



New FSA President's Message President Howard Adams

My thanks to all of you who are FSA voting members for putting your trust in me to be your new President. I promise to do my best to lead our Organization for the next year through the maze of opportunities and challenges that we regularly encounter in a normal year. I think you'll find that I will be a voice for change during my tenure.

My **Main** message to you today is to answer the question. "Why are we here?" Were we here in Tampa to have a good time and socialize with our friends and colleagues? You bet we were and we had a great time thanks to Jonathan's efforts! But why is the Florida Seed Association really here as an Organization, and why do we as individuals come together periodically and devote our time, talent and treasures to this Organization. I believe we do it because we think it's important to protect, defend, promote and improve our industry. Our Florida Seed and Allied Industries will be strong and stable just as long as we continue as a group to look after them. If we rest on our laurels or just get lazy, these industries, and especially the Florida Seed Law and it's associated programs that we worked so hard for and depend on, could fall apart. We need to be constantly vigilant and on our toes to prevent that from happening.

As our major challenges for the coming year, I see the following, at least so far:

First, and as always, we have the continuing challenge of building and maintaining our Florida Seed Association membership. The greater the membership, the more attention we get in Tallahassee, the more money we have to work with, and the more talent we have to draw from. Richard See and his Membership Committee have done an outstanding job of keeping our membership rolls increasing, and I think we owe Richard a round of thanks for that effort. We will need to continue the membership effort and sign up as many members as we possibly can to keep our Association going strong. Please, everyone help us sign up new members. If you need help or don't know how to do it, contact Richard, Jack Oswald, or any Board Member for assistance.

Second, As has been reported already, we are facing a financial crunch because of the pending loss of income from the FNATS trade show. Your Board of Directors is already beginning to face this issue, and in the coming days you'll be hearing more about how we plan to make up the loss. An increase in membership dues will be required, but there are other fund raising ideas that may reduce the amount of the increase in dues. Your input is welcomed, and if you have any fund raising ideas, please make them known to the Board.

Third, we have already heard that another major issue which is carrying over from the past year is the political situation in Tallahassee. What it may mean in increased costs to our members higher seed dealer fees and reduced services has still to be determined, but it doesn't look particularly positive. As you have heard, our FSA Board, the Seed Technical Council, Dale Dubberly and his group, and others will be looking into what can be done to establish a more cost effective, efficient, seed regulatory system for Florida. There are a number of ways to approach this challenge, and I'm certain you realize that it will take a lot of good ideas and volunteer time to fix a system which has been a national model, and has served us well in the past, but is in danger of being broken now because of political pressure to get it on a self funding basis. We want to move carefully on this issue because we don't want the Legislature to "cut our legs off", and destroy the Florida Seed Law. However, we feel that something has to be done, and done differently than it has been in the past.

Fourth, because of the importance of government politics and legislators in the modification or establishment of any seed regulatory system, we will be looking into what possibilities there are to establish liaisons with specific friendly political allies, or possibly combining efforts with other agricultural organizations for the purpose of lobbying in Tallahassee. This is already underway, but since I consider myself politically handicapped, I'll be asking for a lot of help with this part of the agenda. By the way, Dick Ellis has been instrumental in sounding the alarm on the political issues, and I want to thank him for that.

Lastly, beyond all of this work, we want to have time to have some fun, too. Jonathan has done a great job of organizing this year's convention, and I hope we can come up with an equally enjoyable experience next year. However, I'm concerned about the level of attendance at these conventions. If any of you have ideas for ways to enhance our convention fun or usefulness, I'd like to hear from you.

As you can see, there is a lot of important work to be done on behalf of the seedsmen and seed users of Florida. And there's a lot more I haven't mentioned that's going on behind the scenes, too. And it's important that we have some fun while we're doing it. So please help us spread the word that we need everyone's support to make these efforts successful. We need your membership dollars and donations, as well as your personal participation, to keep the Florida Seed Association growing, vibrant, relevant, significant, and fun. Please take some time on your trip home to reflect on how You can contribute some additional time, talent and treasure to your Florida Seed Association. We've got a good thing going - let's keep it on a roll.

1997/98 Standing Committees

Membership - Richard See

Legislative - Paul Sawyer

Scholarship - Jonathan
Stevenson

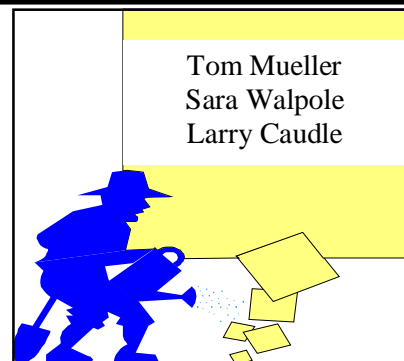
SICC - Don Maynard

Constitution & By-Laws -
Howard Adams

FNATS - Steve Seaton

Necrology - Edgar Martin

WELCOME TO OUR NEW MEMBERS



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Ben Rowe Awards Luncheon Keynote Speaker

Ben Rowe, Special Assistant to the Governor for Agricultural Affairs, gave an excellent overview of his duties as a representative of Florida Agriculture to and for Governor Chiles. Ben's insight, experience, and excellent Southern humor kept all of us interested and entertained. In addition to getting to meet and visit with Ben, we now know an additional direction to turn when we need the ear of the Governor. We thank Mr. Rowe very much for his interest and participation at our Convention.

Howard Adams
President



65th Convention Notes

Due to illness (a bug or something picked up while on vacation in Italy), Edgar Martin, FSA's Ambassador-at-large, missed his first Annual Membership Convention since President Harry Manee held the first Florida Seed Association Convention in Gainesville in 1932.

Edgar, we were all aware of your absence, but carried on and had a great time visiting the Florida Aquarium and dancing to the music on the Princess Starlite Cruise. Actually some of us just enjoyed the dinner and listening to the music, while watching Ron Priest dance the Macarana with his daughter JoAnna.

In your absence, Jonathan Stevenson did a masterful job with the awards luncheon, presenting Distinguish Service Awards to Past Director Jim DeBona, and Past Presidents Allen Stevens, & Dick Ellis. Incoming President Howard Adams recognized Jonathan Stevenson for his leadership and efforts in hosting a successful and memorable Convention.

Edgar, we all wish you a speedy recovery and look forward to your return in '98.

OUR THANKS TO THE 1997 ANNUAL CONVENTION CONTRIBUTORS

SPONSORING COMPANY	COMPANY REP.	CITY	STATE
Asgrow Seed Company	Matthew Johnston	Palm City	Florida
AgraTech Seeds, Inc.	Gary Hardin	Atlanta	Georgia
Cal/West Seeds	Paul Baumer	Woodland	California
Fla. Foundation Seed Prod., Inc.	Tom Stadskev	Greenwood	Florida
Fasco, Inc.	Robert Kershiner	Tampa	Florida
Florida Tomato Exchange	Wayne Hawkins	Orlando	Florida
Florida Garden Products	Greg Stake	Altamonte	Florida
Great Southern Seed, Inc.	Kenny May	Union Springs	Alabama
Kelly Seed Company, Inc.	Jim Kelly, Jr.	Hartford	Alabama
K-F Seeds	Kenny May	Brawley	California
Hulsey Seed Testing Lab., Inc.	Jerry Hulsey	Decatur	Georgia
It Supply, Inc.	Edward Tucker	Homestead	Florida
Mixon Seed Company, Inc.	Danny Mixon	Orangeburg	S. Carolina
Pennington Seed, Inc.	Ronnie Stapp	Madison	Georgia
Paramount Seeds, Inc.	Glen Kaufman	Palm City	Florida
Plants of Ruskin, Inc.	Dick Barrett	Ruskin	Florida
Rogers Seed Company	Jonathan Stevenson	Sarasota	Florida
S & M Farm Supply, Inc.	R. See, J. Thomas, T.Marsh	Princeton	Florida
Sakata Seed America, Inc.	Howard Adams	Lehigh	Florida
Terra Southern Corp.	Jerry Crane	Plant City	Florida

Florida Seed Law Review

Pat Cockrell

The Florida Seed Law is made up of three regulatory components. These components are the field inspection/sampling, the seed laboratory for regulatory testing and the Seed Investigation and Conciliation Council (SICC) for arbitration and settlement of disputes between growers and seed suppliers. During the recent history, the fees generated through dealer registration generally covered the cost of field inspection and SICC activities, while general revenue was used for the seed laboratory. In the last few years, general revenue has been reduced and finally eliminated (\$180,000) by the legislature for this program. Currently, \$360,000 is generated by dealer fees and the seed regulatory program has been pared down to provide a regulatory program at that level.

The Seed Technical Council has proposed to increase funding for the regulatory program. This proposal would be a partnership between dealers, growers and the Legislature. The dealers would raise \$90,000 through their registration fees or voluntary grower assessment if the Legislature would match this amount on an annual basis. In this way, the program would increase funding to \$550,000 and additional staff on the seed laboratory would be added to increase the number of regulatory samples taken on a yearly basis.

Calendar of Events

1997

July	9-10	Alabama Seedsmen's Assn., Perdito Beach, AL
July Meeting	14	FL Foundation Seed Producers, Annual Jim's Steak House, Marianna, FL
September	11-12	FNATS - Florida Nursery & Allied Trades Show, Orange County Convention Ctr., Orlando, FL
October	1-2	FACTS - Florida Agricultural Conference & Trade Show, The Lakeland Center, Lakeland, FL

1998

January	17-20	Southern Seedsmen's Assn. 79th Annual Convention and Trade Show Galt House, Louisville, KY
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Florida Seed Association 1997 - 1998

Officers:

Howard Adams.....President
 Paul Sawyer.....1st Vice President
 Richard See.....2nd Vice President
 Jonathan Stevenson.....Past President
 Dick Ellis.....Past President
 Jack Oswald.....Exec. V.P

Directors:

Rodney Douglass
 Bill Johnson
 Matthew Johnston
 John Payne
 Scott Peterson
 Ron Priest
 Don Maynard
 Tim Nance
 Steve Seaton
 Richard See
 Roland Verkaik
 Edgar Martin, Ambassador-At-Large



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TO: