

# SEED MANAGEMENT ACADEMY

**August 18 – August 20, 2026 | West Lafayette, IN**  
**Hall for Discovery and Learning Research – DLR 131**

*\*Note: All times are Eastern (ET)*

| <b>Tuesday, August 18</b>  | <b>Wednesday, August 19</b>   | <b>Thursday, August 20</b>  |
|--|---|---|
| <p><b>8:00 a.m.</b> – Welcome and Kick Off</p> <p><b>8:30 a.m.</b> – Operations and Supply Chain Management<br/><i>Trey Malone, Purdue University</i></p>  | <p><b>8:00 a.m.</b> – Leadership and Change Management Strategies<br/><i>Pete Hammett, Hammett Consulting</i></p>   | <p><b>8:00 a.m.</b> – Financial Management for the Non-Financial Manager<br/><i>Mark Manfredo, Arizona State University</i></p>   |
| <b>Lunch</b>   | <b>Lunch</b>  | <b>Lunch</b>  |
| <p><b>1:30 p.m.</b> – Thinking Strategically: Implications for the Seed Industry<br/><i>Brenna Ellison, Purdue University</i></p> <p><b>5:00 p.m.</b> – Adjourn</p> <p><b>5:30 p.m. – 7:00 p.m.</b> – Networking Dinner Reception at <i>Harry’s Chocolate Shop</i></p> | <p><b>1:00 p.m.</b> – Sales and Marketing – Creating and Communicating Value<br/><i>Scott Downey, Purdue University</i></p> <p><b>5:00 p.m.</b> – Adjourn</p> | <p><b>1:00 p.m.</b> – ASTA Membership and Industry Address</p> <p><b>2:00 p.m.</b> – Business Strategy<br/><i>Brenna Ellison, Purdue University</i></p> <p><b>4:30 p.m.</b> – Adjourn – Safe Travels Home</p> |

*\*Agenda is subject to change. Start and end times of the program are firm. West Lafayette is on Eastern time.*