



SEED PLANT NEWS

Association of ALBERTA Co-op Seed Cleaning PLANTS Ltd.

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Additional News:

- Annual General Meeting Agenda
- Alberta Branch, CSGA Panel Discussion

Seed plant news is now published four times annually to member plants, the executives and the managers of the Association of Alberta Co-op Seed Cleaning Plants Ltd.

President's Message

Steven Miller

Your provincial Assoc. has had a busy summer dealing with many changes. The hiring of a new General Manager being the most significant challenge of them

all. I am pleased to announce that as of Sept. 1, 2007 Lorena Pahl has served as GM for the Seed Industry Partnership. Bill Witbeck has continued to work with Lorena to make this transition as smooth as possible. Bill's last day with us was Nov.30 and we wish him a long and happy retirement.

As many of you know Nick Markovich decided to retire as the director for Region seven this past summer. We would like to thank Nick for his 17 years in that capacity. His knowledge and experience will be missed. Thank you Nick.

The new director for Region seven is James Obniawka. James sits on the board of the Sexsmith Seed Cleaning Plant. I know that James will represent region seven well.

As of Aug.1 Westlock Terminals Ltd. became the first auxiliary member of this Assoc. We welcome them and know that they will be an

asset to this assoc. for years to come.

The ACES committee continues to develop a work plan to bring this concept closer to reality. To this end, funding in the amount of \$140,000.00 was received from ACAAF (Advancing Canadian Agriculture and Agri-Food).

This money will be used to source outside people to the options available in regards to industry partnering, marketing opportunities and funding options.

I look forward to updating you on these and other issues that we, the provincial board have before us, at the annual general meeting to be held on January 10th - 12th, in Edmonton. Hope to see you there!



General Manager's Report

From the desk of...

Lorena Pahl, General Manager

Wow – I can't believe it is nearing the end of 3 months since I started as your new General Manager, Seed Industry Partnership. It has been extremely gratifying to have Bill on board during this time to help with the transition. We have gone through a pile of information and STORIES! As he is preparing to embark on a new journey in life or should I say heading south with the rest of the "Snowbirds", I would like to take this opportunity to express my sincere thanks and wish you all best in your retirement!

A new face in the Lacombe office is Shelley Stibbs who just started mid November, has taken over the administration support role. Residing in Lacombe, Shelley and her husband originally hail from Manitoba and together with their two young boys are busy with hockey and soccer!! Welcome Aboard! Shelley can be reached at (403) 782-8023 or email at admin.support@seed.ab.ca.

I look forward to seeing everyone at the annual

meeting January 10th – 12th, 2008 at the Westin Hotel in Edmonton. I would like to highlight a couple of our guest speakers – **Brock Ketchum, Director of Cooperatives** will help us interpret the Cooperatives Act as to whether or not a plant can dispense with the services of an auditor and what other options might be available. **Tom Goddard, Alberta Agriculture and Food** will update us on the current Alberta Carbon Market situation. **David Beckman**, our *Keynote Speaker*, will bring his international agricultural experiences to a local perspective. The Annual General Meeting package has been mailed out; however, we have included the 2008 Agenda in this edition of the Seed Plant News as a reminder to book your hotel rooms at the Westin by December 21st. The hotel can be reached at (780) 426-3636.

The office just received an update on the regional variety trial (RVT) funding. The Agriculture Minister has agreed to reinstate Alberta Agriculture's in kind support (but not cash) to help with the RVTs. The transition grant from Alberta Ag & Food for the RVTs, to assist in funding the coordinate's position, has been extended until March 31st, 2009.

There are enough funds in place to pay for RVT coordination until December 2008 with the possibility of ACIDF funding the RVTs into 2009.

Additives in grain such as Phostoxin or Malathion, are a safety concern to the seed cleaning plant employees. The Board of Directors strongly encourages all plants to develop a policy with regards to having producers inform plant employees if any of their grain has been treated with any such additives.

The Alberta Branch, CSGA wishes to extend an invitation to all seed plant directors and employees to attend a panel discussion in the afternoon of Monday January 21st at the Westin Hotel, Edmonton AB. ***Dissecting the Seed Industry. SWOTing your Seed Business*** will offer an in depth discussion on the Strengths, Weaknesses, Opportunities and Threats of the seed industry. Come prepared with questions and ideas to challenge yourself and others on the future of the seed industry. How will the seed industry evolve and what does this mean for your seed business? Please refer to the insert for more details.



We hope you enjoy some of the new additions to the Seed Plant Newsletter – 50th anniversary celebrations! Finding, Selecting and Keeping Good Employees... and Meet your New Director. If you have any comments or ideas as to what information you would like to see in future editions of the Seed Plant newsletter please call me at (403) 782-8022 or email at lorena.pahl@seed.ab.ca.

Bayer Update

Monica Klaas is returning to the Bayer CropScience Seed Treatment Team as Seed Treatment Specialist for Alberta. In June of 2007, Monica moved to assume the role of Territory Sales Manager for the Lethbridge area, dealing with the entire portfolio of Bayer CropScience products, including seed treatments, herbicides, fungicides, InVigor canola and insecticides. As part of a corporate restructuring, the seed treatment group has become a very specialized group consisting of four people in Canada.

This change is part of a restructuring initiative that had moved Kent Hall, former Seed Treatment Sales Manager for Northern Alberta into a newly created department dedicated to

Market Development of new and existing products, including InVigor canola, and new crop protection products.

Monica is excited to be back working with you all and will be out and about in the next few months. Please feel free to contact her at: (403) 625-7027 or email monica.klaas@bayercropscience.com

Important Dates

Pesticide Applicators – Seed Protectant Tutorials

For a complete listing of dates & locations please go to the following link:

<http://www3.gov.ab.ca/env/protenf/pesticide/usage/index.html>

Click on Applicator Recertification, then Agriculture

Olds College will be offering the following tutorials in '08 Feb. 4-5, Lethbridge, AB Feb 25th – 26th, Olds College, Olds AB

Details will be posted shortly at the following link or phone (403) 507-7761 <http://www.oldscollege.ab.ca/programs/ContinuingEducation/>

Association of Alberta Co-op Seed Cleaning Plants

Annual General Meeting
January 10th – 12th, 2008
Westin Hotel, Edmonton

Olds College Seed Fair & Hay Show

Open House April 5th, 2008

Entry Deadlines

Hay & Silage

January 31st, 2008

Other Classes

February 28th, 2008

North American Seed Fair/AgExpo

February 27th – 29th, 2008

Entry Deadlines

Hay & Silage

February 8th, 2008

Other Classes

February 15th, 2008

Exhibition Park, Lethbridge, AB

Northlands Pedigreed Seed Show

March 26th - 29th, 2008

Entry Deadlines

All classes

March 7th, 2008

Northlands, Edmonton, AB

Peace Country Classic AgriShow

March 6th – 8th, 2008

Entry Deadlines for Seed Show

All classes February 29th, 2008

Evergreen Park, Grande Prairie, Alberta

FarmTech

January 30th – February 1st 2008
Register before January 11th, 2008 for Early Bird Discounts.
Mayfield Inn & Suites, Edmonton, AB



Morneau Sobeco Update

*Association of Alberta Co-op
Seed Cleaning Plants Group
Insurance Administrative
Updates*

Is Your Employee Information Being Kept Up-To-Date?

Please take a moment to review your most recent billing statement for accuracy and advise us immediately of any changes. For legal and underwriting purposes it is important that you review this information and ensure your employees are covered for the correct level of benefit. It is equally important to confirm that all eligible employees are covered under your plan.

Your attention to this matter is critical since an eligible employee who is not insured correctly or who has not been offered the benefits will have the right to take legal action against their employer. In the event of death, the beneficiary of an eligible employee who has not been insured for the proper level of coverage, according to several court rulings, will have the right to take legal action against the employer and/or the Insurer.

Please pay attention to the following:

Participation – Are all eligible employees enrolled on the plan? Are you adding them to the plan promptly so as to avoid late application penalties? All group insurance programs require employees to be enrolled on the plan within 31 days of becoming eligible. New full time employees become eligible the 1st of the month following 3 months of employment. Should the employee application not be received within the 31 day period following eligibility, no coverage will become effective for the employee or their family unless they pass a medical review conducted by the insurer.

Employee Terminations – Have all terminated employees been removed from the plan? Are you aware that you should have the benefits portion of a severance package pre-approved by the Insurer before offering it to an employee?

Income – Are all reported incomes correct? This ensures the employee is properly insured in the event of a life or disability claim and reduces potential employer liability. Please ensure Morneau Sobeco is updated with the most recent basic salary (excluding bonuses and overtime) for each employee.

Spousal Coverage – Did you know that employees who have Health and Dental coverage through a spouse may waive the health/dental portion of their program, but are still required to join the plan to receive any Life and Disability benefits for which they are eligible? Failure to enrol employees in the Life/Disability benefits could result in legal action from the employee or their beneficiaries in the event of death or disability.

Keeping employee information up to date will ensure that employees receive the benefits they are entitled to and protect the employer against potential legal issues arising from improper coverage levels.

If you require any assistance with the administration of your group benefits program, please contact Stephanie Airth at Morneau Sobeco (1-866-432-8425).

ST. Paul Seed Cleaning Plant Celebrating 50 Years!

St. Paul Municipal Seed Cleaning Association Ltd. is a cooperative business that is owned and operated by local producers operating in its 50th year.



We have 650 active shareholders and several other customers that deal at the plant for their seed or feed needs.

The business has grown over the years from seed processing to shipping export products to several overseas ports such as India, Philippines, Columbia, Mexico and Taiwan.

We are mostly shipping pulses into these destinations, but with the diversified agriculture industry we have, there have been lots of inquiries for shipping other commodities into these same destinations. The St. Paul Municipal Seed Cleaning Association is the only local delivery point left in this area.

Locally, we are overseen by a board of directors, a seven farmer, two county counsel representatives and a district agriculture fieldman. The plant is operated by a plant manager and five employees ranging from a secretary and plant operators to feed delivery individuals.

We currently sell a full line of forage and cereal seeds for local producers. We also carry a full line of feed products including (i.e. cattle, hogs, chickens and all pets).

The plant recently added Certified Hybrid Canola and Corn seed sales through Pioneer Hybrid, a DuPont Company. This will allow the seed plant to retail Round-up Ready and Clearfield varieties of canola and corn for silage and grazing.

Alliance Plant Celebrates 50 years!

The Alliance Seed Cleaning Plant Association celebrated their 50th anniversary Saturday, November 3, 2007. A banquet and dance was held at the Alliance Community Hall, and to top the evening off, "CCMA Chevy Rising Star nominee Brett Kissel was the main entertaining.

The evening began with happy hour followed by the banquet. "MC" Tom Coppock then introduced the guest speakers. Provincial Reps. Glen Miller and Wayne Jackson praised the board for 50 successful years of doing business. Mayor Muriel Fankhanel congratulated the Alliance Seed Cleaning Plant for winning the Alliance's Outstanding Contribution to the Community Award. This farmer-owned co-op conceived and proceeded with the idea of bringing producer cars to all communities on the rail line.

Walter Weber spoke on behalf of the County of Paintearth and Bill Reister spoke on behalf of the County of Flagstaff. Don Davidson congratulated the board on their 50 years and spoke on past board meetings.

Terry Howe, Manager of the Alliance Seed Cleaning Association, gave a brief history and a humorous recollection of customers and happenings over the years. "My first customer brought in 500 bushels to get cleaned, then expected to go home with 550 bushels," said Howe, "do the math."

Brett Kissel opened the evening's entertainment with "Will you dance with this old cowboy". That song set the pace for the rest of the night. Couples took to the dance floor to enjoy a fine evening of dancing to a live band.

Construction for the Alliance Seed Cleaning Plant began in September of 1957 and officially opened in November of the same year. Cleaning and treating of cereals through the first 20 years was their main business.

In 1984, the plant went through a major upgrade with the addition of a new 30 foot scale, metal siding, a 2000 bushel per hour receiving leg, and overhead



hopper bottom bins. At this time, a canola treater was set at the plant to apply Vitavax. Another small upgrade was adding a building to house our canola treater. The cereal treater was changed to a S1000 for faster turnaround. With this machine, peas could be inoculated. Bin bottoms were replaced with steel hoppers inside the plant and a new indent was put in to increase capacity. Then an Oliver gravity table was added to put out a better product. A power upgrade was also completed.

With Chemical storage becoming a concern in the future, another major upgrade took place in 1996. A building was constructed with three phase standards implemented into it and a complete new testing and bagging facility (25 kg bags to 750 kg mini bulks). Along with this, a new 90 foot scale was installed (70 tonne), and a larger 5000 bushel per hour leg to handle the larger loads. The 30 foot scale was relocated on the north side to streamline the truck traffic. Over the entry driveway, 4,500 bushels of clean seed bins were installed. At the phase three warehouse, 3400 bushels clean seed storage was installed and from there, it could be loaded on a truck or treated and loaded. In 1994,

the plant started to handle feed and veterinary supplies which turned a small profit and increased the people flow which helped the business in other areas. To date, 15 million bushels has been cleaned.

Good management, dedication, and progressive thinking attribute to the success of the Alliance Seed Cleaning Association.

Source for this article by Val Vincett Staff Reporter at The Community Press

Taber Seed Cleaning Coop Association Ltd. Celebrates 50 Years!

Organizational work for the cleaning plant started on April 29, 1954 when the Cannery Growers asked the Municipal District of Taber to establish a cleaning plant in the community; then an Agriculture Service Board was set up and resolution passed at the annual meeting of the Municipality in February 1955. The resolution asked for the establishment of seed cleaning plants at Taber and Vauxhall when required.

The first meeting of provisional board of the seed cleaning plant was held on April 4, 1955; the board

consisted of Cliff Pierson, President; Ken Williams, Vice-President; Billy Holtman, Secretary. Directors were: Sam Hauka, Bob Williams, Albert Bullock, Arthur Anderson, Glenn Grant, John Hill, Ole Olson and Rube Collett, Bob Simmons.

The second annual meeting was held in June 1956 and the new officers elected were Cliff Pierson, President; Ken Williams, Vice-President; Billy Holtman, Secretary. Directors were: Gabriel Tajcnar, Rex Powell, Jim Graham, Henry Danforth, and Albert Torrie. Ken Williams and Jim Graham were representatives of the Agriculture Service Board and A. R. Jones represented the Department of Agriculture.

Bill Hart, had worked on the plant since construction started as the Manager of Operations and the venture was supervised by Spence Goddard of the Dept. of Agriculture. The local plant was the twenty-second co-operative cleaning plant to be built in the province. Estimates of the cost were \$45,000 with \$15,000 provided by 269 shareholders; \$15,000 by the Municipal District and \$15,000 by the provincial government. It was originally planned to build



the plant in Taber, but due to lack of available trackage and a saving of \$6,000 the site was moved to Fincastle, which is about the center of the Municipality.

Taber Seed Cleaning Co-operative Association Ltd. celebrated its 50th anniversary by having beef on a bun for its members. About 70 people came out.

Over the past 15 years we have added a gravity table, the first south of Highway #1. We have replaced all of our cleaning and treating equipment some more than once. We have added bins, 100 foot scale and new legs. In 2000 we knocked down the original working part of the plant and rebuilt it using a simple but effective design making it more open and user friendly. The building cost \$526,000.00. Our equipment was fairly new so we didn't need to replace it at that time but 5 years later we did with bigger equipment. We were able to use our existing basement and scale. We can now handle all trucks. In 2006 we finished the building by putting on a new office.

In 1992, we bought the land we are on from CP Rail (we are the only plant to my knowledge to get grant money on land). Buying the

land worked out well for us as in 1994 a bean company came to us about leasing part of our land to put up a bean receiving station. We assisted them with help and weighing trucks during harvest. In 2002 we took over running the receiving station for them.

We have come a long way in 50 years from cleaning 100 bushels per hour to 600 bushels per hour and treating 400 bushels per hour to 1000 bushels per hour. From 1 ton trucks to super B's. We reached the million bushel milestone in 2005!

Submitted by
Joe Hanson Manager

Three Hills & District Seed Cleaning Plant Celebrates 50 Years!

The plan to build a seed cleaning plant at Three Hills began with a "provisional board" in March 1957. At that time there were 8 elevators in Three Hills, four of which had grain cleaning equipment but farmers wanted better quality cleaning.

The provisional board led by chairman Raymond Dau decided to build a plant. Other members of this provisional board represented different areas surrounding Three Hills. A

plaque at the seed plant lists Howard Boles, James P. Christie, Larry Edwards, Harold Howe, Verne Kester, Louis Lemay, Ralph Loosemore, Sulo Luoma, P.J.G. Rock and George Vasseur as members of the board.

The new plant opened in Oct. 13, 1958 with Bob Sommerville as the first operator. The first permanent board consisted of 2 directors appointed by the municipality - Ralph Loosemore and Dunc Peters. Elected directors were Ray Dau, Verne Kester, Jim Christie, George Vasseau and Sulo Luoma. The district agriculturist from Drumheller, Stan Pettem attended occasionally to represent the province.

The original plant was built with a bagging facility for pedigree seed and for treating with panogen (mercury) treatment for \$.50 a bushel (cost \$0.03 for panogen). There was a front end lift hoist as many trucks didn't have a box hoist yet. The plant has always had improved service in mind and soon a width grader cleaner was added. The list goes on, a larger treater, a larger scale, a large capacity steel leg to replace the original wood leg, two additional small legs, more screening bins and a larger



screening auger, etc. Six steel bins of approximately 500 bushel capacity were installed on the side of the plant over the driveway and the office size was increased. When Vitavax came out we built a chemical room. Later a bag warehouse was built too. Free standing dust cyclones were also added and an electronic scale.

We became involved in side ventures. This area was an early adaptor of wild oat control chemicals and one year we reduced the price of Avadex liquid for the whole province! For a time no one was interested in running the local fertilizer outlet and we took it over. We became the first local agent for Canbra and had outside storage bins for canola. This lasted until the AWP became Canbra's agent. At the old plant we offered an "unofficial germination test". The plant shipped bags of pedigree oats, wheat and barley in boxcars to eastern markets. Once bulk certified seed started in the late 1960's a number of grower bins for certified seed were located on site.

The old plant served the local area well in providing shareholders more opportunities and helped introduce the use of new technology. Over the years we had an excellent board of

directors. It was noted at the 40th anniversary that the average director had served nearly 15 years. Four innovative managers have piloted the plant for 49 years: Bruce Ruby, Watson Reed, George Dewald and presently Greg Andrews.

In 1985, the plant cleaned 965,000 bushels, a provincial record for an original design single wood plant. It thoroughly exhausted the staff (Watson Redd, Albert Johnson, and Keith Irving)! Twenty years earlier the plant was cleaning 300,000 bushels. That is all they were designed for.

The plant was wearing out and the basement, even with reinforcing added, was becoming a concern. We had increased the door size to the level of the ceiling above the driveway but the exhaust pipes of the tractors were taller so tractors had to back trailers in. Some had to weigh at Harold Huxley's AWP elevator. We started seriously accumulating funds for a new plant. We visited many other plants in the province and further abroad. We decided we wanted a plant with a large storage capacity and our design was for 68lbs per bushel wheat. Many other plants were being designed with structural loading for 50 lb barley. Versatility was

designed into the plant, the clean grain bins could be used for incoming grain with three way valves on the bins. We wanted a large work floor machine area and 100 foot scale, a treating driveway with its own scale, and a heated chemical room. We selected a site west of town away from the railway.

The plans became reality and a new plant was opened in 1990/91 at a cost of about \$1,700,000. The plant presently has 2 indents, a larger screen machine and two gravity separators and canola spiralling capacity. The original cyclones soon wore out and were replaced with a dust bag system. The plant started with 4 outside spouted pedigree hopper seed bins which increased to 16. Now non spouted seed bins have been added away from the plant.

We have always been aware of shareholder needs and saw the need for pulse cleaning for the export market and we made an arrangement with FINORA. Today, FINORA does not buy peas, but we have shareholders experienced in pea production.

The plant has served the shareholder and the district well. In 2000 the plant cleaned 2, 200,000 bushels. This is another provincial



record. The plant is totally paid for and is in good repair. Manager, Greg Andrews and his efficient staff provide exceptional service. The quality of seed cleaning is very high as the yearly list of winning seed fair samples testifies.

The excellent plant board has always been aware of the need of the shareholder and co-operated well with the staff. Larry Penner is the present chairman, we appreciate the excellent co-operation of our, now 500 shareholders in bringing grain in and to taking it out promptly.

The plant will continue to be innovative and help local farmers with their new needs as technology, crops and markets change. The aim is to provide the service that shareholders need.

Sulo Luoma

Auxiliary Member Profile

The Association's First Auxiliary Member: Westlock Terminals (NGC) LTD

Westlock Terminals (NGC) Ltd is an exciting new grain company incorporated on August 23, 2002 and began accepting grain on December

5, 2002. Westlock Terminals is an independently operated grain terminal located in the town of Westlock at the crossroads of highway 44 and highway 18, situated on a C.N. Rail main line.

Westlock Terminals Ltd is owned by over 235 shareholders that are a blend of farmers and business people from the draw area surrounding the terminal. Westlock Terminals provides regular returns to shareholders through the dividend yields of the Class "C" shares as well as the incentive yields of the Class "D" shares. For the past 2 years, Westlock Terminals has also declared a 3% dividend for Class "A" Membership shares and Class "B" Growth Shares. Since inception in 2002, Westlock Terminals has paid back over \$435,000 in dividends to their shareholders.

Westlock Terminals has utilized capital investment from the community to maintain a profitable operation in Westlock. This commitment will facilitate the viability of local infrastructure in addition to providing investors a positive return on their investment. This commitment is evident in the organizations "Mission Statement" and "Vision

Statement" now and for the future.

Mission Statement

"To develop a viable broad-spectrum grain business, impacting community growth, promoting quality service and productivity."

Vision

"Your Grain Link To The Future"

Our business has grown in leaps and bounds from day one, this crop year we expect to handle and ship over 150,000 tonnes of grain. Westlock Terminals is planning Phase 3 of their 4 phases of building programs next summer, in order to accommodate the tremendous growth of the business.

Westlock Terminals (NGC) Ltd. is pleased to be a member of the Association of Alberta Co-op Seed Cleaning Plants Ltd. and is prepared to bring grain sourcing and marketing expertise to the Association. It gives the Association members a solid connection and communication line to an established successful independent grain company while opening a door and the opportunity of building some alliances for grain and marketing with the present membership.

Contact Information

Bob Heck, General Manager

Phone (780) 349.7034

Fax (780) 349.7056

bob.heck@westlockterminals.com

Box 5809, Westlock, AB, T7P 2P6



Finding, Selecting and Keeping Good Employees

Why is it so tough to get Good Applicants?

Today we have a smaller traditional labour pool to choose from – fewer farms, smaller family size, demographics – baby boomers, aging population. We are losing candidates to non agriculture sectors. Dual income families are less mobile and remember people don't move for the fun of it. Employers are doing a better job of meeting their employees' needs. People change jobs ONLY if they believe they will be better off.

Finding Candidates

When communicating to the people in your target talent pool, remember what motivates them – need to be safe and secure, desire to belong to a group, need to feel special, opportunities for growth and flexibility – the work/life balance.

Traditional ways include networking – word of mouth, newspapers and employment offices. Non traditional methods could include Internet postings – AgCall Job Ads, Face Book, Google Ad Words, electronic resume

banks, targeted communications – email, fax and executive search firms.

Consider searching for candidates in a different labour pool. This may include older people, different gender than the traditional, new Canadians, inexperienced people, those with an urban background or seasonal help (teachers, “snowbirds”).

You need to figure out what exactly are you looking for in a candidate. Separating skills from experience as years of experience may not necessarily mean highly skilled. Clarify “want” skills vs. “need” skills. You can teach technical stuff, be prepared to hire personality, desire, smarts. Know the minimum skill level required for the job.

Reading the Resume

Remember the resume is a sales document. Things you need to watch for: Related work experience – what they did, their track record, how well they did it, gaps in the timeline (good people do jump around). Consider that transferable skills may be from non related work experience.

The Phone Interview

Possibly the most underutilized tool; can cover up to 80% of the information you are looking for, highlights those who are sincerely interested in the job. Inexpensive, easy to schedule, but is not meant for the final hiring decision.

Behaviour Descriptive Interviewing

The most polished interviewee may not be the best employee! What a person has done in the past is the best indicator of what a person will do in the future. What have you done? Not what would you do? Ask for a specific event. For example, Have you ever dealt with a tough customer – tell me about it? Tell me about the most complicated agronomic problem you have solved. Give me an example from your last job where you had to rely on your communication skills. Ask why? Ask how did you do that?

Recognize and deal with the “slips” or “pauses”. For example “...so many that I can't think of one specific example...” using generalities rather than specifics, talking about the results but without indicating how they achieved those results.



Reference Checks

Always do reference checks. You may find skeletons in the closet; you may even find tips for managing the new perspective employee.

Employee Retention

Weigh the cost of meeting their NEEDS against the cost of losing people. What does the cost of losing an employee REALLY COST? Experts estimate on 1 – 2 x's the employee's annual wage. This includes the cost of the recruitment process (management time, staff time, hard dollars), opportunity cost, lost customers, wear and tear on remaining employees, cost of training a new person, cost of mistakes the new person will make and the cost of losing your "trade" secrets to the competition. People change jobs only if they believe they will be better off.

Submitted by:
Steve Peddie, AgCall

New Region 7 Director

Meet your *NEW* Region 7 Director **James Obniawka**: James Obniawka was born in Sexsmith, AB. October 15, 1955. He was raised on the family farm, 1 mile West of Sexsmith, which he still lives on and farms with his sisters

and brother-in-laws growing fescue, barley, oats and canola.

James attended Sexsmith School for 12 years, and graduated from the University of Alberta majoring in Agriculture Economics. James worked for Alberta Agriculture in Olds, AB. from 1978-1986, in the winter, helping to set up the Managing Agriculture Technology for Profit conference in Banff, working on farm publications and working with farmers in financial trouble. James has refereed hockey for 23 years, played high school football, and has been Santa for 33 years at various schools and functions.

James is currently President of the Sexsmith Museum; and has been for the last 19 years. He holds a position on the Board of the Sexsmith Chamber of Commerce, is the President of the local Recreation Board and sits on the Chautauqua Days Committee which he has for the past 21 years. James has been the Secretary Treasurer of the local Sexsmith Seed Cleaning Plant Board for 3 years now, and is currently your Region 7 Director for the Association of Alberta Coop Seed Cleaning Plants Ltd.! James can be reached at (780) 568.2357 or

Box 103
Sexsmith, AB T0H 3C0.

Manager's Session January 10th 2008

Don't miss out on a chance to be part of the Managers Association Meeting!

In addition to the business portion of the meeting, a session on marketing your business will be held in the afternoon. "How to Market Your Business" – by Lee Dechaine, Sponsored by Bayer CropScience.

I grew up in small town northeastern Alberta, the son of an independent fertilizer, seed chem. dealer. The family business just celebrated 40 years in business this fall. Graduated from the University of Alberta with degree in Ag Business Management in 1994. From there started with DowElanco at the time as a sales rep in the Peace country. I left Dow and then spent a year and a half with Grow-Tec in Nisku as a sales rep or whatever else needed to be done which sometimes included loading trucks and bagging! I left Grow-Tec to join Agrium as a product development agronomist working on the development of controlled release urea which today is being marketed as ESN. At the time I coordinated the testing and



development of new markets which sent me around the world testing the product all over the US and Vietnam, the Philippines and China and on most major crops including rice, tomatoes, grapes, potatoes, wheat, canola and the list could go on for a while.

In spring of 1999 I joined AdFarm as an Account Manager where I have been ever since. In that time I have worked with many different clients on communications and marketing including Dow AgroSciences, Westco Fertilizers, Secan, and of course Bayer CropScience.

All tolled I have over 13 years experience in sales and marketing and agriculture is the only place I want to be as evidenced by the fact that in addition to all the AdFarm work I hold an active interest

in my wife's families farm just outside of Stettler where I now live.

**Merry Christmas from
Lacombe Office**

Wishing you and all of yours, a very Merry Christmas and all the best in the New Year!

We hope that you and your families enjoy a safe and happy holiday this season and we look forward to seeing you in 2008.

From Lorena, and Shelley at the Lacombe office, your provincial Board of Directors, & Bayer CropScience.

Bayer CropScience would also like to take this opportunity to thank you for

another successful year in 2007.

Feedback Form:

Do you have an idea for a Seed Plant News story? Or is there something you would like to see featured in this publication?

Please send your ideas, submissions or feedback to Lorena Pahl at lorena.pahl@seed.ab.ca or phone 403.782.8022

New Seed Plant News:

Watch out for our NEW look! We are currently in the process of re-designing Seed Plant News and will show off our new look in the February 2008 edition – stay tuned!

**Mark this Date on your Calendar**

**Monday January 21st
1 – 4pm
Westin Hotel, Edmonton, AB
(Devonian Room)
Panel Discussion**

**Dissecting the Seed Industry.
SWOTing your Seed Business!**

An in depth discussion on the Strengths, Weaknesses, Opportunities and Threats of the Seed Industry.

How will the seed industry survive in the next 10 years?
What does this mean for your individual seed operation?

- | | |
|--|---|
| ▶ John Cowan , General Manager
Seeds – Thompsons Ltd. | ▶ Dr. Brian Rossnagel , Barley & Oat Breeder Hyland
Crop Development Centre, U of S |
| ▶ Dr. Greg Penner , President & CEO
NeoVentures Biotechnology Inc. | ▶ Warren Kaeding , CEO
Wagon Wheel Seed Corp. |

John Cowan

John is the General Manager of Hyland Seeds – Thompsons Ltd., and is also a Thompsons Limited member of the Executive committee. Prior to 1997 John was the Sales & Marketing Manager (1985-1997) and the District Sales Manager/Seed Corn Production Manager (1977-1985) with Hyland Seeds – Thompsons Ltd. Graduate of Business Marketing at Humber College (1974), Business Administration at York University (1975) and Ag Business at University of Guelph (1986). Committee and Association involvement includes Past President of CSTA, current Chair of the External Relations Committee CSTA, board liaison of the Biotechnology Committee CSTA, past Chair of the Corn Soybean Committee CSTA, past member Board of Directors of Ontario Agribusiness Association and member of the Canadian Agri-Marketing Association. John and his wife Kerry have been married 30 years and live at RR#1, Blenheim which is approximately 40km from Point Pelee, the southernmost point in Canada. They have 3 children who are all currently attending a university somewhere so John plans to stay working for some time yet!

Dr. Greg Penner

Dr. Gregory Penner holds a Ph.D. in Molecular Biology from the Crop Science department at the University of Saskatchewan, a M.Sc. in Cytogenetics from the Plant Science department of the University of Manitoba and a B.S.A. in Plant breeding/Genetics from the same university. He worked as a research associate for the National Research Council in Saskatoon and with AAFC in Ottawa before joining the Cereal Research Centre in Winnipeg, where he became the head of cereal biotechnology. In 1998 Gregory joined Monsanto Inc. in St. Louis, where he led economic evaluations of a number of business opportunities, and managed their advancement to commercialization from both a technical and a business perspective. In the fall of 2002, Dr. Penner obtained the contract to lead the Soy 20/20 Project, where he analysed soy-based market opportunities for Ontario. Gregory has been the President and CEO of NeoBio Consulting since 2002. NeoBio provides senior level advice and project management to private industry and government in regard to the development of biobased strategies. The primary focus has been working with chemical companies to identify and develop strategies for biobased replacement of petrochemicals.

Dr. Brian Rossnagel

Professor (CDC), Barley & Oat Breeder, Crop Development Centre, University of Saskatchewan for the past 30 years (1977 – 2007). Raised on a small mixed farm in the Tupper district near Plumias in south central Manitoba. Bachelor of Science in Agriculture - Univ. of Manitoba – 1973 Ph.D. - Plant Breeding & Agronomy - Univ. of Manitoba – 1978. Developed and released more than 50 barley and oat varieties since 1982 including Calibre, Derby, CDC Dancer and CDC SO-I oat; CDC Dolly, CDC Helgson and CDC Mindon feed barley; CDC McGwire hullless barley and CDC Candle, CDC Rattan, CDC Alamo and CDC Fibar hullless waxy food barley; and co-released, in collaboration with Dr. B. L. Harvey, 25 malting barley varieties including Harrington, CDC Kendall and CDC Copeland. *Major research interests* – development of premium quality 2R malting barley; development of hullless barley for feed, food and malting; development of high yielding, high quality hulled feed barley; and the development of high quality milling and feed oat, all in collaboration with cereal chemists, animal nutritionists, agronomists, plant biotechnologists and plant pathologists.

Warren Kaeding

Warren grew up on the family farm at Churchbridge, SK near Yorkton located in east central Saskatchewan. He graduated from the College of Agriculture, University of Saskatchewan in 1984. As well as setting up a pedigreed seed business with his father, Roger in 1985, he was working full time with Hoechst Canada. As a family farm operation known as Wagon Wheel Seed Corp. they have expanded their pedigreed seed business to approximately 5000 acres of their own production and 1500 acres of contract production. They process all of their own production and wholesale and retail into Eastern Canada, Western Canada and the northern US states. They grow or have grown winter cereals, wheat, oats and barley, canola, flax, pea, faba and pinto bean, soybean, sunflower, nutraceuticals, turf seed and pumpkins. Warren farms with his wife Carla, two sons - Michael-18, Matthew-15 and his parents Roger and Phyllis. Other interests include sitting on the advisory board of the Crop Development Center - Saskatoon, elder on his Lutheran Church council, treasurer of the senior hockey team and assistant coach of the local Midget hockey team. Warren and Carla were named co-recipients of Canada's Outstanding Young Farmers in 1999 with the Seversons of Innisfail, AB.



**ASSOCIATION OF ALBERTA CO-OP
SEED CLEANING PLANTS LTD.**

JANUARY 10 – 12, 2008

WESTIN HOTEL
EDMONTON ALBERTA

WELCOME TO THE 55th ANNUAL MEETING

HOTEL RESERVATIONS: Please make reservations for the Westin Hotel at 780.426.3636, the room block is listed under the Association of Alberta Co-op Seed Cleaning Plants. Guestroom rates include Complimentary Parking in the Westin Edmonton Underground, outside lot and Library Parkade. **NOTE:** Parking at the Library Parkade does not allow for in and out privileges. In other words, guests will be charged for parking each time they leave and return to the Parkade. Delegates and/or guests **not registered** at the Westin may be required to pay for their parking.

A Block of Rooms are available at \$102.00 + taxes.

Reservations must be made prior to December 21st, 2007 to receive the reduced rate!!

REGISTRATION FEE of \$170.00 per person (includes G.S.T.) includes:

- Convention Material
- Informal Reception Thursday evening
- Breakfast and Luncheon on Friday
- Friday Night Entertainment
- Breakfast, Luncheon & Banquet on Saturday
- Women's attendance prizes and corsages
- Access to the entire convention as per agenda

Meal tickets will be collected at the door at each meal.

Extra tickets for invited guests to the banquet and entertainment may be available. Space will be limited!

-SPECIAL DRAW-

THE WESTIN HOTEL will present a gift certificate for two in the Premier Wing. To be eligible you must be registered as a hotel guest for the seed plant convention. Draw will take place at the Saturday night dinner. Winner must be in attendance.

We sincerely hope you will be able to join us.

Steven Miller
President



Tentative **BUSINESS AGENDA**

THURSDAY - JANUARY 10, 2008

4:00 - 8:00 p.m. **CONVENTION REGISTRATION**

2nd Floor - North Foyer

Provided by:

Foster Park Baskett

IMPORTANT

Delegates and Managers

Credential Cards must be completed and presented at Registration Desk.

8:30 - 10:30 p.m. **RECEPTION**
(Manitoba/Saskatchewan Rooms)

FRIDAY - JANUARY 11, 2008

7:30 - 8:30 a.m. **BREAKFAST - (BC/Alberta/Yukon Rooms)**

Co-sponsored with Foster Park Baskett

8:00 a.m. **CONVENTION REGISTRATION**

Provided by: Foster Park Baskett

2nd Floor - North Foyer

Exhibits

9:00 a.m. **JOINT OPENING** - Women, Delegates,
Managers, Guests

(Manitoba/Saskatchewan Rooms)

Call to Order - President Steven Miller

O Canada – Julia Walker

Invocation – Lloyd Lidberg

Greetings from the Westin Hotel

9:30 a.m. Opening Address
Minister of Agriculture and Food (Tentative)
Greetings from A.A.M.D.C.
Greetings from Alberta Branch C.S.G.A.

Introduction of Association Directors & Spouses

Approval of Agenda

Draw for Women's Prize:
Sponsored by BASF



- 10:15 a.m. **WOMEN ADJOURN**
Women's Program Sponsored by BASF
Refreshments – Exhibits
Co-sponsored with Lewis M. Carter Mfg. & ATB Financial
- 10:30 a.m. Presentation and Adoption of Minutes
Business Arising out of Minutes
Appointment of Committees
- Resolutions
- Finance (Budget)
Reports
- Board of Directors, Steven Miller - President
- General Manager, Lorena Pahl
- Auditor, Daryl Andre

Disposition of Resolutions
- 11:20 a.m. *Insurance Program Update*
Rob Dechant – Foster Park Basket
- 11:50 a.m. **LUNCHEON - (BC/Alberta/Yukon Rooms)**
- 1:00 p.m. *Alberta Carbon Market Kicks into Gear!*
Tom Goddard – Member of Policy Secretariat,
Alberta Agriculture and Food
- 2:00 p.m. *The Audit Process*
Brock Ketcham – Director of Cooperatives
- 2:30 p.m. *Regional Meetings – Dead or Alive*
Wayne Jackson
- 3:00 p.m. **Refreshments - Exhibits**
Co-sponsored Issues Ink
- 3:30 p.m. BASF: Harley House
- 3:45 p.m. *Group Insurance Update*
Doug Sample – Morneau Sobeco
- 4:15 p.m. Resolutions - Chairman –
Resolutions Committee
- ADJOURNMENT -**
- 7:30 p.m. **FUN CASINO NIGHT -** Sponsored by: Your Allied Trade Group
(Manitoba/Saskatchewan Rooms)



SATURDAY - JANUARY 12, 2008

- 7:30 - 8:30 a.m. **CONTINENTAL BREAKFAST**
Sponsored by Westin Hotel **(BC/Alberta/Yukon Rooms)**
Exhibits –
- Annual Meeting **(Manitoba/Saskatchewan Rooms)**
9:00 a.m. *How big is big: Putting the Seed Business in Perspective – Robynne Anderson*
- 9:30 a.m. *Get the Latest Tech Trends: RUUP4IT?*
Lynette Lefsrud
- 10:00 a.m. **Refreshments - Exhibits**
Co-sponsored with Managers Association
- 10:25 a.m. Draw for Women's Prize – Sponsored by BASF
- 10:30 a.m. **KEYNOTE SPEAKER – David Beckman**
Farming in the Periphery of the Periphery
In the past, David has worked for the Canadian International Development Agency in Lesotho, Africa & in Mozambique for the Food & Agriculture Organization (United Nations). David also spent 18 years as Director of Agriculture in Whitehorse, Yukon helping develop an Agriculture Industry.
- 12:00 p.m. **LUNCHEON (BC/Alberta/Yukon Rooms)**
- 1:30 p.m. Bayer Crop Science: Monica Klaas
- 1:45 p.m. Managers' Association Report – Ron Wirsta
- 2:00 p.m. Syngenta – Rob Bishop
- 2:15 p.m. *If I Can Do It – You Can Do It – Blair Peregrym,*
Stony Plain Seed Cleaning Association Ltd.
- 2:45 p.m. Hazard Prevention Plan
Wayne Walker
- 3:00p.m. Budget, Resolutions, Appointment of Auditor, Unfinished Business and New Business

EVENING ENTERTAINMENT - BANQUET FLOOR

- 5:45 p.m. Reception – Women's corsages compliments of Bayer Crop Science
- 6:30 p.m. Banquet - **(MB/SK/BC/Alberta/Yukon Rooms)**
Awards Presentation
Entertainment: Brent Kissel
Sponsored by: Syngenta