i>
8:30 – 11:45 am	State of the Global Ag Economy – Markets & Trends <i>Grand Ballroom A/B (E)</i> <ul style="list-style-type: none"><li>• State of the Global Ag Economy</li><li>• Ag Markets and Trends</li><li>• Challenges to Agricultural Research and the Seed Industry</li></ul>
9 – 11 am	Sorghum & Millet Germplasm Committee <i>Wrigley (W)</i>
9:30 – 10:30 am	Spouse/Guest Breakfast <i>Monarch Suites (E)</i>
11:30 am – 1:30 pm	Lunch Concessions at Seed Expo <i>Riverside Center (E)</i>

# THURSDAY AT-A-GLANCE

## Dec. 8

- |               |   |
|---------------|---|
| 12 – 12:30 pm | Miss America 2011 Teresa Scanlan<br>Presentation<br><i>Riverside Center (E)</i>   |
| 12 – 2 pm     | NCCPB Board Meeting (closed)<br><i>Wrigley (W)</i>  |
| 1 – 5 pm      | Extension Soybean Specialists<br><i>Plaza B (E - Lobby Level)</i>   |
| 1:30 – 3 pm   | Genomics to Agronomics<br><i>Grand Ballroom A/B (E)</i> <ul style="list-style-type: none"><li>• Moving Knowledge of Molecular Diversity to the Corn Field</li><li>• Phenomics – High Thru Put</li><li>• High Precision Field Phenotyping and Agronomy for Maize Improvement</li></ul> |
| 1:30 – 3 pm   | Business of the Seed Business<br><i>Grand Ballroom F (E)</i> <ul style="list-style-type: none"><li>• What is My Company Worth?</li><li>• Marketing Metrics in the Seed Business</li><li>• Social Media and Science: “Agvocating” on Behalf of Agriculture</li></ul>                   |

# THURSDAY AT-A-GLANCE

**Dec. 8**

3 – 4 pm	2012 Soybean Seed Program Planning Committee <i>Wrigley (W)</i>
3 – 4:30 pm	Crop Improvement: Below and Above the Surface <i>Grand Ballroom A/B (E)</i> <ul style="list-style-type: none"><li>• The Root of the Matter</li><li>• Progress of G by E Methodology</li></ul>
4 – 5:30 pm	FuSE (Future Seed Executives) <i>Crystal A (W)</i>
4:30 – 5:45 pm	Research Priorities for Improving Sorghum <i>Grand Suite 3 (E)</i> <ul style="list-style-type: none"><li>• Where Sorghum Research is Headed</li><li>• Modifying Lignan to Improve Sorghum for Cellulosic and Thermal Bioenergy</li><li>• Genetic Analysis of Cold Tolerance in Sorghum</li></ul>
6 – 8 pm	Bayer Crop Science Reception <i>Grand Ballroom C-F (E)</i>

## THURSDAY CONTINUED

# Joint Corn, Sorghum & Soybean General Session

## State of the Global Agricultural Economy – Markets and Trends

8:30 - 11:45 am | Dec. 8

*Grand Ballroom A/B (E)*

- I. State of the Global Agricultural Economy by  
Ken Morrison, Morrison on the Markets
  
- II. Markets and Trends by Dan Basse,  
Ag Resource Company
  
- III. Challenges to Agricultural Research and the  
Seed Industry by Catherine Woteki, USDA  
Undersecretary of Research, Education  
and Extension



## THURSDAY CONTINUED

### **Teresa Scanlan**

**Miss America 2011**

**Dec. 8**

*12 - 12:30 pm Brief Presentation*

*12:30 - 3 pm Meet & Greet*



### **Meet Nebraska's favorite farm girl inside the Seed Expo**

It might be the first time a farm girl has been crowned Miss America, but Teresa can and is taking agriculture's message to a whole new audience.

Teresa will give a short presentation at 12 pm from the Seed Expo show floor in Riverside Center. She will be available afterwards to talk about what she's been doing and for pictures and autographs.

## THURSDAY CONTINUED

### Corn Session I

#### Genomics to Agronomics

1:30 - 3 pm | Dec. 8

*Grand Ballroom A/B (E)*

Moderated by Patrick Schnable, Iowa State University

- I. Moving Knowledge of Molecular Diversity to the Corn Field by Ed Buckler, USDA/Cornell University
- II. Phenomics – High Thru Put by Xavier Sirault, High Resolution Plant Phenomics Centre
- III. High Precision Field Phenyotyping and Agronomy for Maize Improvement by Jeff Schussler, Pioneer Hi-Bred, a DuPont business





## **Management & Marketing**

### **Business of the Seed Business**

**1:30 - 3 pm | Dec. 8**

*Grand Ballroom F (E)*

Moderated by Alan Gould, Verdant Partners LLC

- I. What is my Company Worth by Sverre Roang, Whyte Hirschboeck Dudek, S.C.
- II. Marketing Metrics in the Seed Business by Mike Mazzocco, Verdant Agribusiness Consultants
- III. Social Media and Science: “Agvocating” on Behalf of Agriculture by Greta Walton, Monsanto Company – Corn States U.S. Licensing



## THURSDAY CONTINUED

### Corn & Sorghum Session

Crop Improvement: Below and Above the Surface

3 - 4:30 pm | Dec. 8

*Grand Ballroom A/B (E)*

Moderated by Delmer Gross, BASF

- I. The Root of the Matter by Jonathan Lynch, Pennsylvania State University
- II. Progress of G by E Methodology by Jose Crossa, International Maize and Wheat Improvement Center (CIMMYT)



## **FuSE (Future Seed Executives)**

**DRAFT Agenda**

**4 - 5:30 pm | Dec. 8**

*Crystal A Ballroom (W)*

- I. Call Meeting to Order
- II. Welcome & Introductions
  - A. Anti-trust Compliance Policy
  - B. Approve Agenda
- III. ASTA/Purdue Management Academy Update
- IV. Overview of 2011 Programs and Events
- V. Sub-Committee Chair Annual Reports
  - A. Sponsorship
  - B. Membership
  - C. Ed Units
  - D. Round Table Discussion Groups
  - E. Campus Connections
  - F. Communications
  - G. Industry Relations
- VI. Motion to Adjourn



## THURSDAY CONTINUED

### Sorghum Session

#### Research Priorities for Improving Sorghum

4:30 - 5:45 pm | Dec. 8

*Grand Suite 3 (E)*

Moderated by Tim Lust, National Sorghum Producers

- I. Where Sorghum Research is Headed by Tim Lust, United Sorghum Checkoff Program and National Sorghum Producers
- II. Modifying Lignan to Improve Sorghum for Cellulosic and Thermal Bioenergy by Scott Sattler, U.S. Department of Agriculture – Agricultural Research Service
- III. Genetic Analysis of Cold Tolerance in Sorghum by Gloria Burow, U.S. Department of Agriculture – Agricultural Research Service



# FRIDAY AT-A-GLANCE

**Dec. 9**

8 – 9:45 am

Efficiencies & Selection of Breeding  
*Grand Ballroom A/B (E)*

- Plot Numbers Soar with Today's Equipment and Technology
- Computational Tools for Improving Efficiency of Breeding Programs
- The iPlant Collaborative, Hybrid Vigor, and the Applications of Cyber Infrastructure to Molecular Breeding

10 – 11 am

2012 Corn & Sorghum Program  
Planning Committee  
*Grand Suite 3 (E)*

## FRIDAY CONTINUED

### Corn Session II

#### Efficiencies and Selection of Breeding

8 - 9:45 am | Dec. 9

*Grand Ballroom A/B (E)*

Moderated by Chris Boomsma, Dow AgroSciences

- I. Plot Numbers Soar with Today's Equipment and Technology by Harry Brokish, AgReliant Genetics LLC
- II. Computational Tools for Improving Efficiency of Breeding Programs by Rita Mumm, University of Illinois
- III. The iPlant Collaborative, Hybrid Vigor, and the Applications of Cyberinfrastructure to Molecular Breeding by Steve Goff, University of Arizona



# Seed Expo 2011

*Visit this Year's Exhibitors – All 123!*

Don't miss this great opportunity to check out the latest products and services to hit the market.

## Expo Hours:

### Tuesday, Dec. 6

4:30 – 6 pm      Grand Opening with Exhibitor Marketplace

6 pm – 7:30 pm      Columbus Hall Grand Opening

### Wednesday, Dec. 7

7:30 am – 5:30 pm      Seed Expo open

7:30 – 9 am      Continental Breakfast

11:30 am – 1:30 pm      Lunch Concessions

4:30 – 5:30 pm      Seed Expo Reception

### Thursday, Dec. 8

7:30 am – 5 pm      Seed Expo open

7:30 – 9 am      Continental Breakfast

11:30 am – 1:30 pm      Lunch Concessions

12 – 3 pm      Meet Miss America 2011

# Meet Miss America 2011



## Teresa Scanlan

The 17-year old Nebraska native was crowned Miss America 2011 at the 90th Anniversary of the Miss America Pageant. She is an avid advocate of agriculture and has been promoting the industry across the country from event to event.

**Who?** Teresa Scanlan, Miss America 2011

**What?** Speaking about the importance of agriculture

**When?** 12 pm Thursday, Dec. 8

**Where?** Seed Expo (Riverside Center)



# Graduate Student Posters

The Best Poster Awards, sponsored by Dow AgroSciences, will recognize the three best poster presentations. Each winner will be awarded a scholarship. Judging will be held Dec. 7 from 2:30 – 4:30 pm.

Presentations include:

- Alternating temperatures promote seed germination of *Miscanthus sinensis*. By Erik Christian, Iowa State University
- Building the genome model, the basis of genetic simulation to guide key decisions in plant breeding. By Xiaochun Sun, University of Illinois
- Computer simulation to guide choice of breeding strategies for marker-aided trait stacking in maize. By Ting Peng, University of Illinois
- Delayed soybean emergence: Competition or compensation? By Trevor Perkins, Purdue University
- The effect of carotenoid genes on photosynthesis and photoprotection in sorghum as assessed by linkage disequilibrium mapping. By Katie Strand, Iowa State University

## Graduate Student Posters

- Functional stay-green in maize. By Kartikeya Krothapalli, Purdue University
- Identification of QTL for agronomic traits using a bio-parental elite ex-PVP mapping population. By Jason Morales, Purdue University
- Influence of seed priming on agronomic performance in soybean. By Ruth Rolling, Iowa State University
- Maintaining the quality of treated soybean seed in storage. By Gladys Mbofung, Iowa State University
- Maximizing flaking grit yield in maize. By Joshua Macke, University of Illinois
- Repeat associated small RNAs vary among parents and following hybridization in maize. By Wesley Barber, University of Illinois
- Survey of plant density tolerance in U.S. maize germplasm. By Brian Mansfield, University of Illinois

## Wednesday Prize Ticket

★ ADMIT ★  
**ONE**

NAME

COMPANY

Take this ticket and drop it in the gold squirrel cage located near booth 640 by Wednesday, Dec. 7, at 2 pm and enter to win a free registration for CSS 2012 & Seed Expo. The winner will be announced at 2:05 pm.

**asta**  
first-the seed®

## Wednesday Prize Ticket

★ ADMIT ★  
**ONE**

**My Farms Software  
Subscription + \$100 Cabela's  
gift card**

NAME

COMPANY

Take this ticket and drop it in the gold squirrel cage in the Seed Expo reception. The door prize will be drawn at 5 pm. Must be present to win.

*Sponsored by My Farms*

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## Thursday Prize Ticket

★ ADMIT ★  
**ONE**

**Operation Spy –  
The DC Mission**

**2 PM**

ASTA is taking its 129th  
Annual Convention to  
Washington, DC,  
June 20-23. We need  
your voice at this event.



### **YOUR MISSION:**

Take this ticket to any booth in the Seed Expo at precisely 2 pm on Thursday to receive your secret package. Before the package is distributed you must say the code word “Make your Voice Heard.”

Then listen for the announcement at 2:15 pm for your chance to win a \$500 Visa gift card. Must be present to win.

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## Thursday Prize Ticket

★ ADMIT ★  
**ONE**

**Operation Spy –  
The DC Mission**

**4 PM**

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Washington, DC,  
June 20-23. We need  
your voice at this event.**



### **YOUR MISSION:**

**Take this ticket to any booth in the Seed Expo  
at precisely 4 pm on Thursday to receive your  
secret package. Before the package is distrib-  
uted you must say the code word “Make your  
Voice Heard.” Don’t blow it - this is your last  
chance!**

**Then listen for the announcement at 4:15 pm  
for your chance to win an iPad 2! Must be  
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Thanks to all of those members who volunteer and dedicate time to the betterment of the seed industry as a whole. ASTA would like to recognize those individuals who served on the Corn & Sorghum Seed and Soybean Seed program planning committees. The committees have worked hard to bring together an outstanding group of speakers covering a range of topics. If you see them around the conference, please thank them for their time and service.

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