



# Purdue News

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## **Purdue hosts management academy for seed industry professionals**

WEST LAFAYETTE, Ind. – Purdue University's Center for Food and Agribusiness will host the 15th annual American Seed Trade Association Management Academy for seed industry professionals March 4-8 in the Krannert Executive Education Center.

"We pack a lot of learning into this program," said Betty Ottinger, associate director of the center and event organizer. "Participants always comment that they leave this experience refreshed with new ideas and with the benefits that come from spending almost a week examining the business in a highly charged, resourceful atmosphere."

The academy focuses on managerial issues such as marketing, finance, human resources, strategic management and current issues. All courses are presented by Purdue faculty from either the School of Agriculture or Krannert School of Management.

"The format and quality of people involved are absolutely first-rate," said Jeff Boettge, a regional manager at Vilmorin Inc., who attended the conference in 2001. "The interaction with seed professionals from different segments of the market was also extremely insightful. I can't emphasize enough how valuable I thought the conference was and how it affected me on many levels."

The conference is open to all ASTA members. Among past participants have been company presidents, marketing specialists, sales managers and human resource personnel. Last year's event brought representatives from 18 states and five countries.

The cost to attend the four-day program is \$2,195 per participant. Registration fees are due by Feb. 11. The fee includes approximately 34 hours of instruction, materials, course references, continental breakfasts, daily luncheons, breaks, social hours, a reception and a banquet. Online registration and more information are available at <http://www.agecon.purdue.edu/cab/programs/asta/index.htm>.

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