



June 22, 2012

Dear OSA Member,

I would like to thank all of you who attended the 43rd annual OSTA Summer Convention in Sunriver this past weekend. Your attendance helped make it one of the most successful conventions I can remember in a long time. Those who attended enjoyed great interaction with friends and colleagues, discussions about topics the seed industry is facing today, as well as positive results between members, all of which will continue to keep our association healthy. I especially want to thank John Thyssen for his outstanding service to this association, but more importantly, his vision that kept pushing us in the right direction last year. Along with the energy and momentum from this conference, I think the first full year with Pac/West Communications and Greg Miller at the helm as our Executive Director, we have some exciting things to look forward to.

During the business meeting at the convention, your fellow voting members adopted new by-laws which bring us up to date with the way business should be handled. Membership also voted to adopt an updated name of the association. After much thought and consideration, the OSTA Board of Directors brought a motion forward that changes the name of the Oregon Seed Trade Association to the Oregon Seed Association. With that, voting members made permanent a new tag line for the association, "Marketing Seeds to the World," which sends a strong message that the Oregon Seed industry brings not only value in our state, but brings value to the world by being trend setters in quality and innovations. The OSA also accepted seven new members during the closing meeting, which goes to show us people are taking notice of OSA.

Another change to watch for in the next few months is the transformation of the above OSTA logo. Watch for a redesigned logo in the next few months that will continue the process of moving OSA into the future.

We must continue to keep our eyes wide open as OSA goes forward; we must continue to be proactive and not reactive to issues as they arise. This will take effort on the part of **ALL** OSA members, not just a few. If we don't press ahead, someone else will determine outcomes for us, and this is a very dangerous philosophy to adopt. So, with a legislative session ahead, more engagement in the regulatory environment and ballot measures that may have an impact on your business, expect to be challenged this year—OSA needs you.

Technology is changing right before our eyes; OSA needs to be looking forward to how it may or will help OSA as a whole. Feel free to contact me about ways it can enhance our testing, reporting, and knowledge. So I implore you, raise your hand, be a part of the progress that will enhance all of our businesses and our industry; let us know in what way you would like to participate in 2012-2013. Enclosed is a list of the committees that you have a chance to be a



part of and make a difference. Once we know your interest, we will assign people right away so that we can keep moving forward and continue making progress. Your choices are as follows, Legislative, Public Relations, Domestic, International, Science and Technology, Scholarship, or Associates committees. Please step up and make a difference.

On a final note, I would like to introduce you to your Board of Directors for the 2012-2013 year. Please reach out and congratulate them. Take the time to let them know about issues you would like to have addressed now and for the future. Your executive officers are: Bryan Muntz, Vice President; Todd Bond, Secretary/Treasurer; and John Thyssen, Past President. The OSA 2012-2013 Board of Directors is Greg Loberg, Leon Strait, Mandi Mack, Brian Martin, Scott Harer, and Jeff Martin. I look forward to working with all of them, as well as all the members of the new Oregon Seed Association. I would also like to thank Bill Dunn and Pat McClain for their years of service on the OSTA Board of Directors. Their dedication to OSTA has been essential to the solid foundation from which we are now working.

Here's to a successful 2012-2013!

Duane Klundt
President, Oregon Seed Association