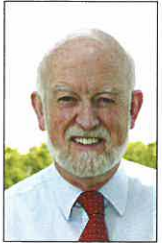


Instructors

Three distinguished instructors bring their extensive seed industry management experience to the creation and teaching of **Seed Business 101**.

As widely respected industry executives, they provide in-depth expertise in all five functional areas covered in the course. Other industry experts will also participate as guest speakers.

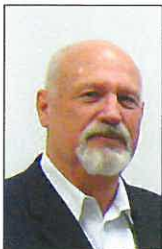


Maurice Smith's career in vegetable seeds spans more than 34 years. Before becoming an independent consultant in 2009, he was President and COO of Harris Moran Seed Company. Maurice held executive management positions while working in the UK, France, Netherlands and the USA. His knowledge of sales, marketing and corporate management provide participants with extensive "real world" expertise. His career included positions at Tézier, Petoseed, Seminis and Nickerson-Zwaan. Maurice has managed seed companies and subsidiaries in over 20 countries.

Pieter Vandenberg began his 42 year career in the seed industry in genetic research and plant breeding and concluded as the Vice President of Technical Resources/Worldwide Product Complaints for Seminis. He had previously served in senior executive positions with Sunseeds as Vice President of Quality Assurance and General Manager of Nickerson-Zwaan USA. His expertise includes plant breeding and research, company administration, quality assurance and product complaint resolution.



Gary Whiteaker has 41 years of experience in the vegetable and flower seed industries. Before joining Verdant Partners in 2009, he worked for Sakata Seed America, Inc. as Director of Quality Assurance and Intellectual Property Rights. Previously, Gary was President of Nunhems Seed Corporation in Lewisville, Idaho and held senior management positions at Arco Seed Company and at Alf Christianson Seed Company. Gary's professional expertise includes plant breeding, quality assurance, intellectual property rights, production and operations.



Location & Dates

Monterey, CA

January 20-24, 2014

Registration & Fees

Full Registration: \$3,500

Early Bird Registration:
until October 1, 2013 \$3,250

Tuition includes all course materials, lunches and breaks, the Monday social and dinner and the Thursday dinner. The program is limited to 30 participants per course.

A deposit of \$1,000 is due at the time of registration and the remainder is due one month before the course begins. If a registered participant is not able to attend, another employee of the company may be substituted for the session. Complete registration/refund policy is located at: sbc.ucdavis.edu.

SB101SM Field Crops is also available. To learn more about this program, contact Susan DiTomaso (see below).

For more information contact:

Susan DiTomaso
UC Davis Seed Biotechnology Center
+1 (530) 754-7333
scditomaso@ucdavis.edu



Register online:
<http://sbc.ucdavis.edu>

December 2012

Seed Business 101SM Horticulture

Shorten the learning curve for employees new to the seed business

* Attracting, training and retention of talented employees are critical challenges for the seed industry.

Seed Business 101 was created with input from industry executives to accelerate the careers of promising employees. By selecting and sponsoring employees to attend this course, companies acknowledge past performance and the potential of growth of individuals within the company.

The course also offers invaluable insights and perspective to seed dealers and companies who offer products and services to the seed industry. Companies with a focus on seed treatments, crop protection, seed enhancement and technology, machinery and equipment will benefit from **Seed Business 101**.



UC DAVIS
DEPARTMENT OF PLANT SCIENCES
College of Agricultural and Environmental Sciences

Course Overview

The purpose of **Seed Business 101** is to shorten the learning curve for employees new to the seed business by teaching them what every employee must know about the workings of the main functional areas of a seed company.

This knowledge will assist them to quickly perform optimally in a team and avoid making mistakes. This course gives new recruits and younger managers a broad understanding of the major aspects of a seed company's operations and cross-departmental knowledge of best practices for profitability.



Main Functional Areas

PLANT BREEDING RESEARCH
 PRODUCTION
 OPERATIONS
 SALES, PRODUCT DEVELOPMENT
 & MARKETING
 ADMINISTRATION



Core Curriculum

Four case studies - *Gearing up to Enter a New Market; Inventory Management; Product Liability, Prevention & Handling of Claims; New Product Introduction* - have been custom designed to immerse each participant in decision making situations in all five functional areas of a fictitious seed company. These are supported by full sets of both market and financial data.

The course is designed to maximize interactive participation and team building with a different composition of work groups for each case study. Invited industry experts support case study briefings.



What people say about SB101:

Industry Perspectives

"We look forward to including the Seed Business 101 course into our orientation and development of young managers and new hires. This program will accelerate the development process of our young recruits and be valuable in helping more experienced people learn the nuances of our industry and make a rapid contribution to our business."

Matthew Johnston, President & COO, HM.Clause

"I see great value in the Seed Business 101 course. Employee productivity and retention are critical to our small, privately owned company. In the last year we hired 5 talented people that knew nothing about the seed industry. This course can make them a lot more productive quicker."

Ken Owens, President, Magnum Seeds

Client's View

"It's not easy to send an employee off for one week, but the information gained in that week by the employee is invaluable."

John R. Mizicko, President, Eurofins STA Laboratories

Participant Perspectives

"Seed Business 101 is a course that would benefit anyone in the seed industry. It lets you explore each department and ties them together to show you how important each employee is to the company. This course not only teaches you about the seed industry, it also inspires you to be a better employee."

Julie McElhaney, Customer Service Manager, US Agriseeds

"Seed Business 101 is a great opportunity to look beyond one's own position and gain knowledge of how the industry as a whole operates. Tunnel vision is easily developed, so it's good to be reminded that there are many people working in other areas, and that we are all working towards the same goal."

Frank Froese, Technical Specialist, Enza Zaden

Program Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00	Introduction & Key Topics		Case Study 2		Recap & Course Evaluation
9:00					
10:00	Case Study 1		Case Study 3	Case Study 4	Graduation
11:00					
13:00					
14:00					
15:00					
16:00					