

MSA NEWSLETTER

Missouri Seedmen's Association | Established 1946

July 2025



"A YEAR OF CHANGE... A YEAR OF THE SAME"

By MSA President Steven Schwenn

And we thought lower commodity prices were only going to be a one year experience...

A huge change from beans in the teens and easily profitable corn marketing.

Now this "new era" pricing appears to be the status quo – the same – for the next few years. Faced with this somewhat harsh reality agriculture and farming is forced to change and re-invent itself. Farmers have remarkable resilience to "weather any storm" and they need education and knowledge to handle a double edged sword of trying to achieve greater yields (to offset lower prices) and at

the same time reduce input costs to prop up their bottom line.

To this end is Missouri Seedsman Association and ag minded institutions of higher learning, are the wave of the future along with the students – who will be the problem solvers in upcoming years. This is why Missouri Seedsman Association is so committed to not only maintaining our scholarship program; but rather adding to it with our "Focus On The Future" scholarship programs, which have been growing throughout the recent years.

It will be these scholars who will have the technology and education to solve some of the many problems

agriculture is struggling with today.

This year's gathering of the Missouri Seedsman Association is September 24-25 at Lake of The Ozarks, Missouri. The theme of this years meeting is "fishing" so come have a Fin-tastic time and get "Hooked" on MSA. There will be a special seafood menu and dice games like "Ship-Captain-Crew". There is always a very competitive golf outing, awards banquet and silent auction to keep us "Reel-ly" entertained.

Looking forward to seeing our attendance on the rise.



Outgoing MSA President Rex Meyr presents Incoming President Steven Schwenn the gavel.



Tony Porter presents Steven Schwenn SSA Incoming President Plaque.



Outgoing president Rex Meyr receives plaque from incoming president Steven Schwenn.

INSIDE:

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EXECUTIVE DIRECTOR CHANGES:

Leisa Hees is stepping aside as the Interim Executive Director. I have appreciated the opportunity to continue relationships formed during my years working at MFA and through Missouri Seedmen's Association. This group has been important to me over many years and in many ways. The end of this chapter will be a bittersweet change but an essential change.

Shelby Bledsoe is excited to join the Missouri Seedmen's group as the new Executive Director and is transitioning into the position. Shelby works at FCS Financial as a Financial Services Specialist with the Agribusiness team assisting loan officers and working with the commercial farmer and agribusiness customers. She grew up in production agriculture and is actively involved in her family's cattle and farming operation in Eldon, MO. She also helps run a buying station during fescue harvest for Olean Seed during the summer. She is excited to work with the Missouri Seedmen's group.



Shelby Bledsoe

Contact information for Shelby Bledsoe: missouriseedmensassociation@outlook.com

As we move forward with many changes it will be important to get all your address information updated. We will no longer be banking in Concordia and Sharon's help in getting checks deposited will no longer be available. Please make sure to notify your accounting folks of this change.

ALL CORRESPONDENCE AND REMITTANCE ADDRESSES NEED TO BE CHANGED.

Missouri Seedmen's Association
219 Olean Road
Eldon, MO 65026

"CATCH THE EXCITEMENT"



Mark your calendar, make your reservations, return your registration to get O-Fish-Ally on board for the 2025 MSA Annual Meeting. Join us at Camden on the Lake on September 24-25, 2025. Reminder, make your room reservations by the deadline, August 20, so you can stay with the rest of the group. Our agenda will be similar to previous years.

Tuesday evening "early birds" will meet for dinner. Some of those early arrivals will golf on their own Wednesday. Wednesday afternoon the board will meet to address organizational details. The hospitality room will be open at 5:30 just across from the gift shop in the Suite. Wednesday evening we will welcome those scholarship winners who "reel in the big catch" at our Awards Banquet. Dinner at 7 pm with dress business casual or fishing theme if you choose.



Camden on the Lake Resort, Spa, & Yacht Club
2359 Bittersweet Rd - Lake Ozark, Missouri 65049
573-365-5620 • guestservices@camdenontheLake.com

Thursday morning will begin with our annual business meeting at 7:30 to discuss association updates and welcome new officers and new members. The shuttle will leave at 9:45 for the "Focus on the Future" Golf Challenge at The Cove. We are adding a fishing expedition on Thursday. It will depart from Camden on the Lake at 9:30, earlier if ready. Supplies will be provided. Missouri Fishing License is required. Registration deadline for this event has a hard date of August 15. If you are interested, please get your information turned in as soon as possible. Thursday evening we will relax with a Fin-Tastic evening of food, golf award presentations, followed by some fun games.

Help to grow our organization by attending, inviting co-workers, staff, and industry friends and acquaintances. We look forward to seeing you at Camden on the Lake.

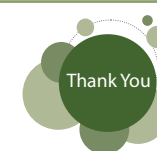
TREASURER & MEMBERSHIP CHAIR HISTORY

	Treasurer	Membership Chair
1957	Leon Archias	Bob Scott
1964	Ernest Wagner	Marty Wagner
1968		Albert Smith
1970		Wallace Dunn
1972	Mrs. Leon McHenry	E.L. Reed
1974	Margaret Mahoney	
1977		Bill Dunn
1978	Marcia Crigler	
1980		Marcia Crigler
1989	Emily Cook	Emily Cook
1993	Leisa Hees	Leisa Hees
1999	Linda Krause	Linda Krause
Title changed to Executive Director and covered both roles		
2008	Sharon Oetting	Sharon Oetting
2024	Leisa Hees	Leisa Hees
2026	Shelby Bledsoe	Shelby Bledsoe

LONGEST STANDING MSA MEMBERS

1954	MFA, Inc. Shawneetown Feed & Seed
1955	Belt Fur & Wool
1959	Reed Seeds
1960	Gemeinhardt (joined in 1960-not continuous but back)
1966	Cowan Seed Co
1974	Central Bag Company
1975	Hulsey Seed Laboratory
1977	Porter Seed House
1978	Pennington Seed Pioneer Container

A special Thank You to our Sponsors



We could not do this without you. We appreciate your forward thinking mindset and commitment to helping us foster and promote the development of the seed and related industries.

We are grateful for your financial support. Your sponsorship is important and enables our organization to continue its efforts. It also aids in education to encourage a continued positive future for our industry. We could not do this without you.

T • H • A • N • K Y • O • U



OFFICERS & BOARD OF DIRECTORS

- President** — *Steven Schwenn*
EDGEWELL AG PRODUCTS
15188 Chinnereth Est, Savannah, MO 64485
- 1st Vice-President** — *Jared Stockton*
PENNINGTON SEED, INC.
PO Box 338, Greenfield, MO 65661
- 2nd Vice-President** — *Lance Fox*
STOCKTON SEED HOUSE
PO Box 127, Stockton, MO 65785
- Secretary** — *Oscar Kourany*
CENTRAL BAG COMPANY
4901 South 4th Street
Leavenworth, KS 66048
- Executive Director** — *Shelby Bledsoe*
FCS FINANCIAL
219 Olean Road, Eldon, MO 65026
- Board Members**
*Grant Patterson • Brian Hubbard
Rex Meyr*

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2024 SCHOLARSHIP RECIPIENTS



2024 scholarship recipients were awarded \$12,000; University of Missouri - \$7500, Missouri State University - \$3500, State Fair Community College \$1000



Andrew Bailey

MSA/Southern Seed Association:

Andrew Bailey (MSU)
Madison Meyer (U of MO)

MSA/ MO Southern Seed Corporation:

Dylan McEwen (U of MO)

MSA/Ron Cowan Memorial:

Grace Tate (MSU)
Ellen Gardner (MSU)
Will May (U of MO)

MSA/Honorary Member:

Morgan Mathison (U of MO)

MSA Scholarship:

Taya Hale (U of MO)
Brystal Jones (U of MO)

MSA/Gold Star Transportation:

Felicity Guttman (U of MO)

MSA/Hube Chaney Memorial:

Addie Berry (SFCC)



Madison Meyer

Be a Sponsor!

The MSA Scholarship Program counts on your support! See page 12 for opportunities to ensure the future of agriculture and the seed industry.



Grace Tate



Morgan Mathison



Felicity Guttman



Addie Berry



University of Missouri scholarship recipients



Missouri State University scholarship recipients

HONORARY MEMBERSHIP

DO YOU KNOW A SEED INDUSTRY SUPERSTAR?

In October of 2008, the Missouri Seedmen's Association (MSA) adopted a resolution formally establishing criteria for Honorary membership in this organization.

To be eligible an individual must meet all or most of the following criteria and be nominated by a current member of the MSA:

1. Must be a member or previous long-term member in good standing of the MSA.
2. Well-known and respected among MSA membership, having exhibited a commitment and dedication to the industry above and beyond the average commitment.
3. Well-know and respected within the industry and the community.
4. Retired from the seed industry.
5. Has been involved in leadership roles or activities



within the organization and/or the industry.

6. Worked a minimum of 25 years in the seed industry.
7. While in the seed industry, conducted the majority of their business activities primarily in MO.
8. May be presented posthumously.

Those recognized will receive a life-time complimentary membership in the MSA.

Is there someone that stands out — someone that has led the way? Make your nomination(s) for Honorary consideration and submit by August 15, 2025.

Please contact Shelby Bledsoe for an application form. Contact information is missouriseedmensassociation@outlook.com; 573-552-6998; or 219 Olean Road, Eldon, MO 65026.

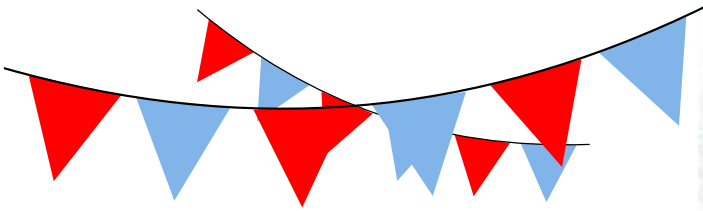
HONORARY MEMBERS

In 1974, Carl F. Roth was the first member to be given the award of Honorary member. In 1976, the MSA voted to establish an Honorary Life Membership in the association, and that year the award was presented to Henry Wertheim. In 2008, further criteria and a nomination process were put into place. The award may be presented annually, but is not required.

- Carl F. Roth • Wynard Aslin • Hube Chaney • Hank Bradley • Robert Austermann
Henry Wertheim • J. Lowell Magee • Charles Reed • Bob McDonough • E.R. "Bert" Cowan

WAYS TO BE INVOLVED IN MSA OR BE A SPONSOR

- ✓ Pay your annual dues
- ✓ Place an ad in the annual directory
- ✓ Attend the annual meeting
- ✓ Sponsor Hospitality-\$250 min
- ✓ Sponsor Breakfast meeting-\$500 min
- ✓ Sponsor Banquet-\$500 and up
- ✓ Underwrite a scholarship - \$1000 min
- ✓ Sponsor a scholarship recipient's dinner at the banquet. Minimum \$75.00
- ✓ Be a sponsor at our golf tournament; be a hole or prize sponsor. Minimum \$50.00
- ✓ Bring an item for our auction at the banquet



“And we're off to the ... Missouri Seedmen's 2024 Annual Meeting”

The 2024 annual meeting was “Off to the Races” with social time sponsored by WeberSeed. The social gives members an opportunity meet and greet our scholarship winners. Starting with great food, President Rex Myer emceed the banquet. The highlight of the event was the presentation of the “best in class” scholarship recipients from University of Missouri, Missouri State University and State Fair Community College. Eleven scholarships amounting to \$12,000 was awarded with the help of our amazing sponsors. The future looks bright for agriculture with a great group of recipients.

Thursday morning's breakfast business meeting sponsored by MFA Inc was called to order by President Rex Myer. Oscar Kourany was presented as our incoming Secretary. Steve Schwenn was welcomed as President for 2025, First Vice President- Jared Stockton and Second Vice President-Lance Fox. The Board of Directors: Grant Patterson, Brian Hubbard



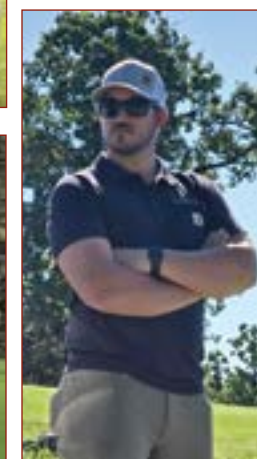
and Rex Myer. It was announced the 2025 Annual Meeting will be held at Camden on the Lake again on September 24-25, 2025. Following breakfast the “Focus on the Future” golf tournament was held at The Cove. Lunch was sponsored by FCS Financial and Central Bag assisted in the tournament and getting the hole prizes. We appreciate all the participants who support the golf tournament and supporting the scholarship fund.

Thursday evening we “saddled up” with some fun and refreshment. Hospitality was sponsored by Kincaid Seed Co. Following some food and drinks the golf prizes were awarded to the top teams and the hole winners. We concluded the evening with a horse racing game. It was great fun and we ended with a high stakes game that raised \$1000 for a new scholarship.



2024 "FOCUS ON THE FUTURE" GOLF CHALLENGE

- 1st place – Lance Fox, Tom Black and Mark Ratterree
- 2nd place – Jeff Chalabi, Grant Patterson, Tony Porter, Tyler Bennett
- 3rd place – Bill Talley, Glen Meyr, Kirk Seidl, Mike Cowan
- 4th place – Steve Schwenn, Rex Meyr, Brian Hubbard, Sean Priest
- 5th place – Jon Popp, Rod Richmeier, Zach Louk, Curtis Falkner
- Closest to the Pin #2 – Grant Patterson
- Closest to the Pin #7 – Jeff Chalabi
- Longest Drive #9 – Tony Porter
- Longest Putt #10 – Tyler Bennett
- Longest Drive #11 - Lance Fox
- Longest Putt #18 – Kirk Seidl



1st place team



2nd place team



3rd place team



4th place team



5th place team

ALL OUR TEAMS ARE WINNERS!
THEY SUPPORT OUR “FOCUS ON THE FUTURE” SCHOLARSHIP PROGRAM!!
MANY THANKS TO ALL OF THEM.

JOIN US FOR A
FIN-tastic time
 at the
Missouri Seedmen's Annual Meeting
 on September 24th and 25th, 2025
 at Camden on the Lake, Lake Ozark, MO



Events

- Tuesday, September 23:** 6 p.m. • Dinner for the early bird arrivals
- Wednesday, September 24:** 3 p.m. • Board meeting
 5:30 p.m. • Social time
 7 p.m. • "Reel in the Big Catch" Awards Banquet
- Thursday, September 25:** 7:30 a.m. • Breakfast business meeting
 9:30 a.m. • Fishing Expedition
 10:30 a.m. • "Focus on the Future" Golf Challenge
 6:30 p.m. • "Fin-tastic Fun"



Registration

Return enclosed remittance form by August 15, 2025 or Earlier.
 (Early Bird registration - \$200 per person; After August 15 - \$225 per person)
 No refunds after September 11, 2025.
 Mail to: Missouri Seedmen's Association • 219 Olean Road • Eldon, MO 65026
 Scan & E-mail to: missouriseedmensassociation@outlook.com



Lodging

ROOMS
 Guest Rooms start at \$144.00 and up - choice of room types/resort fee waived
 Guaranteed until 4 p.m., August 20, 2025 (FIRM DATE)
Reservations are made by individual call-in — Make your own today
 Call 573-365-5620 and identify yourself with MO Seedmen's Association.
 Group ID: SEED0925

CANCELLATION POLICY
 Any room not canceled at least 96 hours prior to arrival will be billed to the party that booked the reservation.



Golf

FOUR PERSON GOLF SCRAMBLE
WHEN: THURSDAY, September 25, 2025
 9:30 a.m. registration
 9:45 a.m. group photo
 10:30 a.m. tee time

WHERE: The Cove
 Lunch sponsored by FCS Financial
 Prizes and Awards to be announced that evening.



Fishing

WHEN:
 THURSDAY, September 25, 2025
 9:30 a.m. Leave Camden on the Lake
 Supplies included;
 Missouri Fishing License required

2024 "FOCUS ON THE FUTURE" SCHOLARSHIP FUND CONTRIBUTORS

The Southern Seed Association (SSA) contributes \$1500 in matching funds to our program annually. We thank you!!

Platinum:

- Gold Star Transportation, Inc. (Scholarship)
- Missouri Southern Seed Corporation- (Scholarship)

Gold:

- Central Bag Company
- FCS Financial (Golf lunch)
- Green Cover (New 2024)
- Krause Seeds, Inc.
- MFA, Inc. (Friday Breakfast)
- Pennington Seed, Inc.
- Pioneer Container Corporation
- Porter Seed House (Step Up)
- Reed Seeds, Inc.

Silver:

- Bag Supply Company
- Beachner Seed Company, LLC
- Caudill Seed Company
- Chantland MHS
- Drumheller Packaging
- Edgewell Ag Products, LLC
- Bill Fox Family (New 2024)
- GW Sorghum Seed Co, Inc.
- Gemeinhardt Seeds, Inc
- Kincaid Seed Co, LLC (Thursday Hospitality)
- Material Motion
- Olsen Custom Seed Farms/Seed Division
- Peterson Genetics, Inc.
- Popp Engineering, Inc.
- Schallert Bros. Seed Co.

Bronze:

- Smith Seed Services
- Stratton Seed Company
- Summit Seed Coating (Step Up)
- Weber Seeds, Inc. (Wednesday Hospitality)
- Central Seed Testing
- Delange Seed House, Inc.
- Gravis Global
- Langston Companies
- Missouri Crop Improvement Association
- Missouri Grown
- MO Wine Growers
- MO-AG, Missouri Agribusiness Association
- Shawneetown Feed & Seed Company
- Star Seed Inc.
- Unisouth Genetics, Inc.

The Challenge Is Yours

It takes each of you to help this association grow! Renew your membership and encourage others that have a vested interest in the seed industry to become a member. Encourage them to be a part of their business association.

-RECRUIT 3 MEMBERS: Receive free annual meeting registration, a free night stay and an MSA Mug

-RECRUIT 6 MEMBERS: Receive a free annual meeting registration, two free nights stay, a MSA Mug and golf shirt

-RECRUIT 10 MEMBERS: Receive free annual meeting registration, two free nights stay, a MSA Mug, golf shirt, and watch

AND REMEMBER.....THERE IS A BONUS FOR YOU!!!!

PLEASE NOTE:

Contact information for Shelby Bledsoe:
 missouriseedmensassociation@outlook.com

Phone number: 573-552-6998

Please note the change in mailing address to submit payments and correspondence for the organization:

Missouri Seedmen's Association
 219 Olean Road
 Eldon, MO 65026



Follow us on Facebook
 MO Seedmen's Association

DONATE

Donations for raffle items to be auctioned at the banquet are always appreciated. Get innovative and support our scholarship fund with goodies.

SAVE THE DATES FOR OUR ANNUAL MEETINGS

Sept. 23-24, 2026
 Sept. 29-30, 2027
 Sept. 27-28, 2028

at Camden
 on the Lake Resort



Check it out the Missouri Seedmen's Website:
www.missouriseedmensassociation.com



RENEW OR JOIN NOW!!

"Be a part of growing this organization and working together while furthering the future of the seed industry!"

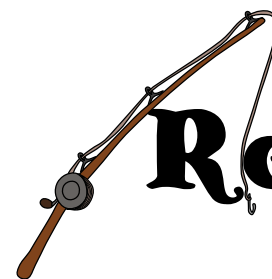
The Missouri Seedmen's Association works with the American Seed Trade Association, Southern Seed Association, the Missouri Department of Agriculture and the Missouri Crop Improvement Association. For more information, contact Shelby Bledsoe at 573-552-6998 or email missouriseedmensassociation@outlook.com.

HOW CAN YOU PARTICIPATE IN YOUR INDUSTRY ASSOCIATION?

- Be a Member, pay annual dues of \$100/year
- Attend the annual meeting
- Place an ad in the annual directory for \$25 and up
- Be a Sponsor — there is a place for everyone
- Bring an auction item

SEE HERE FOR AD INFORMATION ➡

PLEASE RETURN BY AUGUST 15, 2025 with necessary additions or corrections to ensure your listing is accurate. Thank you!



Reel in a big catch

with an ad in the annual directory!

All members will be featured in the directory and membership listing. In addition to having your contact information listed, you have the opportunity to place an ad in the directory sharing more information about your business and promoting new opportunities. **Please consider promotion of your business with us.**

FULL PAGE AD

Business Card size ad.....	\$25.00
1/2 page ad.....	\$50.00
Full page ad.....	\$85.00
Double page ad.....	\$160.00
Inside front cover-full.....	\$100.00
Inside back cover-full.....	\$100.00
Outside back cover-full.....	\$150.00
If not print ready-add.....	\$25.00

Be a star...fish

Any fin is possible

Catch the excitement

BUSINESS CARD SIZE AD

Don't trout yourself

Get O-fish-ally onboard

1/2 PAGE AD

Salmon has to do it

Mussel up

SPECIFICATIONS FOR ALL ADS

- Color or Black and White
- No bleed
- preferred resolution is 300 dpi
- Size
 - Full - 4.5 x 7.5"
 - 1/2 - 4.5 x 3.75"
 - Bus - 2 x 3.75"

Don't be Koi

Help us “Drive it home”

The “Focus on the Future” Scholarship program offers all of our members the opportunity to support the many awards that we present annually. In 2024, we received over \$15,000 in contributions, to support our program.

Please note the levels and benefits, as well as the “Step-Up” Challenge for contributions.

Won’t you consider being a sponsor or if a sponsor, “Stepping-Up”??



for the future of the seed industry

2023 was the eighth year for the “Step UP” Sponsorship program. This has been highly successful with more of our members “stepping up” to this challenge each year. Over time, these extra contributions help the program to grow.

WON'T YOU CONSIDER “STEPPING UP”?

Here's how:

- Become a First-time sponsor
- Double your previous sponsorship contribution
- “Step-Up” to the next level
- Sponsor a scholarship recipient's dinner at banquet

Deadline Reminders:

August 15 - Return Meeting Registration

August 20 – Make Room Reservations

“FOCUS ON THE FUTURE”

SPONSORSHIP LEVELS

Diamond	\$2500↑
Platinum	\$1000↑
Gold	\$500↑
Silver	\$250↑
Bronze	\$50↑

CASH SPONSORSHIP OPPORTUNITIES

Diamond \$2500

- Scholarship jointly named with MSA (i.e. MSA/ABC Company Scholarship)
- One complimentary meeting registration
- One golf fees (includes 18 holes, card/ lunch)
- Complimentary one page ad in the directory *
- Golf Hole Signage and Sponsorship
- Opportunity to address the attendees at the annual meeting banquet
- Recognition at the Annual Meeting functions and in all mailings

Platinum \$1000

- One complimentary meeting registration
- 20% discount on directory ad*
- Golf Hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Gold \$500

- Half price meeting registration
- 20% discount on directory ad*
- Golf Hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Silver \$250

- 10% discount on directory ad*
- Golf hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

Bronze \$50

- Golf hole Signage and Sponsorship
- Recognition at the Annual Meeting functions and in all mailings

*While every attempt will be made to allow for ad discount and recognition, adherence to print deadlines is required.