

REGISTRATION BROCHURE



132ND
ANNUAL
CONVENTION

MAKE YOUR JUNE 17-20, 2015
VOICE HEARD
WASHINGTON, D.C.



asta
first-the seed[®]

WELCOME!

ASTA's 132nd Annual Convention and Storm the Hill event in Washington, D.C. is just a few months away. As the 2014/15 Chair of ASTA's Board of Directors, I want to challenge you to send at least one representative from your company to participate. Now more than ever, it is imperative that we step up our advocacy efforts and we need representation from across the industry.

ASTA's annual convention is the U.S. seed industry's premier policy meeting bringing together leaders and experts to discuss issues affecting the industry and determine the association's priorities for the upcoming year. Every three years, the conference is hosted in Washington, D.C., providing an opportunity to engage government officials and educate them about the unique obstacles you face.

The seed industry has a great story to tell. We are on the cutting edge of research and development that makes a real impact on people's lives both here and abroad. Sharing those personal stories is exactly the kind of advocacy we need. Members of Congress want to meet with you, their constituents, to learn how their decisions affect your businesses and local communities.

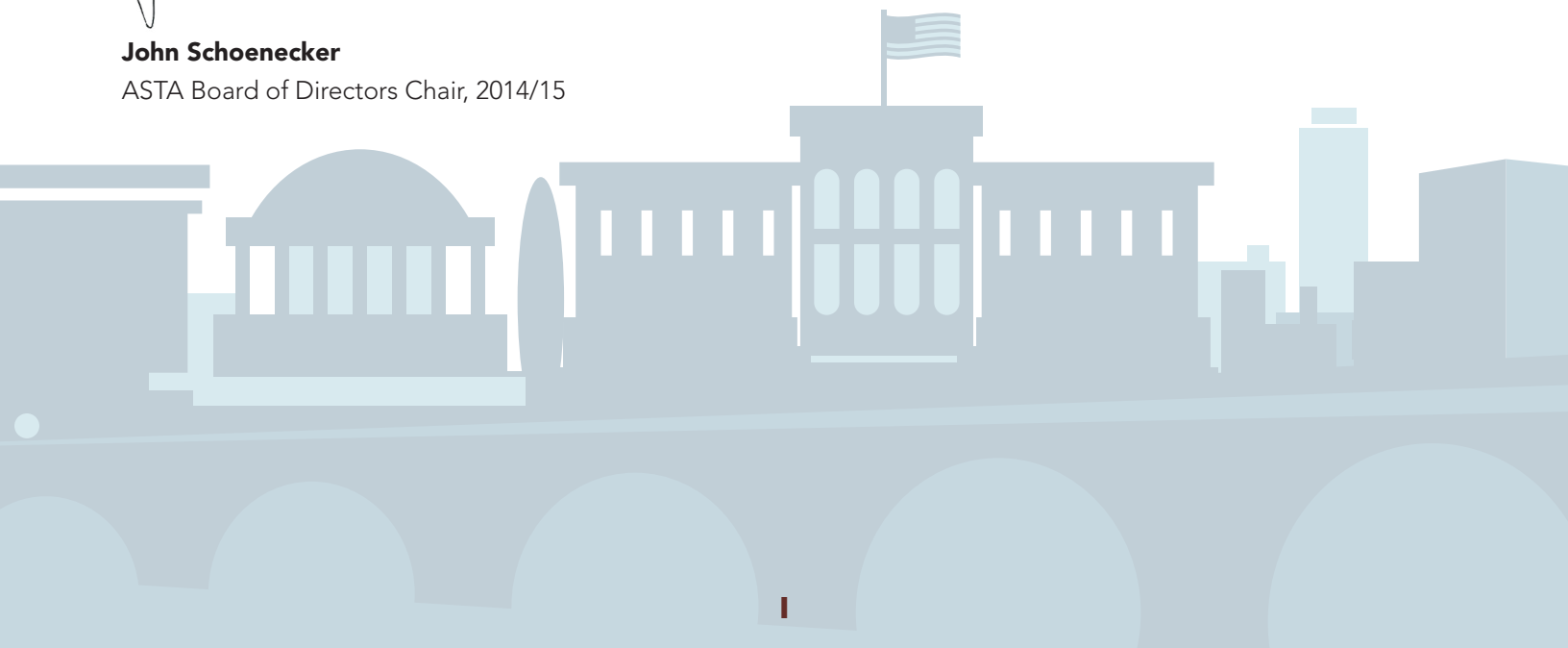
I challenge you to make sure your company is involved and join us in Washington D.C. to Make Your Voice Heard to your Members of Congress and to the Administration. Make Your Voice Heard by shaping ASTA's policy for the upcoming year. I also challenge you to get involved. Get your colleagues involved. Get the young people in your company involved. It is all of us, international and regional, flowers, vegetables, grass and forage crops, and row crops, which provides the link to the past and the drive to the future.

We look forward to seeing you in June!



John Schoenecker

ASTA Board of Directors Chair, 2014/15



SCHEDULE

TUESDAY, JUNE 16

Noon - 5:00 p.m.	Registration Open
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WEDNESDAY, JUNE 17

7:00 a.m. - 5:00 p.m.	Registration Open
8:30 a.m. - 11:30 a.m.	International Executive Committee <i>(closed)</i>
11:00 a.m. - 1:00 p.m.	Storm the Hill: Orientation Briefing and Luncheon
1:00 p.m. - 5:00 p.m.	Storm the Hill: House of Representatives
5:00 p.m. - 7:00 p.m.	Storm the Hill Reception <i>Reserve Officers Association</i>

THURSDAY, JUNE 18

7:00 a.m. - 5:00 p.m.	Registration Open
7:00 a.m. - Noon	Trading Room Exhibit Setup
8:00 a.m. - Noon	Storm the Hill: Senate
11:30 a.m. - 1:00 p.m.	American Seed Research Foundation Board of Directors <i>(closed)</i>
Noon - 1:00 p.m.	Welcome Lunch Buffet
Noon - 5:00 p.m.	Trading Room Open
1:00 p.m. - 2:45 p.m.	Opening General Session and Joint Division Meeting
2:30 p.m. - 4:00 p.m.	National Council of Commercial Plant Breeders Board of Directors <i>(closed)</i>
3:00 p.m. - 4:00 p.m.	Organic Seed Committee
4:00 p.m. - 5:30 p.m.	Seed Treatment and the Environment Committee
4:15 p.m. - 5:15 p.m.	Future Seed Executives (FuSE) Committee
4:15 p.m. - 5:15 p.m.	Joint American Seed Research Foundation /National Council of Commercial Plant Breeders Annual Meeting
5:15 p.m. - 6:15 p.m.	American Seed Research Foundation/FuSE Reception
7:00 p.m. - 10:00 p.m.	ASTA Welcome Reception

FRIDAY, JUNE 19

6:00 a.m. - 8:00 a.m.	Gary Arthur Memorial Sunrise 5K Run/Walk
7:00 a.m. - 4:00 p.m.	Trading Room Open
7:00 a.m. - 5:00 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Management Skills Committee
8:00 a.m. - 9:15 a.m.	International Programs Session
9:30 a.m. - 10:30 a.m.	Seed Industry Relations
9:30 a.m. - 11:00 a.m.	First-the Seed Foundation
9:30 a.m. - Noon	Spouse's Brunch <i>National Museum of Women in the Arts</i>
10:45 a.m. - 11:45 p.m.	Innovation and Policy Committee
Noon - 1:30 p.m.	Innovation in Plant Breeding Working Group (<i>closed</i>)
12:30 p.m. - 3:00 p.m.	Joint Environmental and Conservation Seed Committee/Cover Crop Working Group Meeting
2:15 p.m. - 3:15 p.m.	Intellectual Property Rights Committee
3:30 p.m. - 4:30 p.m.	Communications Committee
3:30 p.m. - 5:30 p.m.	Phytosanitary Committee
4:00 p.m. - 5:00 p.m.	Trading Room Teardown
6:15 p.m. - 11:30 p.m.	Gala Banquet and Reception

SATURDAY, JUNE 20

8:30 a.m. - 11:00 a.m.	Registration Open
9:00 a.m. - 10:00 a.m.	Legislative and Legal Concerns Committee
10:15 a.m. - 11:15 a.m.	Membership Committee (<i>closed</i>)
Noon - 5:00 p.m.	ASTA Board of Directors (<i>closed</i>)

SPECIAL PROGRAMMING

Storm the Hill Activities Wednesday, June 17 and Thursday, June 18

Don't miss the opportunity to Make Your Voice Heard by meeting with your Members of Congress during annual convention. Participants will be matched up with other members from their congressional districts to share personal experiences on issues facing the seed industry.

STORM THE HILL SCHEDULE

WEDNESDAY, JUNE 17

11:00 a.m. - 1:00 p.m.

Orientation Briefing and Luncheon

1:00 p.m. - 5:00 p.m.

House of Representatives

5:00 p.m. - 7:00 p.m.

Reception

Reserve Officers Association

THURSDAY, JUNE 18

8:00 a.m. - Noon

Senate



asta Welcome Reception

Thursday, June 18

7:00 p.m. - 10:00 p.m.

ASTA's Welcome Reception will be held on the Marriott Marquis Washington's mezzanine terrace. This is one political party you won't want to miss. Take the opportunity to roam and discover delicious surprises while you relax, connect and mingle with your seed industry colleagues.



Gary Arthur Memorial Sunrise 5K Fun Run/Walk

Friday, June 19

6:00 a.m. - 8:00 a.m.

You don't have to be a track star to participate in this fun run/walk. Start your morning off right with a sunrise run around some of the most famous Washington, D.C. landmarks. All participants will receive a t-shirt, water and light refreshments. Prizes will also be awarded to the top finishers from five age categories.

Cost: \$25 per person





National Museum of Women in the Arts Spouse's Brunch

Friday, June 19
9:30 a.m. - Noon

The National Museum of Women in the Arts was founded in 1987 and is the only major museum in the world dedicated to recognizing women's creative contributions. Join other ASTA spouses and family guests for an exclusive brunch in the beautiful Elisabeth Kasser Board Room. Following brunch, you will enjoy a guided tour of the museum's collections including ceramics by Daisy Makeig-Jones; Vanessa Bell's Hogarth Press Designs; and an exhibit from multiple artists focusing on the complexities of nature.

Cost: \$45 per person



GALA BANQUET AND RECEPTION

Friday, June 19
6:15 p.m. - 11:30 p.m.

Get ready to celebrate as we commemorate ASTA's leadership and successes over the last year. The association will also install the 2015/16 officers and honor individuals who have made significant contributions to the seed industry. After dinner, dance the night away with live DJ entertainment.

Don't forget your song requests!

Youth registrants ages 3-13 can enjoy their own supervised Pizza Party from 6:00 p.m. - 9:00 p.m. and then join their parents for dancing!



HOTEL

Marriott Marquis Washington, D.C.

ASTA Annual Convention Host Hotel

The newest hotel in Washington, D.C., the Washington Marriott Marquis has been nicknamed the bright, shiny penny of the Nation's Capital. It boasts 1,175 guest rooms, 100,000 square feet of meeting space, and is nestled near Penn Quarter, DC City Center and the Verizon Center.

ASTA room block begins June 17 or later.

901 Massachusetts Avenue NW
Washington, D.C. 20001
(202) 824-9200

Rate is \$259/night for single or double occupancy.

Click here 

to reserve a room or call (202) 824-9200.

Hotel reservations must be made by May 13.



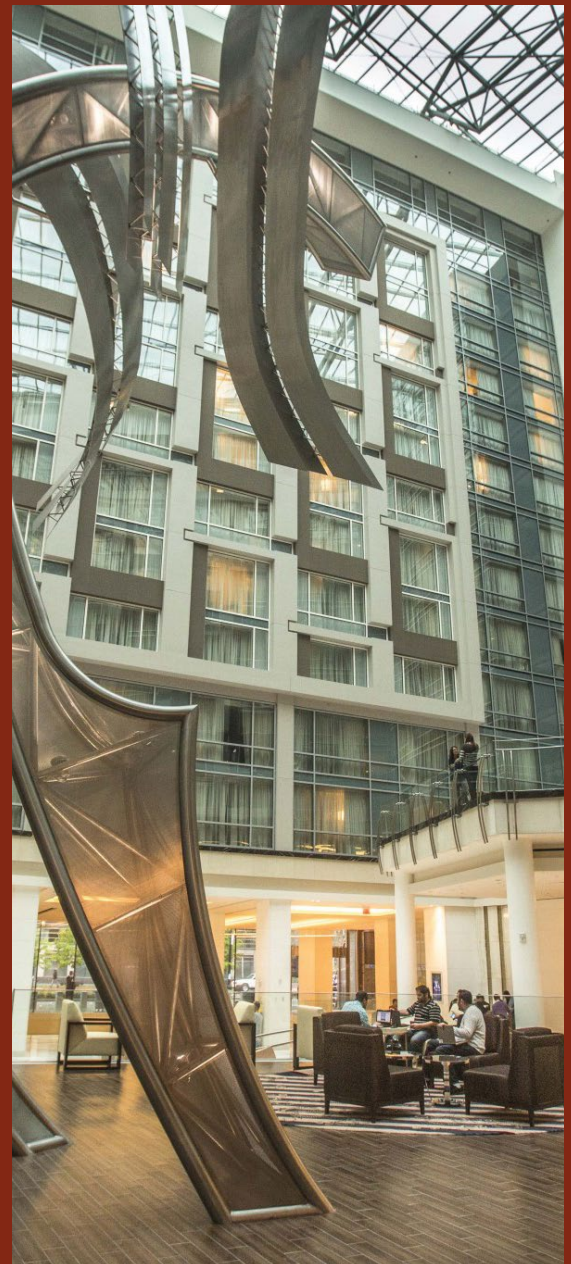
Grand Hyatt Washington

Experience the upscale elegance of Grand Hyatt Washington, a full-service Washington, D.C. hotel. Centrally located in the trendy Penn Quarter near popular local attractions, Grand Hyatt Washington is ideally situated for leisure and business travelers.

ASTA room block available June 15 – 20.

1000 H Street NW
Washington, D.C. 20001
(202) 582 1234

Rate is \$319/night for single or double occupancy.



REGISTRATION FORM

Return this form with payment to:

American Seed Trade Association

1701 Duke Street, Suite 275

Alexandria, VA 22314

(E): jcrouse@amseed.org

(F): (703) 837-9365 - Attn: Jennifer Crouse

(Please print clearly and make sure the information is correct,
as it will be used in the attendee roster and final mailings.)



JUNE 17-20, 2015 • WASHINGTON, D.C.

COMPANY INFORMATION

ASTA Membership: ☐ Member ☐ Non-member

Company _____

Street _____ City, State/Province _____

Zip/Postal Code _____ Country _____

Person completing form _____

Phone _____ Fax _____ Email _____

DELEGATE REGISTRATIONS

Name _____ Title _____

Address (if different from above) _____

Phone _____ Fax _____ Email _____

Please also register my: Spouse/Guest* _____ (personal guests only)
(see fees on next page)

Adult Child(ren) _____ / _____ Age (14+) _____ / _____

Youth(s) _____ / _____ Age (3-13 only) _____ / _____

☐ Omit Email From Distribution ☐ Omit All Contact Information From Distribution ☐ Check here if you want to remove the above guest or youth names from the attendee roster.

*A "Guest" is defined as an accompanying person who is not employed in or professionally involved in the seed industry.

Name _____ Title _____

Address (if different from above) _____

Phone _____ Fax _____ Email _____

Please also register my: Spouse/Guest* _____ (personal guests only)
(see fees on next page)

Adult Child(ren) _____ / _____ Age (14+) _____ / _____

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REGISTRATION FORM



SPORTING EVENT

Gary Arthur Memorial Sunrise 5K Fun Run/Walk, \$25: Friday, June 19, 2015, 6:00 a.m. - 8:00 a.m.

Fun Run prizes are awarded by age category. Age ranges are: (A) 20-29; (B) 30-39; (C) 40-49; (D) 50-59; (E) 60 and over

Name _____ Age Range (see above) _____

Name _____ Age Range (see above) _____

Name _____ Age Range (see above) _____

Name _____ Age Range (see above) _____

REGISTER EARLY! Early registration ends May 13, 2015.

FEE SUMMARY

The member rate applies to all members of the American Seed Trade Association and members of state and regional seed associations.

REGISTRATION TIERS	EARLY	REGULAR
	May 13 or Prior	May 14 - June 15
Member/Public Sector	\$449	\$549
Member Guest	\$259	\$399
Member Adult Child	\$209	\$309
Member Youth**	\$129	\$179
Non-Member	\$849	\$949
Non-Member Guest	\$649	\$749
Non-Member Adult Child	\$609	\$709
Non-Member Youth**	\$529	\$579
5K Fun Run/Walk	\$25	\$25
National Museum of Women in the Arts Spouses Brunch	\$45	\$45

Fee	# of Registrants X	Rate	Total
Member/Public Sector	_____ X	_____	_____
Member Guest	_____ X	_____	_____
Member Adult Child	_____ X	_____	_____
Member Youth**	_____ X	_____	_____
Non-Member	_____ X	_____	_____
Non-Member Guest	_____ X	_____	_____
Non-Member Adult Child	_____ X	_____	_____
Non-Member Youth**	_____ X	_____	_____
5K Fun Run/Walk	_____ X	\$25	_____
National Museum of Women in the Arts Spouses Brunch	_____ X	\$45/adult	_____
TOTAL			_____

☐ I plan to Make My Voice Heard by participating in the Storm the Hill events on June 17 and 18 (free)

* Price subject to change; if price changes, registrants will be notified and may opt out. ** Youth: ages 3-13; Adult Child: ages 14 and above

Special Arrangements (ADA): Please describe any special needs, allergies or dietary restrictions for which you or your attending family members will require special attention.

CANCELLATION POLICY

Cancellations must be in writing and received in the ASTA office by May 13, 2015, for a refund (less a \$75 administrative fee for member delegates or a \$25 fee for member guests, \$100 for non-member delegates and \$50 for non-member guests).

METHOD OF PAYMENT

☐ Check Enclosed (made payable to ASTA in U.S. funds only) Credit Card: ☐ Visa ☐ Mastercard ☐ American Express

CC Number _____ Exp. Date _____ Date _____

Print Name _____ CVC Code _____ Signature _____

See the top front of this form for submission instructions. Individual ticket sales will be available on site for the welcome reception, opening general session, youth pizza party, guest program and gala banquet.

THANK YOU SPONSORS!

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Bayer CropScience



MONSANTO



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