

**Announcing A Great Opportunity to Connect With the Seed Industry
With Financial Support to Attend:**

**The 130th American Seed Trade Association Convention
Gaylord Opryland Resort and Convention Center
Nashville, TN**

To: Graduate Students in Seed-Related Disciplines
Including Plant Breeding, Agronomy, Genetics, Physiology etc.

Date: April 2013

Subject: "OPERATION STUDENT CONNECTION"

From: American Seed Research Foundation (ASRF)

It is our pleasure to inform you of an exciting program called "Operation Student Connection". If you have ever wondered about the marketplace application of seed technology innovation and/or seed industry opportunities then this program is a mechanism for you to address these questions through connection with representatives from the seed industry and seed related companies.

Operation Student Connection (OSC) is offered through the American Seed Research Foundation (ASRF: www.seedresearch.org), in cooperation with the American Seed Trade Association (ASTA). The purpose of OSC is to provide a valuable opportunity for graduate students in seed-related disciplines to interact with hundreds of ASTA members and senior managers from widely diversified seed companies across the U.S., Canada, Mexico, and beyond through participation in the ASTA Annual Meeting. This is a wonderful chance to become better acquainted with this vibrant and dynamic industry during these exciting times.

OSC selected participants will be offered:

- Participation in the **130th ASTA Convention** (with financial assistance, see below)
The ASTA convention is one of the most important seed industry meetings in the world, as well as an enjoyable event. ASTA is attended by many seed industry representatives from all over the world. This year it is being held at a beautiful setting, the Gaylord Opryland Resort and Convention Center in Nashville, TN from June 15th to 19th, 2013.
Your registration allows you to hear many outstanding world-class speakers, attendance at literally dozens of important sessions on all aspects of the world-wide seed business and related fields, and participation in all of the outstanding social events. Be prepared to participate in discussions and decision-making forums on some of the most important issues to the U.S. and world seed trade. This is a great opportunity for learning, establishing relationships and networking with industry leaders.
- Each selected OSC participant will be **matched with a seed company representative** who will act as a mentor during the convention and a resource after the convention.
- In addition, you will have the opportunity to present a summary of your graduate research project in a poster session and possibly via an oral presentation. Your participation with this talk may enable your university to participate in covering the remaining student costs (for you to arrange).
- All accepted students will be candidates for the Roger Krueger Scholarship with the winning student being asked to make an oral presentation during the conference.
- Complete details of the convention and related activities are available on the web at www.amseed.com. Then click on "Meetings and Opportunities" and then "ASTA's 130th Annual Convention". Additional printed information is enclosed.

American Seed Research Foundation: The American Seed Research Foundation is a non-profit foundation, which, for many years, has funded seed-related research that is of long-term benefit to the seed industry. ASRF funding comes primarily from seed company members who are also members of ASTA. In 2001, ASRF expanded its mission which included establishing Operation Student Connection.

Financial Support: Significant financial support to the convention is included for approved recipients. It includes:

		Your Cost
Air Fare	75% of coach air fare up to \$300 is reimbursed by ASRF through company sponsorships.	25% is your cost.
Hotel	\$298.00 total plus tax (based on 3 nights x \$199.00 plus taxes, shared room). \$224.00 plus tax (75%) is reimbursed by ASRF.	\$75.00 plus tax (25%) is your cost).
Convention Registration	\$449.00 total. \$328.00 (2/3) is provided by ASTA.	\$121.00 (1/3) is your cost.
Meals and Incidentals	<u>Your cost</u> , but several meals and banquets are provided with registration.	

Rules and conditions: Application deadline is May 6th, 2013. Applicant must be a current graduate student working toward an M.S. or Ph.D. degree in a seed-related area of study, including but not exclusive to plant breeding and seed physiology. Priority may be given to students that are more than one year, but less than two years from anticipated graduation with this degree. However students outside of this window are also invited to apply. Program funding is from private seed company donations, so the number of applicants accepted will be limited by available funds and not all applicants may be accepted. Selection of students is expected to be made approximately 2 weeks after the application deadline.

Evaluation factors may include, but are not limited to: academic performance, activities, personal performance and proficiencies; degree sought; connection of research area to the overall seed industry; future plans relative to the seed industry; and recommendations by major professor and others. Geographical diversity, seed species diversity, and study area diversity may be considered. Race, creed, color, sex, or nationality shall not be considered in selection criteria.

You may review all convention details on the web at www.amseed.com, but DO NOT register for the convention under this program until notification of your acceptance is received. For further information, you may contact Ann Jorss at the ASTA/ASRF offices at ajorss@amseed.org or phone 1-888-890-7333.

If you meet the requirements above, we invite you to apply for this innovative and exciting program. **Please use the enclosed application form.** Please pass this information on to other qualified individuals. **Applications must be made by May 6th, 2013.**

A similar program is operated by the ASTA Future Seed Executive Committee (FuSE) under their Campus Connections Program. This Program is for Under-graduate students in their junior year of study. For more information and to download a copy of the application for Campus Connections please visit the ASTA website here:
http://www.amseed.com/mtg_fuse_campus.asp

American Seed Research Foundation

**Application Due By
May 6th, 2013**

Application For:
Operation Student Connection
A Program to Assist Graduate Student Participation
At the 130th American Seed Trade Association Convention
Gaylord Opryland Resort and Convention Center
Nashville, TN

☒ **Yes, I would like to apply for "Operation Student Connection".**

Name:			Phone No.:		Gender:	
Address:			Fax No.:		Place of Birth:	
City:	State:	Zip:	E-mail address:		Nationality:	
Current University:	Department:		Anticipated Date of Graduation:		Degree Sought:	
Major Professor Name:			Phone No.:		Fax No.: E-mail address:	
Address:			City:		State:	Zip:
Title of Research Study:						
Description Of Area of Study:						
Previous Degrees:						
Previous University:						
Future Plans After Graduation:						
Previous Experiences Other Than Academic:						
List Any Awards or Recognitions Received:						
Why I Would Like to Participate in ASTA Convention:			Fax or Email by May 6th, 2013 to:			
Signature:			Ann Jorss ASRF/ASTA 1701 Duke Street, Suite 275 Alexandria, VA 22314 FAX (703) 837-9365 email: ajorss@amseed.org			