

Keynote Speakers

"It's In The Bag" **David Dam, ALTERRAIN**

Do you ever hear that inner voice that whispers "But that's too big of a mountain to climb? I'm too old or too young. I'm not smart enough or don't have the talent or experience to take my business to an even better place than it is today. Or, it's too risky, or maybe later. Our life has a "use by" date and there isn't a better time than today. David will motivate you to get started. David will also talk about the elephant in the room. Let's face it; Price has been one of the main triggers in making buying decisions. Price can be the barrier from you reaching the FULL potential of your products and business. You will learn practical ways to differentiate your products and present them to customers that build the value that's "IN YOUR BAG".

David Dam is a top-rated speaker, agriculture sales development industry pioneer and successful business entrepreneur to businesses all across the United States and Canada. David is the founder and CEO of ALTERRAIN, Inc, the leader in sales assessments, sales force evaluations, on line sales development and customized monthly implementation plans in the agriculture industry.

David has sat in the seat of a sales person making calls directly on farmers, developing a strong reseller network, developing differentiated sales and marketing programs and leading one of the largest family owned seed businesses in the world. David and his wife Michelle, specialize in candidate assessments, sales force analysis and sales force development that begin with building repeatable processes that lead to predictable results. David possesses 26 plus years of experience in all facets of sales development, including consulting, training, coaching, recruiting, systems, processes, and metrics. David has been featured in THE WALL STREET JOURNAL, as a distance learning expert and has designed and delivered development programs that are viewed by thousands of sales people each month. Through 2002 - 2007 as Head of Sales for Golden Harvest Seeds, Dam directed the company to its largest new customer, highest customer retention, new dealer and sales growth in the company's history.

"Why Certified Seed and the protection of Intellectual Property is needed more now than ever" **Mike Miller, Owner and Founder Washington Genetics LLC, Wheat Farmer**

Mike will discuss why the Washington wheat industry went to PVP Title V with no plant back and the reasoning for such. It was (and still is) a touchy subject with some producers on the fact that there is no saved seed allowed on the newer WSU varieties. As farm margins get tighter, the topic of saved seed has become a little bit more recognized, yet for now the general consensus from the growers is NOT to compromise the system and allow poorer quality wheat to be marketed. This program is continually updated and modified, from variety release, to foundation production and allotment, year in advance orders, and grower stewardship agreements. The expanded footprint of WSU varieties into over 7 states has also been a focus on education to the seed dealers on license management and correctly placing varieties by class into the correct agronomic regions.

Because Washington state and the PNW wheat as a whole is heavily dependent on exports and the quality parameters that our customers require, variety by variety quality attributes are heavily scrutinized prior and during release. Private and public releases are compared directly to each other and ranked accordingly in a transparent quality pamphlet as to maintain the integrity of our commodity along with the assurance to our customers that they are getting what they are paying for.

The final portion of the presentation will be on some scenarios that have happened when we have compromised this program and some of the ramifications that could have happened if we would have relaxed the standards. By no means is this a perfect solution and our regions' leadership continue to work on the balancing act of certified seed versus common seed.

Mike Miller is a fourth generation farmer who operates a dryland wheat farm and grows multiple crops on a separate, irrigated farm in east central Washington. He has served on many local, state and national boards, including the Washington Grain Commission and as a USW director representing Washington. Miller is also very active in supporting wheat research and development. He and his wife, Marci, have three children.

Breakout Session Speakers

Cover Crops – Panel Discussion

Dr. DeAnn Presley, KSU Professor, Environmental Soil Science and Management
Dr. Kraig Roozeboom, KSU Professor, Cropping Systems
Dr. Lucas Haag, KSU Associate Professor, Northwest Area Agronomist

Cover crops have become more common in Kansas Agriculture and along with it the demand for seed of cover crop species. This has led to a considerable gray market in the cover crop seed industry, at least in Kansas. Is there a viable market for seed production under a quality assurance program, or seed certification? The panel will discuss among other things, the importance of getting a cover crop established and the impact that quality seed can have on a cover crop program.

Industrial Hemp – Panel Discussion

Dr. Kraig Roozeboom, KSU Professor, Cropping Systems;
Dr. Jason Griffin, KSU Extension Specialist, Ornamental Trees and Shrubs, John C. Pair Horticulture Center;
Dr. Lucas Haag, KSU Associate Professor, Northwest Area Agronomist;
Richard Feyh, Feyh Farm Co., Alma, KS. Industrial Hemp Grower.

In 2019 Industrial Hemp culture became legal for the first time in many decades under the Kansas Department of Agriculture's Industrial Hemp Research Program. Should you be involved? We've assembled a panel consisting of three KSU researchers and a grower, all licensed under Kansas hemp program, to answer your questions.

Preparing For Successful Business Negotiation and Conflict Resolution – Presentation and Discussion

Dr. David E Thompson, Director, Conflict Resolution Program, Professor, KSU School of Family Studies and Human Services and Approved Mediator – Kansas Judicial Center, Supreme Court of Kansas.

Business transactions are really interpersonal relationships and as such fraught with pitfalls when personalities clash. Dr. Thompson will discuss and answer questions how to avoid these pitfalls for successful negotiation.

KSU Research Review

Dr. Romulo Lollato, Wheat and Forage Production, KSU Department of Agronomy -
Probability of wheat grain yield response and breaking even to multiple seed cleaning by seed treatment combinations at different seeding rates in Kansas

Dr. Erick DeWolf, Professor, KSU Department of Plant Pathology -
Kansas Wheat Dashboard: Information about Emerging Stripe Rust Epidemics and Other Threats to Wheat Production

KCIA members support research projects that are beneficial to members as well as the rest of the farming community. We've invited Romulo and Erick to discuss their findings for research conducted under KCIA funding as well other research projects that will impact the Kansas farmer.