

MSA NEWSLETTER

Missouri Seedmen's Association | Established 1946



July 2024

“RUN, RUN, RUN”

By MSA President Rex Meyr

Greetings Seedsman Association! Welcome to the 78th year of the Missouri Seedsman's Association. What an achievement. To do anything for 78 years takes good leadership and strong resolve. I hope to continue the legacy that many of you before me helped create.

So we are “Off to the Races” for 2024. This theme is a fun one for me because it brings back memories of the time I spent at the University of Kentucky in Lexington. I spent many weekends at the Keeneland fall and spring meets watching the horses run. The thoroughbreds that run there are certainly finely tuned machines.

We as a seed industry must also be finely tuned machines because it seems we are always running. Seasons seem to happen in smaller windows and everything for growers must be done today. Actually, it should have

been done yesterday because no farmer knows how to plan ahead.

We also run to keep up with the ever-changing regulations and advancements in the seed industry. From new varieties with higher yields and better disease resistances, to the treatments that go on the seed, to the herbicides we are allowed to use to control pests and weeds in crops. It is a constant race to be up to date. However, we must keep pace to provide producers with the best support and service so they can continue to feed the world. This is a big responsibility but I know we are up to the task.

Our success in this task will also depend on the future of the seed industry and our support of their growth in education. The “Focus on the Future” scholarship program is a great way to help and support the

youth of our industry. This scholarship program is the trademark of our organization. We should be very proud of our accomplishments and strive to maintain this endeavor for the future. I would ask if you have not sponsored a scholarship in the past, or would like increase your scholarship level; there is no better time than now. Scholarship levels start at only \$50 and are an excellent opportunity to support the future of the seed industry.

As an industry and an organization, we have seen and experienced many turbulent and trying times through the years. Through hard work and dedication, we always come out on top. Let's keep running the race. We look forward to seeing everyone at annual meeting September 24-27, 2024 at Camden on the Lake. Saddle up and we're off to the races for 2024.



Outgoing President Grant Patterson presenting Incoming President Rex Meyr the gavel.

- Meeting info & registration - page 8
- Dues info - page 10
- Ad info - page 11
- Sponsor info - page 12



MSA president Rex Meyr

A NOTE FROM YOUR DIRECTOR



The 2023 meeting marked Sharon's last meeting as Executive Director. She has been organizing the meeting as well as keeping up with the finances and membership since 2008.



The contributions she made to the organization have been numerous, mostly notable the growth in the scholarship program. She was a huge asset

to the organization with innovative and forward thinking ideas while having fun along the way. She "Stepped Up" for the challenge of making MSA better. Her devotion brought great value to the Missouri Seedmen's



Association.

Leisa Hees is filling in as interim Executive Director. A search committee has been formed to obtain her permanent replacement.

Brian Hubbard, Mike Cowan, and Kirk Seidl have agreed to serve. If there is anyone interested or you know a candidate, please reach out to the committee.



Candidate for MSA Executive Director sought. Please contact Brian Hubbard, Mike Cowan or Kirk Seidl if interested.



PLEASE NOTE:

Contact information for Leisa Hees:

leisahees@gmail.com

missouriseedmensassociation@gmail.com

Please note the change in mailing address to submit payments and correspondence for the organization:

Missouri Seedmen's Association

17446 Hwy Y

Jamestown, MO 65046

Follow us and give us a like on our Facebook Page: [MO Seedmen's Association](#)

DONATE

Donations for raffle items to be auctioned at the banquet are always appreciated. Get innovative and support our scholarship fund with goodies.

SAVE THE DATES FOR OUR ANNUAL MEETINGS

Sept. 24-25, 2025

Sept. 23-24, 2026

Sept. 29-30, 2027

at Camden on the Lake Resort



Missouri Seedmen's website is up.

Check it out:

<https://www.missouriseedmensassociation.com>

TREASURER & MEMBERSHIP CHAIR HISTORY

	Treasurer	Membership Chair
1957	Leon Archias	Bob Scott
1964	Ernest Wagner	Marty Wagner
1968		Albert Smith
1970		Wallace Dunn
1972	Mrs. Leon McHenry	E.L. Reed
1974	Margaret Mahoney	
1977		Bill Dunn
1978	Marcia Crigler	
1980		Marcia Crigler
1989	Emily Cook	Emily Cook
1993	Leisa Hees	Leisa Hees
1999	Linda Krause	Linda Krause
2008	Sharon Oetting*	Sharon Oetting*
2024	Leisa Hees*	Leisa Hees*

*Title change to Executive Director and covered both roles

LONGEST STANDING MSA MEMBERS

1954	MFA, Inc. Shawneetown Feed & Seed
1955	Belt Fur & Wool
1959	Reed Seeds
1960	Gemeinhardt (joined in 1960-not continuous but back)
1966	Cowan Seed Co
1974	Central Bag Company
1975	Hulsey Seed Laboratory
1977	Porter Seed House
1978	Pennington Seed Pioneer Container

A special Thank You to our Sponsors



We could not do this without you. We appreciate your forward thinking mindset and commitment to helping us foster and promote the development of the seed and related industries.

We are grateful for your financial support. Your sponsorship is important and enables our organization to continue its efforts. It also aids in education to encourage a continued positive future for our industry. We could not do this without you.

T • H • A • N • K Y • O • U



Missouri Seedmen's
ASSOCIATION
est. 1946

OFFICERS & BOARD OF DIRECTORS

Acting President — *Rex Meyr*

SHAWNEETOWN FEED & SEED
12778 US Hwy 61, Jackson, MO 63755

1st Vice-President — *Steven Schwenn*

EDGEWELL AG PRODUCTS
15188 Chinnereth Est, Savannah, MO 64485

2nd Vice-President — *Jared Stockton*

PENNINGTON SEED, INC.
PO Box 338, Greenfield, MO 65661

Secretary — *Lance Fox*

STOCKTON SEED HOUSE
PO Box 127, Stockton, MO 65785

Interim Executive Director — *Leisa Hees*

Retired MFA Inc.
17446 Hwy Y, Jamestown, MO 65046

Board Members

*Grant Patterson • Brian Hubbard
Austin Porter*

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2023 SCHOLARSHIP RECIPIENTS



MSA/Southern Seed Association:
Alejando Padron (MSU)
Bryce Himmelberg (U of MO)

MSA/ MO Southern Seed Corporation:
Madi Mitchell

MSA/Ron Cowan Memorial:
Avery Schiereck (MSU)
Landon Wright (MSU)
Dylan Hale (U of MO)

MSA/Honorary Member:
Lidia Myers (U of MO)

MSA Scholarship:
Joseph Outar (U of MO)
Grace Sidberry (U of MO)

MSA/Gold Star Transportation:
Adeline Thessen (U of MO)

MSA 75th Anniversary/Hube Chaney Memorial:
Camden Fowler (SFCC)

State Fair Community College scholarship recipient



Missouri University scholarship recipients



Missouri State University scholarship recipients

Be a Sponsor!

The MSA Scholarship Program counts on your support!
See page 12 for opportunities to ensure the future of agriculture and the seed industry.

HONORARY MEMBERSHIP

DO YOU KNOW A SEED INDUSTRY SUPERSTAR?

In October of 2008, the Missouri Seedmen's Association (MSA) adopted a resolution formally establishing criteria for Honorary membership in this organization.

To be eligible an individual must meet all or most of the following criteria and be nominated by a current member of the MSA:

1. Must be a member or previous long-term member in good standing of the MSA.
2. Well-known and respected among MSA membership, having exhibited a commitment and dedication to the industry above and beyond the average commitment.
3. Well-known and respected within the industry and the community.
4. Retired from the seed industry.



5. Has been involved in leadership roles or activities within the organization and/or the industry.

6. Worked a minimum of 25 years in the seed industry.

7. While in the seed industry, conducted the majority of their business activities primarily in MO.

8. May be presented posthumously.

Those recognized will receive a life-time complimentary membership in the MSA.

Is there someone that stands out — someone that has led the way?

Make your nomination(s) for Honorary consideration and submit by August 15, 2024.

Please contact Leisa Hees for an application form. Contact information is leisahees@gmail.com; 573-808-3283; or 17446 Hwy Y, Jamestown, MO 65046.

HONORARY MEMBERS

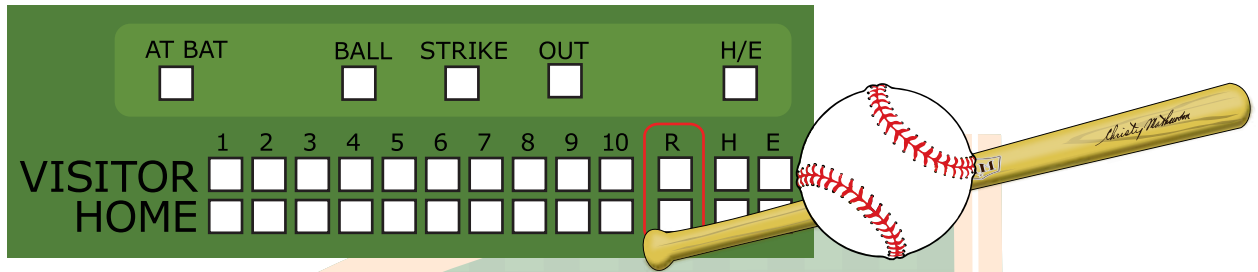
In 1974, Carl F. Roth was the first member to be given the award of Honorary member. In 1976, the MSA voted to establish an Honorary Life Membership in the association, and that year the award was presented to Henry Wertheim. In 2008, further criteria and a nomination process were put into place. The award may be presented annually, but is not required.

**Carl F. Roth • Wynard Aslin • Hube Chaney • Hank Bradley • Robert Austermann
Henry Wertheim • J. Lowell Magee • Charles Reed • Bob McDonough • E.R. "Bert" Cowan**

HOW YOU CAN PARTICIPATE

- Pay your annual dues of \$100/year
- Attend the annual meeting
- Place an ad in the annual directory for \$25 and up

- Sponsor a golf hole for \$50 and up
- Underwrite an MSA Scholarship for \$1000
- Sponsor a part of the annual meeting (the sky is the limit — it's up to you)



2023 MSA ANNUAL MEETING: "PLAY BALL"

The 2023 annual meeting kicked off with a social time for members to get the chance to meet scholarship winners sponsored by Weber Seed. The banquet began with some great food and President Grant Patterson led the awarding of \$12,000 in scholarships to recipients from University of Missouri, Missouri State University and State Fair University. It is great to meet enthusiastic future leaders in agriculture. The auction baskets were well received again and an appreciated means to raise funds for the scholarships.

Thursday morning began with breakfast sponsored by MFA Inc followed by the business meeting called to order by President Grant

Austin staying an extra year to help with the vacancy. With the



Jon Popp, Rod Richmeier. Thanks to FCS Financial for sponsoring lunch, Central Bag for providing the hole prizes, and all the participants for supporting the scholarship fun.

The "Play Ball" themed evening was great fun. Game night with members participating in corn hole, hillbilly golf and golf pong as well as a blind volleyball tournament was great fun! Blind volleyball led to some challenging

retirement of Sharon Oetting, Leisa Hees will take over the Executive Director duties on an interim basis. A search committee formed to find a permanent replacement.

Following the business meeting, the "Focus on the Future" golf tournament was held with 5 teams joining the fun. First place team-Todd Schallert, Mason Schaller, Rex Myer, Leisa Hees; 2nd place team-Lance Fox, Tom Black, Steve Schwenn, Mark Ratterree; 3rd place team-Bill Talley, Glen Myer, Kirk Seidl, Mike Cowan; 4th place team-Jeff Chalabi, Grant Patterson, Tony Porter, Linda Krause; 5th place team-Brad Deeken, Randy Porter,



Patterson. Lance Fox was elected as new incoming secretary. Due to unforeseen circumstances Grant Weidman resigned as incoming president. Rex Meyer agreed to act as President for the 2024 year and Grant Patterson joined the Board of Directors. First Vice President-Steve Schwenn, 2nd Vice President-Jared Stockton with Brian Hubbard and Austin Porter remaining on the Board of Directors. We appreciate



plays while sitting in chairs and not seeing the ball until it came over the barrier plus some lenience with a few "faults" overlooked by the referees. Everyone was able to partake in some delicious food and beverages with hospitality sponsored by Kincaid Seed Co LLC.

ALL OUR TEAMS ARE WINNERS!
THEY SUPPORT OUR "FOCUS ON THE FUTURE" SCHOLARSHIP PROGRAM!!
MANY THANKS TO ALL OF THEM.



"Focus on the Future" golf tournament was held with 5 teams joining the fun. First place team-Todd Schallert, Mason Schaller, Rex Myer, Leisa Hees; 2nd place team-Lance Fox, Tom Black, Steve Schwenn, Mark Ratterree; 3rd place team-Bill Talley, Glen Myer, Kirk Seidl, Mike Cowan; 4th place team-Jeff Chalabi,

Grant Patterson, Tony Porter, Linda Krause; 5th place team-Brad Deeken, Randy Porter, Jon Popp, Rod Richmeier. Regrettably some teams photos were not taken. Thanks to FCS Financial for sponsoring lunch, Central Bag for providing the hole prizes, and all the participants for supporting the scholarship fun.

1st place team



2nd place team



3rd place team



Like our Facebook page
 MO Seedmen's Association

“And we’re off to the . . .
Missouri Seedmen’s
Annual Meeting”



on September 25th and 26th, 2024 at Camden on the Lake, Lake Ozark, MO



Events

- Tuesday, September 24:** 6 p.m. • Dinner for the early bird arrivals
- Wednesday, September 25:** 3 p.m. • Board meeting
5:30 p.m. • Social time
7 p.m. • “Best in Class” Awards Banquet
- Thursday, September 26:** 7:30 a.m. • Breakfast business meeting
10:30 a.m. • “Focus on the Future” Golf Challenge
6:30 p.m. • “Saddle up for some Fun”



Registration

Return enclosed remittance form by August 23, 2024.
(Early Bird registration - \$200 per person; After August 23 - \$225 per person)
 No refunds after September 13, 2024.
 Mail to: Missouri Seedmen’s Association • 17446 Hwy Y • Jamestown, MO 65046
 Scan & E-mail to: leisahees@gmail.com
 or missouriseedmensassociation@gmail.com



Lodging

ROOMS

Guest Rooms start at \$142.00 and up - choice of room types/resort fee waived
Guaranteed until **4 p.m., August 23, 2024**

Reservations are made by individual call-in

Call 573-365-5620 and identify yourself with MO Seedmen’s Association.

Group ID: SEED0924

CANCELLATION POLICY

Any room not canceled at least 96 hours prior to arrival will be billed to the party that booked the reservation.



Golf

FOUR PERSON GOLF SCRAMBLE

WHEN: THURSDAY, September 26, 2024

9:30 a.m. registration | 9:45 a.m. group photo

10:30 a.m. tee time

WHERE: The Cove

Lunch sponsored by FCS Financial

Prizes and Awards to be announced that evening.



“RIDING INTO THEMO SEEDMEN’S MEETING!”

Plan now to join us on September 25-26th for the Missouri Seedmen’s Association annual meeting. The event will again be held at Camden on the Lake, Lake Ozark, MO. See the agenda on page 8 to find out what’s going on.

Tuesday will be a group dinner for the “early bird” arrivals. Some will golf on Wednesday and the board will meet as usual. Wednesday evening will be the banquet and scholarship presentations—come dressed up in your favorite horse racing attire.

Thursday morning kicks off with the annual business meeting and our “Focus on the Future” Golf Challenge. Then Thursday evening will be fun-filled with refreshments and games. Casual dress.

Help to grow our organization and event by inviting your co-workers, staff, employees or industry friends and acquaintances—ask them to join us!

Hope to see you all then.....



Camden on the Lake Resort, Spa, & Yacht Club
2359 Bittersweet Rd - Lake Ozark, Missouri 65049
573-365-5620 • info@camdenonthelake.com

The Challenge Is Yours

It takes each of you to help this association grow! Renew your membership and encourage others that have a vested interest in the seed industry to become a member. Encourage them to be a part of their business association.

AND REMEMBER.....THERE IS A BONUS FOR YOU!!!!

-RECRUIT 3 MEMBERS: Receive free annual meeting registration, a free night stay and an MSA Mug

-RECRUIT 6 MEMBERS: Receive a free annual meeting registration, two free nights stay, a MSA Mug and golf shirt

-RECRUIT 10 MEMBERS: Receive free annual meeting registration, two free nights stay, a MSA Mug, golf shirt, and watch

For more information or assistance, contact Leisa Hees at 573-808-3283 or missouriseedmensassociation@gmail.com

2023 “FOCUS ON THE FUTURE” SCHOLARSHIP FUND CONTRIBUTORS

The Southern Seed Association (SSA) contributes \$1500 in matching funds to our program annually. We thank you!!

Gold:

- Central Bag Company
- FCS Financial (Golf lunch)
- GW Sorghum Seed Co., Inc.
- Gold Star Transportation, Inc. (Scholarship)
- Krause Seeds, Inc.
- MFA, Inc. (Friday Breakfast)
- Missouri Southern Seed Corporation-(Scholarship)
- Pennington Seed, Inc.
- Pioneer Container Corporation
- Reed Seed, Inc.
- SoDak Labs, Inc.
- Thrivent Financial

Silver:

- Beachner Seed Company, LLC
- Caudill Seed Company
- Chantland MHS
- Drumheller Packaging
- Edgewell Ag Products, LLC
- Gemeinhardt Seeds, Inc.
- Kincaid Seed Co, LLC (Thursday Hospitality)
- The Manchester Company
- Olean Seed Company - new for 2023
- Olsen Custom Seed Farms/Seed Division
- Peterson Genetics, Inc. - new for 2023
- Popp Engineering, Inc.
- Porter Seed House, Inc.
- Schallert Bros. Seed Co.
- Stockton Seed House
- Stratton Seed Company - new for 2023
- Weber Seeds, Inc. (Wednesday Hospitality)

Bronze:

- Central Seed Testing
- Conitex Sonoco
- Delange Seed House, Inc.
- Global Seed Coating
- Heartland Seed of Missouri, Inc.
- Hubco Inc.
- Langston Companies
- Missouri Crop Improvement Association
- Missouri Grown
- MO Wine Growers
- MO-AG, Missouri Agribusiness Association
- Shawneetown Feed & Seed Company
- Smith Seed Services
- Star Seed Inc.
- Summit Seed Coatings
- Unisouth Genetics, Inc.
- White Bag Company

(as of 7/5/24)



SADDLE UP: RENEW OR JOIN NOW!!

"Be a part of growing this organization and working together while furthering the future of the seed industry!"

The Missouri Seedmen's Association works with the American Seed Trade Association, Southern Seed Association, the Missouri Department of Agriculture and the Missouri Crop Improvement Association. For more information, contact Leisa Hees at 573-808-3283 or email missouriseedmensassociation@gmail.com or leisahees@gmail.com.

HOW CAN YOU PARTICIPATE IN YOUR INDUSTRY ASSOCIATION?

- Be a Member, pay annual dues of \$100/year
- Attend the annual meeting
- Place an ad in the annual directory for \$25 and up
- Be a Sponsor — there is a place for everyone

SEE HERE FOR AD INFORMATION ➞

**PLEASE RETURN BY AUGUST 23, 2024
with necessary additions or corrections
to ensure your listing is accurate. Thank you!**



“Win the Race”

with an ad in the annual directory!

All members will be featured in the directory and membership listing. In addition to having your contact information listed, you have the opportunity to place an ad in the directory sharing more information about your business and promoting new opportunities. **Please consider promotion of your business with us.**

FULL PAGE AD

Business Card size ad.....	\$25.00
1/2 page ad	\$50.00
Full page ad.....	\$85.00
Double page ad.....	\$160.00
Inside front cover-full.....	\$100.00
Inside back cover-full	\$100.00
Outside back cover-full	\$150.00
If not print ready-add.....	\$25.00

BUSINESS CARD SIZE AD

1/2 PAGE AD

SPECIFICATIONS FOR ALL ADS

- Color or Black and White
- No bleed
- preferred resolution is 300 dpi
- Size
 - Full - 4.5 x 7.5”
 - 1/2 - 4.5 x 3.75”
 - Bus - 2 x 3.75”

Win Hands Down

Gallop ahead

Bet on yourself

Beat the odds

Be a front runner

Win by a nose

Bring it to the home stretch

Lead across the board

Help us “Drive it home”

The “Focus on the Future” Scholarship program offers all of our members the opportunity to support the many awards that we present annually. In 2023, we received over \$13,600 in contributions, to support our program.

Please note the levels and benefits, as well as the “Step-Up” Challenge for contributions.

Won’t you consider being a sponsor or if a sponsor, “Stepping-Up”??



for the future of the seed industry

2023 was the eighth year for the “Step UP” Sponsorship program. This has been highly successful with more of our members “stepping up” to this challenge each year. Over time, these extra contributions help the program to grow.

WON'T YOU CONSIDER “STEPPING UP”?

Here’s how:

- Become a First-time sponsor
- Double your previous sponsorship contribution
- “Step-Up” to the next level
- Sponsor a scholarship recipient's dinner at banquet

**Missouri Seedmen’s Association
has a dedicated email address**

*Want to ask a question, make a suggestion or comment
or ask for more information.*

**Contact the MO Seedmen’s Association at:
missouriseedmensassociation@gmail.com**

“FOCUS ON THE FUTURE”

SPONSORSHIP LEVELS

Diamond	\$2500↑
Platinum	\$1000↑
Gold	\$500↑
Silver	\$250↑
Bronze	\$50↑

CASH SPONSORSHIP OPPORTUNITIES

Diamond \$2500

- Scholarship jointly named with MSA (i.e. MSA/ABC Company Scholarship)
- One complimentary meeting registration
- One golf fees (includes 18 holes, card/ lunch)
- Complimentary one page ad in the directory *
- Golf Hole Signage and Sponsorship
- Opportunity to address the attendees at the annual meeting banquet
- Recognition at the Annual Meeting functions and in all mailings

Platinum \$1000

- One complimentary meeting registration
- 20% discount on directory ad*
- Golf Hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Gold \$500

- Half price meeting registration
- 20% discount on directory ad*
- Golf Hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Silver \$250

- 10% discount on directory ad*
- Golf hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Bronze \$50

- Golf hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

*While every attempt will be made to allow for ad discount and recognition, adherence to print deadlines is required.