

Seed Business 101SM

Davis, Boise & Yuma Sessions 2010/11

What are participants saying about SB 101?

Seed Business 101 has expanded my knowledge of the seed industry. This course is a must for anyone who wants to fast track their career.

Tracy Murphy, Harris Moran Seed Co. [Research Assistant - Greenhouse Management]

As an employee in the seed business for the last 5 years I never knew the whole structure and how a seed company works. I found all the material very helpful as I move from a warehouse employee to product development.

Cory Moreno, Keithly-Williams Seeds [Product Development Specialist]

Being able to visualize the seed world from all angles, not only what you personally specialize in. Learning how important everyone's job is in the market. It takes a team to succeed.

Brandon Fricke, TS&L Seed Company [Seed Inventory Manager]

This course has given me a very comprehensive view of the seed business. The organizers and instructors have to be commended for an excellent job, coming up with the curriculum and the ad-lib testimonials and stories by the instructors. I enjoyed the informal "free-wheeling" atmosphere and the course team building using the case studies. I now have a better understanding about the seed business. I will definitely highly recommend this course to others.

Narceo Bajet, Eurofins STA Laboratories [Assistant Manager/Senior Scientist]

The course is very creatively designed to deliver the content and the vast knowledge and experience of the instructors.

Joe Miles, US Agriseeds [Operations & IT Manager]

A great course for people who have limited experience in the seed business. The instructors offer 110 years of seed business knowledge and will make you a more "complete" employee in less than a week.

Joost Bogaerts, Syngenta Seeds Inc. [Demand Analyst]

This course was very informative and covered many of the issues and the complexity of seed business. The instructors have put a lot of time, effort, care and detail into the program. I would recommend this course to anyone who wants to learn more about the seed business.

Joe Valencia, Bonanza Seeds [Sales & Marketing]

A tremendous opportunity to get advanced knowledge and first hand insight of the workings of the seed business, through industry leaders and peers alike. It was a "must" for me to advance my knowledge within the seed industry.

Daniel Babshoff, Keithly-Williams Seeds [Sales Representative]

This course not only taught me what I don't know about the industry, but it also solidified what I did know at the same time.

Greg Anderson, Syngenta Seeds Inc. [Logistics Specialist]



UC DAVIS

DEPARTMENT OF PLANT SCIENCES

College of Agricultural and Environmental Sciences

Intense learning experience in a comfortable environment. Basic management training for upwardly or mini-mobile employees.

Rick Grider, Cal/West Seeds [Production Field Technician]

It was an excellent course and I had an outstanding experience working on my assignments with other members of the seed industry. The class covered excellent material, very well organized and it was relevant to my work. I definitely recommend this class to anyone working in the seed industry. Thank you!

Nicholas Rios, Sakata Seed America [Western Vegetable Trials Manager]

An excellent course from the “seasoned veteran” to the “new boy”. This is your one-stop shopping for seed business training and introduction to the industry.

Mario Perches, DP Seeds [Sales Manager Southwest USA & Mexico]

The course was an effective look at the cross functional nature of seed business management. It provided an understanding of the complexities of the seed industry and how better to navigate potential pitfalls.

Tyson Smith, Nunhems USA [Head of Finance and Administration NAFTA]

By sending your employees to Seed Business 101 you will be adding value to your business.

Sheri Willis, Arcadia Bio Science [Research Assistant / Product Development]

The Seed Business 101 class was a great opportunity to see all aspects of the seed business. The knowledge that I learned will be very beneficial in making critical decisions that we are faced with on a day to day basis.

It was also a great way to interact with competitors, hear the issues that they are facing in their jobs, and build relationships with great people that all share a common interest in agriculture and the seed industry.

Kristin Oomen, Monsanto Vegetable Seeds [Technology Development Assistant]

Seed Business 101 is a great class to get a good overall feeling for how the seed business works. I believe this class will help me in my future in the Seed Business.

Mason Douglass, Sunfield Seeds Inc. [Production Field Technician]

I recommend this course to anyone that would like to benefit from the instructor’s years of experience. A value to any seed company that is willing to invest into their selected people. An ultimate way to shorten the learning curve.

Allen Satterlee, Sakata Seed America [Vegetable Customer Service Manager]

This course offered a very unique opportunity to glance inside a seed company from every angle. Working in research gives me a very narrow perspective on the seed business, so the chance to see how things work in all key functional areas of the industry was invaluable. The instructors of the course are of the highest quality. They brought an amazing amount of information and real life experience to the class. I don’t believe any other class or forum would give me this chance.

Adrienne Difuntorum, Harris Moran Seed Co. [Research Assistant - Tomato Breeding]

Great opportunity to see the seed business from start to finish. Good nuggets of wisdom from experienced industry pros. Good opportunity to network with other industry people.

Cameron Steen, Keithly-Williams Seeds [Sales Representative]

It is a very good opportunity to interact with others in the seed industry, and learn from their ideas.

Matthew Leinfelder, Heinz Seed [North America Operations, Sales & Trials Manager]

Seed Business 101 is a course that would benefit anyone in the seed industry. It lets you explore each department and ties them together to show you how important each employee is to the company. This course not only teaches you about the seed industry but inspires you to be a better employee.

Julie McElhaney, US Agriseeds [Customer Service Manager]

For more information about Seed Business 101SM contact Jeannette Martins at jmartins@ucdavis.edu or visit <http://sbc.ucdavis.edu> or click here http://sbc.ucdavis.edu/education/seed_business.html

