



A Message from your President

The first 100 days have been more active than I expected and I find myself wishing I was watching baseball playoffs instead of attending meetings. We have met a couple of times with OSU and due to the proactive approach from OSU and OSA's International Committee, we are testing a solution to the sewn-in OECD tag issue discussed in June. We have also met a couple of times with ODA, including with new Director Alexis Taylor, where we capitalized on the opportunity to educate Director Taylor on who we are, the importance of our organization, and extended an invitation to speak at our Mid-Winter meeting.

We have also completed implementation of an idea brought up at one our past presidents lunch and have hired Jim Cramer as an OSA consultant to manage negotiations with OGSBA for those

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Speaking of past presidents lunch, we continued the tradition recently and were lucky enough to have Dick Starr and Gordon Zielinski break away from the golf course to join us. Feedback from this elite group is always helpful and once again we had several good ideas come out of the meeting- which results in more work for your Board!

Keep an eye out for communications from OSA in the coming weeks for an update on legislative activity, winter meeting registration and expanded sponsorship opportunities.

~Jeff Martin, OSA President



Important News for OGSBA Negotiations

After careful deliberation, OSA has entered into an agreement with Jim Cramer to represent association members that so choose at the OGSBA meetings. This benefit to OSA members is one of choice- any member that wants to participate must sign an agreement and pay a nominal fee to OSA. Details will be sent separately in the next few weeks and it will be important to review this information and determine if utilizing this benefit fits your company's needs. Jim has proven to be a great ally to the seed industry, and his knowledge and experience- as well no longer having a dog in the fight- provide special

[Executive Board Activities](#)

Past Presidents Lunch

On Sept. 14, members of the executive committee of the Board of Directors met with past presidents of the association over lunch. An annual event over the past several years, this meeting helps to form the strategic direction of the organization, as well as provide a historical perspective on the issues that continue to face the industry. In this year's meeting, attendees discussed the following topics:

- Legislative strategy
- How VNS is managed and whether the rules need to be changed
- The improved accuracy of production data reports
- The possibility of forming a crop improvement program
- Sales of VNS in Missouri

Meeting with ODA

On Sept. 25, the executive board members met with ODA Director Alexis Taylor and Deputy Director Lisa Hanson to discuss how we can partner on issues facing the seed association. We are hoping that this meeting will be a stepping stone to a great relationship with the new director and her staff.



[Mark your calendars for OSA's Day of Advocacy on March 5!](#)

We have secured space to host a booth in the rotunda of the Capitol, and encourage your

our broader effort to increase OSA's visibility and legislative presence.

We will begin scheduling meetings with legislators shortly. If you are able to attend, please let our lobbyist know (Sabrina Riggs, riggs@pacwestcom.com) so she can schedule meetings with your district legislators. Please also include your [legislative district](#) in your RSVP.

In the coming weeks and months, you will likely be contacted and asked to provide general information that can be used for handouts or other materials—please respond to these requests so the information provided to legislators is as accurate as possible.

On the Day of Advocacy we will work in shifts, with some members staffing the booth while others take group meetings with legislators.

Please make an effort to be present during our Day of Advocacy on March 5, 2018, and stay tuned for additional details as the date gets closer.

[Meet Sabrina Riggs, OSA Lobbyist](#)

Sabrina Riggs began lobbying for the Oregon Seed Association (OSA) during the 2017 legislative session. Sabrina has a diverse background in public affairs and has worked issues on both sides of the aisle. Her past experience working as a staff person in the Oregon House of Representatives has given her a deep understanding of the issues and the process.



Last session when the state pre-emption was once again threatened, Sabrina was there to protect the interest of our members and to help members work through the committee process and testify. She was also instrumental in putting together the very successful first OSA Capitol Day for the board.

Sabrina is a skilled writer and an avid painter. She and her husband Josh live in Salem with their dog, Lucy, and cat, Luna. We look forward to working with Sabrina as she puts our best interests first on the many issues affecting the Ag industry in Oregon.

[A Message from the Vice-President:](#)

Your VP is working on the aforementioned booth at the Capitol with lobbyist Sabrina Riggs from Pac/West. We will be in contact with you regarding information needed for handouts and posters for the booth.

completed, recently started and/or are ongoing.

I will have more on both of these subjects at the Mid-Winter meeting.

~Jake Stockfleth, OSA Vice President

Committee Activities

Science & Technology

Chair: Mandi Mack, Vista Seed Partners

The committee is following up on member comments regarding certification specifications. The committee received comments that the specifications required to meet certified standards for perennial ryegrass and annual ryegrass are vastly different. Rather than look only at ryegrasses, we are looking at other turf grass species to determine if updates are beneficial. The goal is to have a recommendation by the Oct 26 Board meeting, and to push any updates at the December advisory committee meetings.

If you have any suggestions or feedback, please send them to the committee:

Mandi Mack Mandi@vistaseedpartners.com

Tim Ford tim.ford@lebsea.com

Kirsten Pick kpick@columbiaseeds.com

Also of note, there are a couple of Oregon seed labs participating in a validation study relative to BDI testing. Stay tuned for more information as the study progresses.

International Committee

Chair: Paul Hedgpeth, Columbia River Seed

We have proactively worked with Oregon State and EU stakeholders to develop a solution to the recent requirement to sew in all OECD tags. The solution involves sewing in card-stock at the time of cleaning for a seed lot that is planned to ship to EU. Once the final tests are completed and the lot qualifies, adhesive OECD tags are ordered and applied over the card stock and sewn in thread. This process is being tested now at a couple of different warehouses and should be widely available in the coming weeks. We have also launched a project to compile export data to individual country by species. The goal is to have relevant information available for membership as well as provide another layer of data to provide the Data Committee.

Legislative Committee

Chair: Phill Lindgren, Grassland Oregon

our organization. Sabrina Riggs will serve as our lobbyist, and look for her introduction in this newsletter. Sabrina and Pac/West are proactively watching for legislative issues that may affect membership, and we plan to communicate to Membership as we learn information. We plan to hold several OSA days at the Capitol during the February short session, one of which we plan to host a booth in the rotunda to help increase our visibility.

Sabrina compiled information on how members can organize a tour and invite key legislators into our businesses, warehouses and farms to educate them about the industry. Please see below and follow the link to contact Sabrina for more information or to share ideas.

Domestic Committee

Chair: Doug Pickles, Lewis Seed

The new Emerging Professionals subcommittee chair is Kirsten Pick and vice chair is Joe McAlhany, Jr. The EP group has assigned members to shadow and participate in the other committees and get involved in all communications. They are still looking for EP members to shadow the PR and scholarship committees. We also continue to look for members/volunteers that would like to be involved in the Domestic Committee.

Goals that we continue to work towards are maintaining partnerships with key organizations such as ODA, OSU, and Seed Cert, and we continue to monitor issues that may arise.

We are also working with ODA and OSU to streamline the sod tag process and testing requirements. In a nutshell, we are trying to get alignment to order sod tags from a crop and weed exam.

Production Survey Subcommittee

Chair: James Schneider, Barenbrug USA

Goals:

- Continue to improve the way data is input.
- Add relevant new market data points that would be helpful in developing trends and/or relationships.
- Improve confidence in the data with increased communication from industry stakeholders.

Update:

We have been actively working to incorporate additional key stakeholders into parts of the process. We feel by increasing communication and interaction with key stakeholders across the spectrum of the industry, this will also help us accomplish our two other stated goals. We will keep you updated.

Emerging Professionals Committee

Chair: Dustin Withee, Smith Seed

Once a group of determined “under 40” people working in the industry, the Emerging Professionals group

talented “under 40ers’ will be more engaged in the scholarship committee, OSU career days, and potentially an idea regarding a mentoring program.

Scholarship Committee

Chair: Nancy Aerni, Turf Merchants

The committee is a very fun and very active group, but we certainly could use additional volunteers! Here’s an overview of what your commitment would mean: Provided we have enough participants, we divide into two groups – one for fall scholarships, the other for spring. We hold an overview meeting in October with all committee members participating. We also review application criteria and create a baseline for live interview questions for the different scholarships that we distribute (including those administered by the committee but funded by other organizations).

We will be gearing up rather quickly for our work in November. The spring group will meet in December for review of applications and criteria, with applications reviewed after April 15 and live interviews conducted in May. Much of this work is done through email and/or conference call so that you may easily fit participation into your schedule.

You will find that this is one of the most rewarding OSA committees on which you can serve. There are other opportunities that cross over for committee members, such as hosting job fairs and helping with the internship program as it continues to grow. Please consider donating your time, experience and your expertise to keep this committee one of strength.

Internship Update

Jake Stockfleth, Oregon Seed Cleaning

A couple of weeks ago, we asked about interest from membership on hiring an intern for the summer. As we had several responses, we will be once again be attending the intern and networking fair at OSU on October 17. Now is the time to be thinking about this, and not May or June when most students have already found summer internships. Once again, if you are interested please contact Angie or Jake. This is a great way to find a potential future employee for your company, or to serve as a reference for the student when they are looking for work upon graduation.

The Experimental Learning Program Coordinator at OSU will be hosting a meeting in early October for us to demonstrate how the association can coordinate a jobs panel to present all of the opportunities in our industry for those positions we have outside of the College of Ag. We will report back with more information.

Associates Committee

Chair: Doug Pickles, Lewis Seed

The committee is working on more opportunities for sponsors to support the organization, as well as

the annual sponsor packages that were introduced last year, and we want to continue with that momentum. **Stay tuned as more information will be forthcoming by Nov. 1.**

OSA Appointments

Advisory Committees and Boards

Updated appointments to the advisory boards and committees are posted on the association [website](#). Thank you to those member representatives for agreeing to serve in this important capacity. The advisory boards and committees are the first step to effecting real changes to the industry.



A legislative site tour is an important way to advance OSA's brand awareness within the legislature, and eventually, to increase OSA's legislative footprint. Many legislators are not aware of the intricacies that exist in the industry and would benefit from a site tour, where they are able to see more of the industry than they're typically exposed to in a 15 minute office meeting. If you would like to give a site tour at your facility, here are some things you should consider:

Who to invite: Typically, a good place to start is with a legislator in whose district your facility is located. If you're not sure which district you fall under, use this [tool](#).

Also include members of relevant committees, such as the House Agriculture and Natural Resources committee ([roster here](#)), the House Business and Labor committee ([roster here](#)), the Senate Environment and Natural Resources committee ([roster here](#)), or certain members of leadership. Remember, group tours can also be a good option (depending on the group and the size of the facility).

When to host tours: Obviously, a legislative tour will have to work around legislators' busy schedules, as well as your busy schedule. But, it's important to keep in mind certain dates to avoid. For instance, during session, many legislators are a) too busy to leave the capitol for a full or half day tour, or b) not in their district, and therefore not near your facility.

legislators are called back to the capitol for committee days (find the legislative calendar [here](#) by clicking the calendar icon and selecting a date). Keep in mind that Oregon has a citizen legislature. Meaning, many legislators have full time jobs in addition to their legislative duties, which could further complicate schedules.

What to say during the tour: Legislators are often interested in your day-to-day operations. It's also important to note some history of OSA, the makeup of OSA's general membership, as well as any pertinent legislation the association may be engaged on. Again, your lobbyist will provide this information prior to your tour, and preferably, will also be on the tour to assist with any legislative questions. Additionally, your lobbyist will be sure to inform you of any relevant positions the legislator has taken on previous or active legislation.

Other things to remember: Take pictures! Pictures will make great content for both the OSA Facebook page, and the legislator's Facebook page. This is a free and easy way to boost our credibility and visibility.

Finally, it's important to remember that the legislators are just regular people, and that they look to experts [like you](#) to inform their decision making.

If you would like more guidance on hosting a legislative tour at your company, please contact Sabrina Riggs at riggs@pacwestcom.com or 503-990-2484.

[Legislative Report for September 22, 2017](#)

Oregon lawmakers convened in Salem in September for the first round of interim committee meetings. These interim committees used to be an opportunity for the legislature to receive more detailed updates on issues affecting the state that otherwise could not be addressed during the regular session due to the fever pitch tempo of the legislative process. Not anymore. The change to annual sessions has removed any sense of down time in the legislature and, instead of receiving agency updates, the attention has immediately shifted towards the next wave of policy initiatives.

One of the most prominent policy initiatives for the next legislative session was on full display in the legislature. A coalition of environmentally-minded legislators and activists are embarking on major lobby effort to regulate carbon emissions through the adoption of a cap-and-trade initiative during the 35-day short session in February. The energy and environment committees in the legislature launched the effort by designating a series of workgroups to discuss the social and environmental nature of carbon pricing. The conversation regarding a cap-and-trade program is very much in its infancy, and there have been virtually no discussions regarding the financial components for a system of purchasing, using and trading credits through the program. Optically, the workgroup process appears to be an attempt to build a fully-aligned legislative coalition and avoid infighting during the public policymaking process. The cap-and-trade proposal faces an uphill climb, however, as many legislators from

Oregon's political community is beginning to shift its attention to an effort to refer health care taxes passed by the legislature to the voters in a special election in January. Earlier this year, the health care industry agreed to targeted new and expanded taxes to raise the funds needed to balance the state's Medicaid budget. A group of disgruntled Republicans and anti-tax organizations are gathering signatures to hold a voter referendum on these taxes. Advocates of repealing the taxes have until October 5 to submit the 59,000 signatures needed to place their referendum on the ballot. If it qualifies, the referendum will initiate a high-stakes campaign over the future of the Medicaid program and a balanced state budget. If the referendum is rejected by voters, lawmakers will be required to either identify an alternative funding mechanism to balance the Medicaid budget or identify reductions in eligibility and covered services.

The deadlines of the next legislative session are already approaching. Following the next round of interim hearings, scheduled for November 13-15, will be the deadline for submitting policy concepts for drafting on November 21. Unlike the regular session, where legislators can introduce an unlimited number of policy concepts, there are strict limits on the number of bills a lawmaker can introduce. Members of the House are allowed two bills and senators are restricted to only one, and the window of time to begin preparing new measures for the session is quickly closing.

Read additional legislative updates [here](#).



OSA IS NOW ON FACEBOOK!

As part of our legislative strategy, we have launched a new [Facebook page](#). "Like Us" on Facebook and share our page with your friends!



NEW MEMBER RECRUITMENT PROGRAM

Recently the Board launched an exciting program that will save you money while growing the association!

We are pleased to offer the "Membership Recruitment Incentive Plan."

The plan will award member companies that recruit a new member into the organization with a credit equal to 20 percent of their dues for one year, which can be applied towards dues, sponsorship packages or registration at events. New members will receive prorated dues if joining mid-year.

Please contact Angie Blacker at 503-685-7555 for more information.



Upcoming Events

January 16, 2018

Mid-Winter Meeting

Salem Convention Center, Salem, Ore.

Registration will open in November 2017.

The OSA winter meeting is held every year in January in Salem, Ore. The one day event consists of committee and general member meetings, workshops, and includes lunch. Scholarship awards are presented to eligible applicants. The day concludes with an evening reception to honor past OSA association presidents.



Save the Date!

June 20-21, 2018

Summer Convention

Skamania Lodge, Stevenson, Wash.

The 2018 Summer Convention will be held at the beautiful [Skamania Lodge](#), Stevenson, Wash., located in the Columbia River Gorge National Scenic Area.

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Our contact information is:

Oregon Seed Association

PO Box 4277

Wilsonville, OR 97070

503.685.7555

blacker@pacwestcom.com

www.oregonseed.org

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